

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering February 1, 2016 through February 29, 2016:

Date	News Releases
2/16/2016	Proxy Access, Climate Risk Reporting, and Diversity Top CalPERS' List of Corporate Engagement in 2016
2/18/2016	CalPERS Board Elects Committee Chairs and Vice Chairs
2/23/2016	CalPERS Launches Search for New Chief Executive Officer
2/25/2016	CalPERS Guards Against Attempts to Use Lawsuit Settlement Payments to Inflate Pensions
2/26/2016	CalPERS Information Technology Staff Honored

Date	Opinions/Letters	CalPERS Representative	Submitted to:
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*Note: **Bold** Items Submitted and Printed*

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS issues fraud alert for Anaheim members	2/2/2016	Orange County Breeze		O
New Courthouse, 30-Story Building Coming To Downtown Sacramento	2/3/2016	CBS 13		P
Developer unveils vision for 'hole in the ground' in downtown Sacramento	2/3/2016	The Sacramento Bee		P
Taking the Guesswork Out of Private Equity Fees	2/4/2016	CIO Magazine	Scott Jacobsen	P
CalPERS reveal plans for property on 3rd St., Capitol Mall	2/5/2016	KCRA		P
Maverick CalPERS director says private equity fee disclosure isn't enough	2/5/2016	The Deal		N
CalPERS closes on purchase of 787 Seventh for \$1.9B	2/8/2016	The Real Deal New York Real Estate News		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Deutsche Loans CalPERS \$780M For 787 Seventh Ave Acquisition	2/9/2016	Bisnow		O
CalPERS loses key court decision in lawsuit over long-term care	2/10/2016	The Sacramento Bee	Rosanna Westmoreland	N
CalPERS makes huge New York real estate deal	2/10/2016	The Sacramento Bee	Joe DeAnda	P
CalPERS considers policy pressuring companies to replace longtime independent directors	2/10/2016	Pensions & Investments		P
CalPERS invests \$1.9B in Manhattan office building	2/10/2016	Sacramento Business Journal		O
CalPERS Pays Big Bucks for AXA Equitable Center in Manhattan	2/11/2016	Commercial Property Executive		O
CalPERS sets dates for benefits education conferences	2/11/2016	The Sacramento Bee		P
CalPERS long-term care lawsuit questions answered	2/16/2016	The Sacramento Bee		N
OCC Tweaks CalPERS Credit Facility	2/17/2016	MarketsMedia.com		P
Mercury News editorial: California governor can help salvage CalPERS	2/17/2016	San Jose Mercury News		N
CalPERS Says Will Vote for Diversity Proxy Proposals	2/18/2016	Bloomberg Brief		P
CalPERS president's vote allows him to run again	2/22/2016	Calpensions.com		O
Brown vs. CalPERS: The ugly status quo wins	2/23/2016	San Diego Union-Tribune		N
CalPERS hires headhunter to find CEO for pension fund	2/24/2016	Sacramento Business Journal		O
What Should Be Expected from a CIO?	2/25/2016	PublicCIO.com	Doug Hoffner	P
CalPERS Weighs Role of Settlement Dollars in Pension Calculations	2/26/2016	PlanAdvisor.com		O
Former CalPERS chief to pay \$250,000 in bribery settlement	2/29/2016	Sacramento Bee		O

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

Online Enhancements, Videos, Social Media and Webcasts

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

- School Employer Advisory Meeting (live webcast & videos)
- Board Committees (live webcast & replay)
- Board Highlights | State of the System
- Board Highlights | Proxy Voting
- Social Media Sound Bites | CBEE's
- Planning Your Retirement (webinar)
- Leadership Mentoring Session

