

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering May 8, 2014 through June 6, 2014:

Date	News Releases
5/09/2014	Anne Simpson Elected to CII Board
5/13/2014	CalPERS Launches Search for Chief Investment Officer
5/15/2014	CalPERS Names Matthew G. Jacobs as New General Counsel
5/16/2014	Los Angeles Unified School District Chooses to Prefund Retiree Health Benefits Through CalPERS
5/19/2014	CalPERS to Host Benefits Education Events in Ontario
5/20/2014	CalPERS Announces Candidates for the 2014 State, School and Public Agency Board Elections
5/21/2014	CalPERS Board Approves Pension Beliefs to Guide Pension Fund Practices and Decisions
5/22/2014	CalPERS Acts to Contain Rate Increases for Small Employers
5/27/2014	CalPERS Releases Chief Investment Officer Recruitment Brochure
5/30/2014	CalPERS Welcomes Dana Hollinger to the CalPERS Board
6/03/2014	CalPERS Shareowner Proposal Successful at Nabors Industries

Date	Opinions/Letters	CalPERS Representative	Submitted to:
5/08/2014	U-T San Diego Editorial Board Needs to Rethink Its Rhetoric	Robert Udall Glazier	U-T San Diego

*Note: **Bold** Items Submitted and Printed*

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Climate Rules Could Put \$1.1 Trillion In Oil Investment At Risk	5/8/2014	Marinelink.com	Anne Stausboll	P
Death-benefit bill adds budget burdens	5/8/2014	U-T San Diego		O
CalPERS Presses Bank of America to Fire PwC	5/8/2014	aiCIO		P
Judge in San Bernardino bankruptcy losing patience with city, CalPERS	5/9/2014	Reuters		O
CalPERS chopping hedge fund allocation	5/12/2014	Pensions & Investments	Joe DeAnda	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS Weighs In On Detroit Pension Debate	5/12/2014	Mondaq Business Briefing		O
CalPERS Grapples With New Allocation Targets	5/14/2014	Top1000funds	Priya Mathur	O
Judge focuses on pension contract	5/14/2014	Stockton Record		O
Stockton bankruptcy judge to decide if pensions should share losses	5/14/2014	Legal Monitor Worldwide		O
How to Make Analytics Work for Your Government	5/14/2014	Govtech.com	Ann Boynton	P
Gov. Jerry Brown unveils 'good news' budget revision	5/14/2014	The Oakland Tribune		O
CalPERS seeks new chief investment officer	5/14/2014	Sacramento Business Journal		O
Stockton Trial Enters Final Day	5/15/2014	The Bond Buyer	David Lamoureux	O
Hiring Innovative Employees in Data Analytics is Critical	5/15/2014	GovTech	Ann Boynton	O
New health cost controls get go-ahead from feds	5/16/2014	Associated Press	Ann Boynton	P
SEC exam findings a "wake-up call," says LP	5/16/2014	pehub	Joe DeAnda	O
Pension official quizzed	5/16/2014	The Record	David Lamoureux	O
CalPERS Resizes Hedge Fund Program On The Back Of Power Shift	5/16/2014	Hedge Fund Insight		O
CalPERS, Stockton's buddy	5/16/2014	The Stockton Record		N
CalPERS on NIGHTLY BUSINESS REPORT for May 16, 2014, PBS	5/19/2014	Nightly Business Report	Ann Boynton	P
Sacramento lawyer Matthew Jacobs named new general counsel at CalPERS	5/19/2014	The Sacramento Bee	Brad Pacheco	P
Stockton bankruptcy judge looks at pension cuts	5/19/2014	Calpensions	David Lamoureux	O
CalPERS Names Matthew G. Jacobs As New General Counsel	5/19/2014	Exchange News Direct		P
CalPERS, San Bernardino agree to delay bankruptcy appeal	5/19/2014	San Bernardino County Sun		O
CalPERS Grants PE Team Breathing Room in Meeting Targets	5/20/2014	Private Equity News		O
CalPERS signs lease in Buzz Oates building	5/20/2014	Sacramento Business Journal		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS to launch website with health care cost, quality data	5/21/2014	California Healthline	Ann Boynton	P
CalPERS adjusts investments to reduce risk	5/21/2014	Sacramento Business Journal	Joe DeAnda	P
Understanding Lodi's CalPERS concerns	5/21/2014	Lodi News-Sentinel		O
CalPERS signs lease in Buzz Oates building	5/21/2014	Sacramento Business Journal		O
CalPERS, San Bernardino Want Appeal Deadline Extended	5/21/2014	The Bond Buyer		O
Oakland probes disability pay of ex-cop who's now FBI agent	5/23/2014	SFGate	Joe DeAnda	O
CalPERS change allows Rancho Mirage to pay pension debt	5/23/2014	The Desert Sun		O
S&P, Moody's Lose Bid to Block CalPERS \$800 Million Suit	5/24/2014	Bloomberg		O
Urban Outfitters faces shareholder rebellion over diversity	5/27/2014	Financial Times	Anne Simpson	P
Winners, losers as CalPERS shuffles risk pool rates	5/27/2014	Calpensions	Alan Milligan	O
Hines, CalPERS Close \$100M Mexican Fund	5/27/2014	Real Estate Finance and Investment		O
CalPERS Reference Pricing Policy Yields Big ROI	5/28/2014	Health Data Management		P
Calpers' 'Reference Pricing' Initiative Saves \$5.5m Over Two Years	5/28/2014	California Healthline		P
CalPERS gets the OK to sue credit-rating agencies	5/28/2014	The San Francisco Chronicle		O
Judge hands CalPERS 1st-round loss in long-term care lawsuit	5/30/2014	The Sacramento Bee	Rosanna Westmoreland	N
More U.S. Corporations Must Scale Up Sustainability Efforts	6/2/2014	Green Money Journal	Anne Stausboll	P
Judge issues final decision on CalPERS request to toss insurance case	6/2/2014	The Sacramento Bee		N
CalPERS Welcomes Dana Hollinger To The CalPERS Board	6/2/2014	Exchange News Direct		O
New Step to Expose Hidden Retiree Health Debt	6/3/2014	CalPensions		O
CalPERS Shareowner Proposal Successful at Nabors Industries	6/4/2014	CalPERS	Anne Simpson	P
Pension expert defends Stockton's decision to pay CalPERS while cutting payments to creditors	6/5/2014	The Sacramento Bee		O

¹P – Positive tone
N – Negative tone
O – Neutral tone

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 5/08/2014 U-T San Diego Editorial Board Needs to Rethink Its Rhetoric
- 5/30/2014 Board Diversity in Corporate America: Time for a Governance Makeover

Videos, Webcasts, & Webinars (produced and posted on CalPERS Video Center websites)

- HRSD Informal Mentoring Conversations | Episode #4
- School Employer Advisory Committee (SEAC) Meetings
- HRSD Informal Mentoring Conversations | Episode #5
- Retirement Checklist Webinar

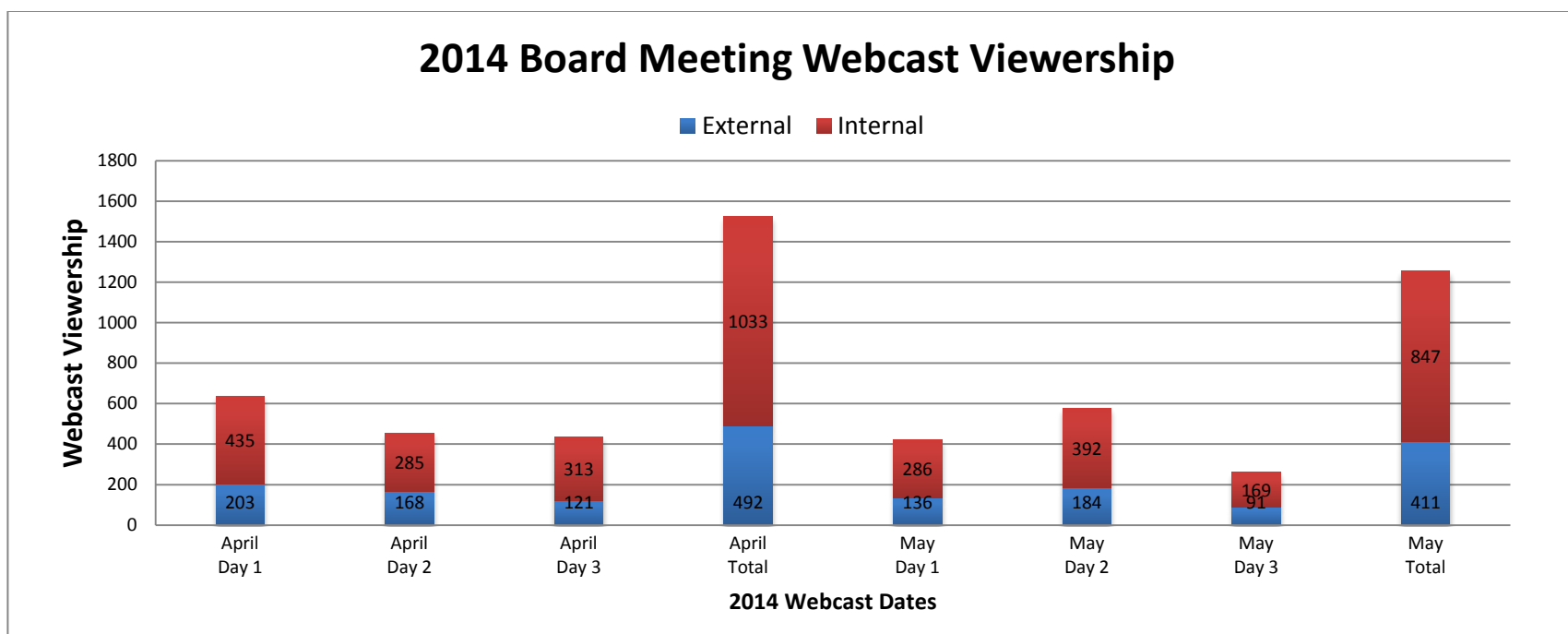
Social Media

Totals as of May 31, 2014:

- Twitter followers: 8,948
- Facebook “Likes”: 9,694
- YouTube: 193,639 video views

For month of May 2014:

- Twitter Followers added: +212
- Facebook “Likes” added: +50
- YouTube: 5,511 video views



Monthly Mentions

