

## Citizens' Oversight Projects (COPs)

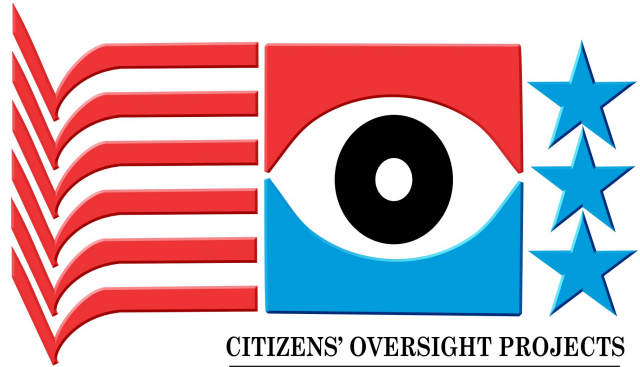
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CITIZENS' OVERSIGHT PROJECTS

CitizensOversight.org

NEWS RELEASE – FOR IMMEDIATE RELEASE

### **CITIZENS' OVERSIGHT RELEASES “PEEVEY GALA” EMAILS FROM GOLDMAN SCHOOL OF PUBLIC POLICY AT BERKELEY**

#### ***GOLDMAN SCHOOL IN DAMAGE CONTROL OVER BOGUS PEEVEY GALA FUNDRAISER***

#### ***“Clueless” School Administration Defended Peevey Sponsorship, Ignored Public Outcry***

#### ***Peevey Cronies Struggle for Footing after His CPUC Tenure Ends***

SAN DIEGO (March 26, 2015) – After weeks of stonewalling, the Goldman School of Public Policy at U.S. Berkeley finally provided 327 pages of emails regarding their sponsorship and endorsement of the Michael Peevey Gala fundraiser, which occurred on February 12, 2015. The release of emails only occurred after Aguirre & Severson LLP filed a lawsuit to compel the disclosure.

The emails and related files are available here: <http://www.copswiki.org/Common/M1558>

Ray Lutz, National Coordinator, Citizens' Oversight, said, “I called Henry Brady, Dean of the Goldman School of Public Policy, on February 10 after we learned the school was sponsoring the event by providing their name on the invitation. I told Brady that to limit the damage to their institution, they should pull their sponsorship and declare immediately that they would not be accepting any funds. Instead, Brady singlemindedly continued the sponsorship and endorsement of the event, resulting in maximal damage to the reputation of the institution, amid dozens if not hundreds of phone calls, emails, and letters. He even received a two-page letter from State Senator Jerry Hill, which he embarrassingly responded to with an email consisting of a single sentence and pre-canned blurb.”

Weeks later, the GSPP said they would not accept any net funds from the event, but the damage was done.

The event, organized by Edison Consultant and former CPUC Commissioner Susan Kennedy, seemed to be about preserving the “Peevey crony network” and passing it on – undiminished – to the new CPUC President, Michael Picker, who was also an attendee, and who apparently solicited at least \$55,000 for the event, some from organizations with business before the Commission, according to the behest report on the CPUC website.

“It seems this event was so important to Dean Brady that he was willing to see the image of the Goldman School tarnished rather than give up the myth that the event was legitimate fundraiser,” said Lutz. “The idea that Brady is heading up a prestigious public policy institution and simultaneously this clueless about public relations is baffling.”

Citizens' Oversight sees the following as important observations about the event and actions by the Goldman School of Public Policy, (more is on the web site referenced).

- The public's campaign to apply public pressure to the Goldman School was eventually successful, even though Brady continued to pander to his prior contact at the CPUC, and has apparently never realized the error of his ways.
- Brady and the GSPP either completely ignored or provided only superficial responses to all communications, including the letter from Senator Hill, which received only a one-line email response and a pre-canned explanation.
- At this point, the GSPP has said it will not accept any proceeds from the event and Peevey has resigned from his post on the advisory board.
- There is still a concern that the school paid \$500 for tickets to the event for Dean Brady and Asst. Dean Doornbos. If the GSPP is not sponsoring the event, this should be an expense paid from their personal accounts rather than a legitimate expense or donation.
- There appears to be no standards at the U.C. for sponsorship of events, including allowing the good name of the institution to be used on invitations. In this case, there was no guaranteed return nor any cost benefit analysis. Clear and objective standards should be the policy.
- Peevey is so powerful in these circles that it appears that his first phone call and email did not include a request, but rather dictated what the arrangement would be, surprisingly, about his own gala event.
- The school does not seem to understand the difference between a no-strings-attached donation of money and an event which uses the name of the institution and is a risk-based venture, with no notion of what return is expected. They never considered whether the event would be actually beneficial to the organization, and said it was not a fundraiser, contrary to what Brady said.
- It appears that no records were kept regarding the phone calls received and what each person had to say. The directive was to let it "blow over" rather than consider any of the feedback being given to the school by the public. This aspect is very concerning and should be the basis for changes in how the UC interacts with the public, which largely pays their bills.
- It is still unclear how the \$25 million grant to the UC system, with earmarking for the Berkeley campus included in the recent tainted San Onofre settlement, figures into the logic used by Brady to justify continued sponsorship of the event even after he was warned that it would be a devastating mistake, and indeed proved to be just that.
- The stonewalling of production of the emails just shows how far off track the administration of the Goldman School of Public Policy has become. The need to cultivate relationships with people in very powerful positions has compromised their independence and ability to reflect on the prudence of their actions, particularly when faced with a major public outcry.
- We suggest that the U.C. Berkeley take a good hard look at their policies and procedures to make it much more difficult to gain a sponsorship and endorsement of an event and pull that sponsorship and endorsement if there is any hint of impropriety. The business points for each fundraiser should be clearly defined and the expected results reasonable. Each event should be measured in terms of how well it performed. There should be procedures in place for recording input from the public that makes telephone calls to provide input as to the desired direction of the public policy of the school.
- Citizens' Oversight asks that the Goldman School of Public Policy review this issue and solicit input from students and professors on the merits of how this was handled by the school. It seems that the school needs to improve some of its own programs if this is how poorly their fearless leader performs.

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