Social Media

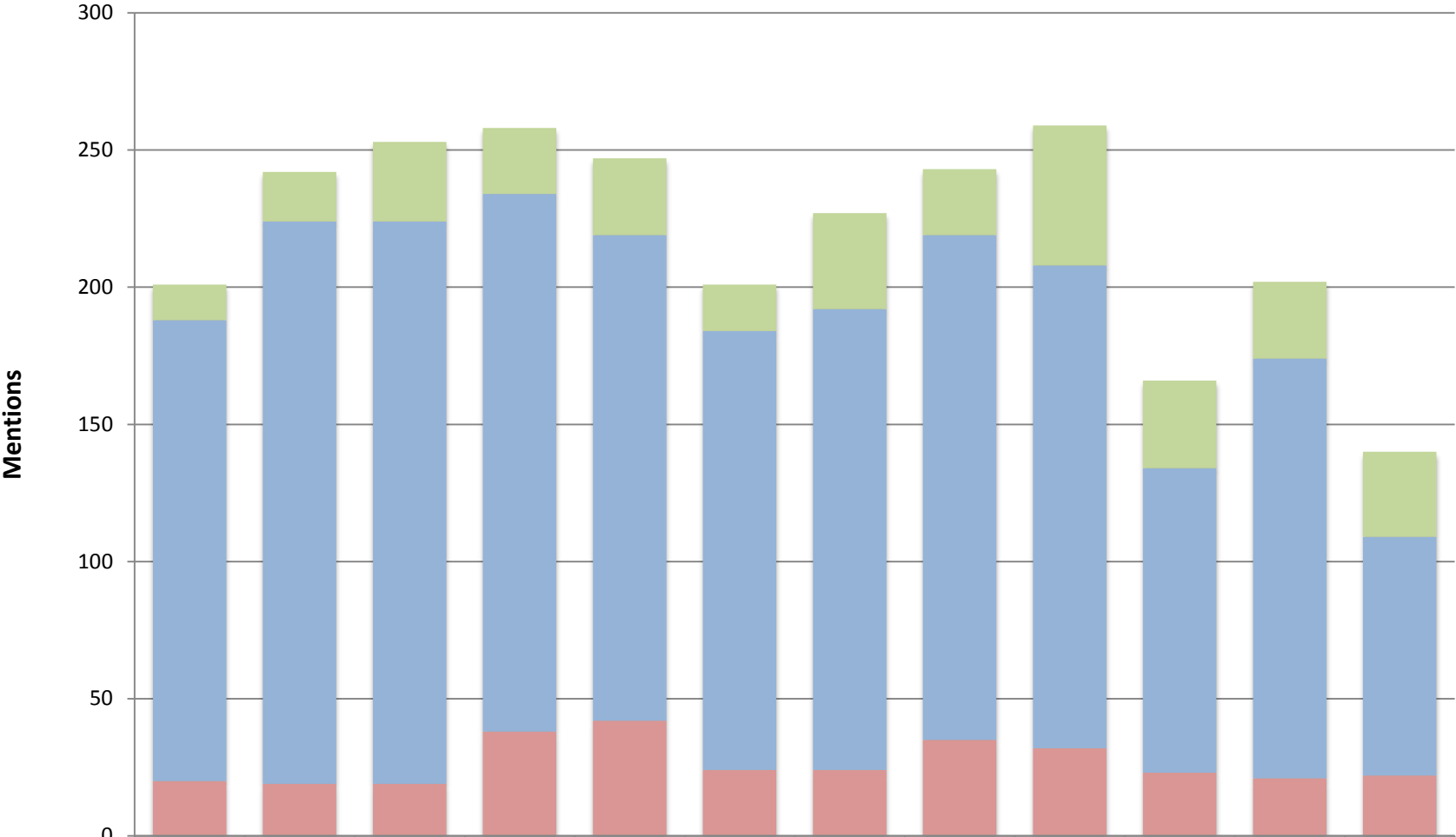
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	13,030	118	--	--	91 (6 Retweets)
Facebook	12,009	157	--	--	40
LinkedIn	5,726	119	--	--	9
Twitter (@AnneStausboll)	2,313	79	--	--	75 (9 Retweets)
YouTube	1,148	78	440,696	14,744	14
Instagram	852	22	--	--	4
Google Plus	189	3	133,532	--	0

-- indicates that category does not apply for channel

² Totals as of February 29, 2016

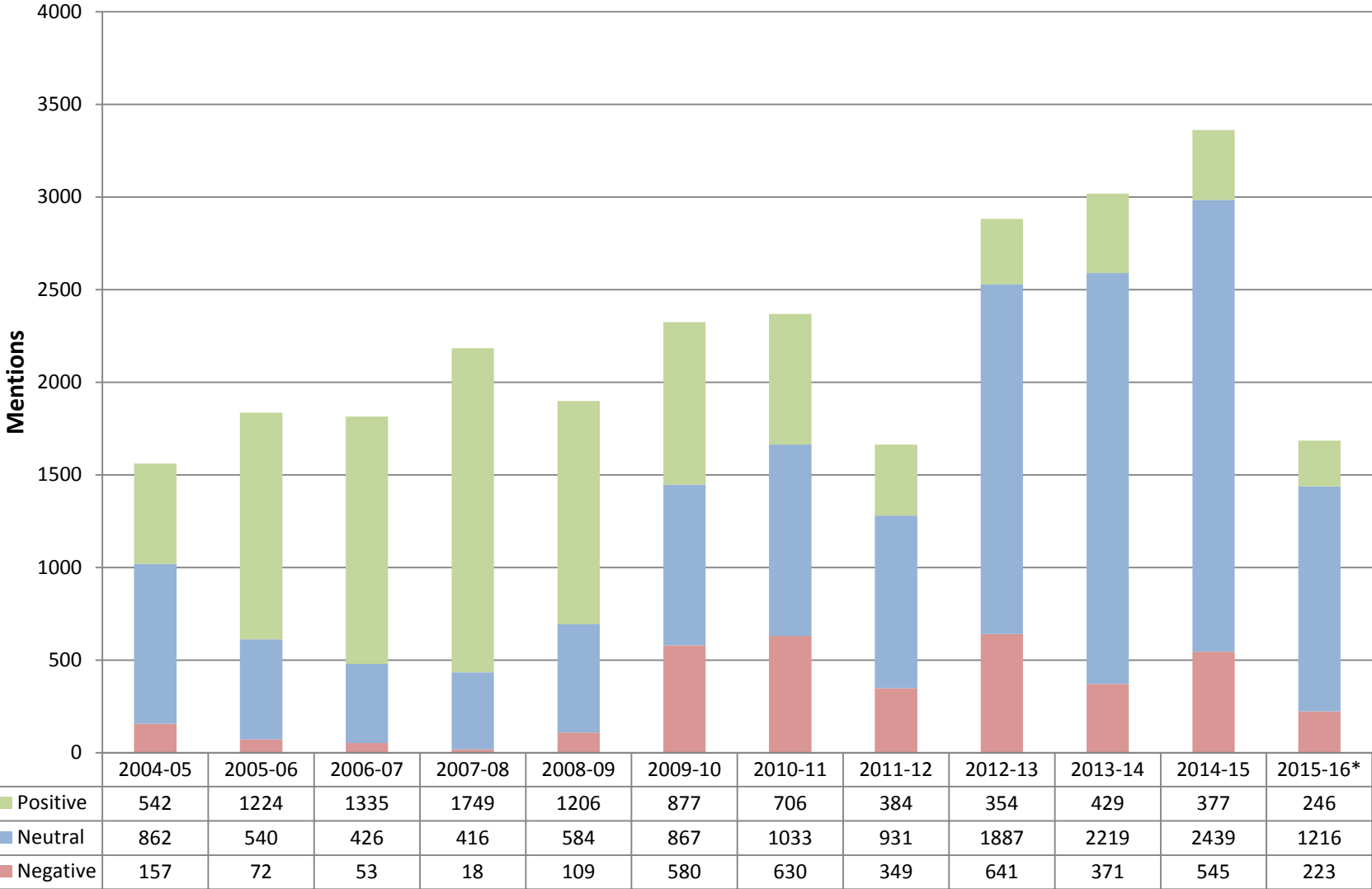
³ For month of February 2016

Monthly Mentions 2015-16



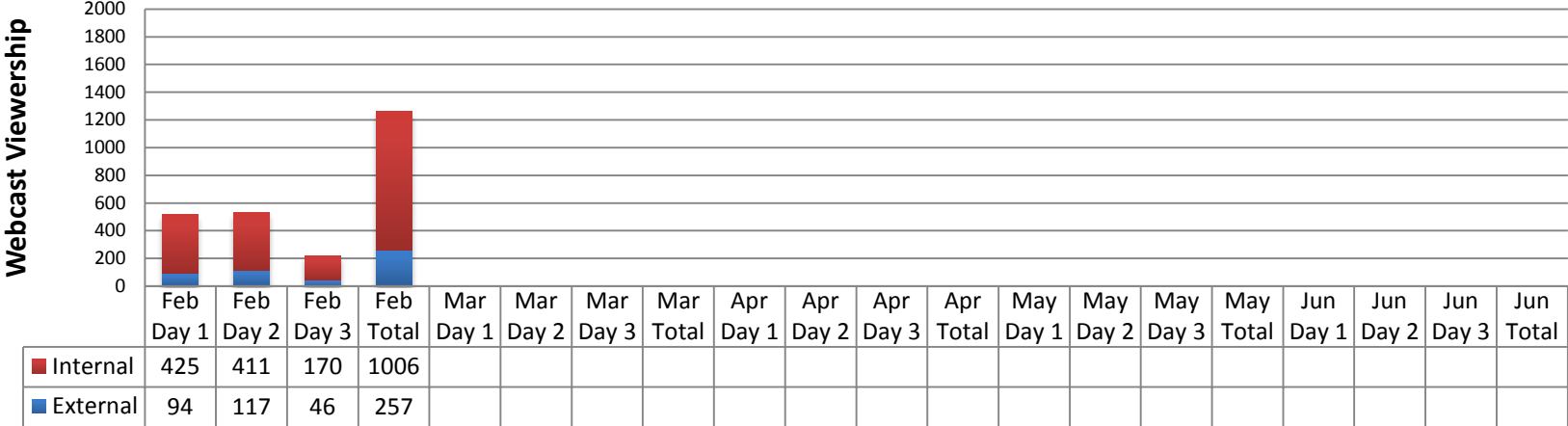
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Positive	13	18	29	24	28	17	35	24	51	32	28	31
Neutral	168	205	205	196	177	160	168	184	176	111	153	87
Negative	20	19	19	38	42	24	24	35	32	23	21	22

Mentions by Fiscal Year



*Data through February 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates