

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering March 1, 2016 through March 31, 2016:

Date	News Releases
3/09/2016	CalPERS Settles Moody's Negligent Ratings Case for Record \$130 Million
3/11/2016	CalPERS Names Marlene Timberlake D'Adamo as Chief Compliance Officer
3/14/2016	CalPERS Revises Governance Policy, Adopts 12 Years as Threshold for Director Independence on Corporate Boards
3/17/2016	CalPERS Signs Japan's Institutional Investor Stewardship Code Promoting Corporate Engagement
3/22/2016	CalPERS Benefits Education Events in Oakland
3/23/2016	CalPERS' Infrastructure Program to Purchase Stake in California Solar Power Generation Company
3/30/2016	CalPERS Issues Fraud Alert for Riverside County Members

Date	Opinions/Letters	CalPERS Representative	Submitted to:
3/30/16	The OC Register Misses the Mark on Pensions	Brad Pacheco	The Orange County Register

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Former CalPERS chief to pay \$250,000 in settlement	3/1/2016	The Sacramento Bee		O
CalPERS state worker retirements fell slightly in 2015	3/3/2016	The Sacramento Bee		O
Funds traded in CalPERS ' \$3bn sale disclosed	3/8/2016	PERE		O
Moody's Will Pay Up Over Crisis-Era Suit	3/10/2016	The Wall Street Journal	Matthew Jacobs	P
CalPERS settles with ratings agency over housing bubble investment	3/10/2016	The Sacramento Bee	Matthew Jacobs	P
CalPERS settles with Moody's for \$130 million in ratings case	3/10/2016	The Los Angeles Times	Matthew Jacobs	P
CalPERS, Moody's settle suit over mortgage deals for \$130M	3/10/2016	Reuters	Matthew Jacobs	P
Moody's to Pay CalPERS \$130 Million to Settle Lawsuit	3/10/2016	The Wall Street Journal	Matthew Jacobs	P
CalPERS settles with Moody's for \$130 million	3/10/2016	Pensions & Investments	Matthew Jacobs	P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS: Westminster's City Attorney Does Not Deserve City Pension	3/11/2016	Voice of OC		O
CalPERS Pension Fund, Other Large Investors Sue Volkswagen Over Emissions Scandal	3/15/2016	CBS News		O
Project Bella is a CalPERS bailout project	3/16/2016	Monterey County Herald		O
CalPERS, other big investors sue VW for billions	3/16/2016	The Los Angeles Times		P
Investing: Investors Take Aim at VW in Suit --- CalPERS and others say car maker failed to act in timely manner as share price sank	3/16/2016	The Wall Street Journal		O
CalPERS, CalSTRS Data Law Set to Rattle Private Equity	3/16/2016	FundFire		P
California to collect \$20 million in CalPERS bribery settlement	3/16/2016	The Sacramento Bee		O
California settles with Villalobos' estate for \$20 million on CalPERS bribery scandal	3/17/2016	Pensions & Investments		N
CalPERS Signs Japan's Institutional Investor Stewardship Code Promoting Corporate Engagement	3/21/2016	MondoVisione	Ted Eliopoulos	P
No Social Security Raise, but CalPERS Pensions Up 1.5-4%	3/22/2016	Calpensions		P
CalPERS makes big California solar investment	3/24/2016	The Sacramento Bee		P
Some US energy chiefs make more cash amid oil turmoil	3/25/2016	Venture Capital Post		O
CalPERS makes big California solar investment	3/25/2016	The Sacramento Bee		P
CalPERS purchases stake in solar farm	3/26/2016	The Desert Sun		P
Ex-CalPERS CIO to Lead Alaska Permanent	3/30/2016	Chief Investment Officer		O
California lawmakers urge CalPERS to divest from Exxon	3/30/2016	Reuters		O
CalPERS Asked to Divest From Exxon Mobil	3/30/2016	Bloomberg		O
California congressmen to CalPERS: Dump ExxonMobil stocks	3/31/2016	The Sacramento Bee		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

3/30/2016 The OC Register Misses the Mark on Pensions

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

- Career & Education Fair Promos (4)
- Board Highlights | Health Rates
- Board Highlights | Sunshine Week
- Diversity & Inclusion Event (live event & replay)
- CalPERS Compare | Your Care Team
- Your Plan: Simplify Your Healthcare with CalPERS | Compare
- Your Retirement Options and Online Application (webinar)
- CalPERS Quick Tip: Special Power of Attorney
- OHI Survey Promo

Social Media

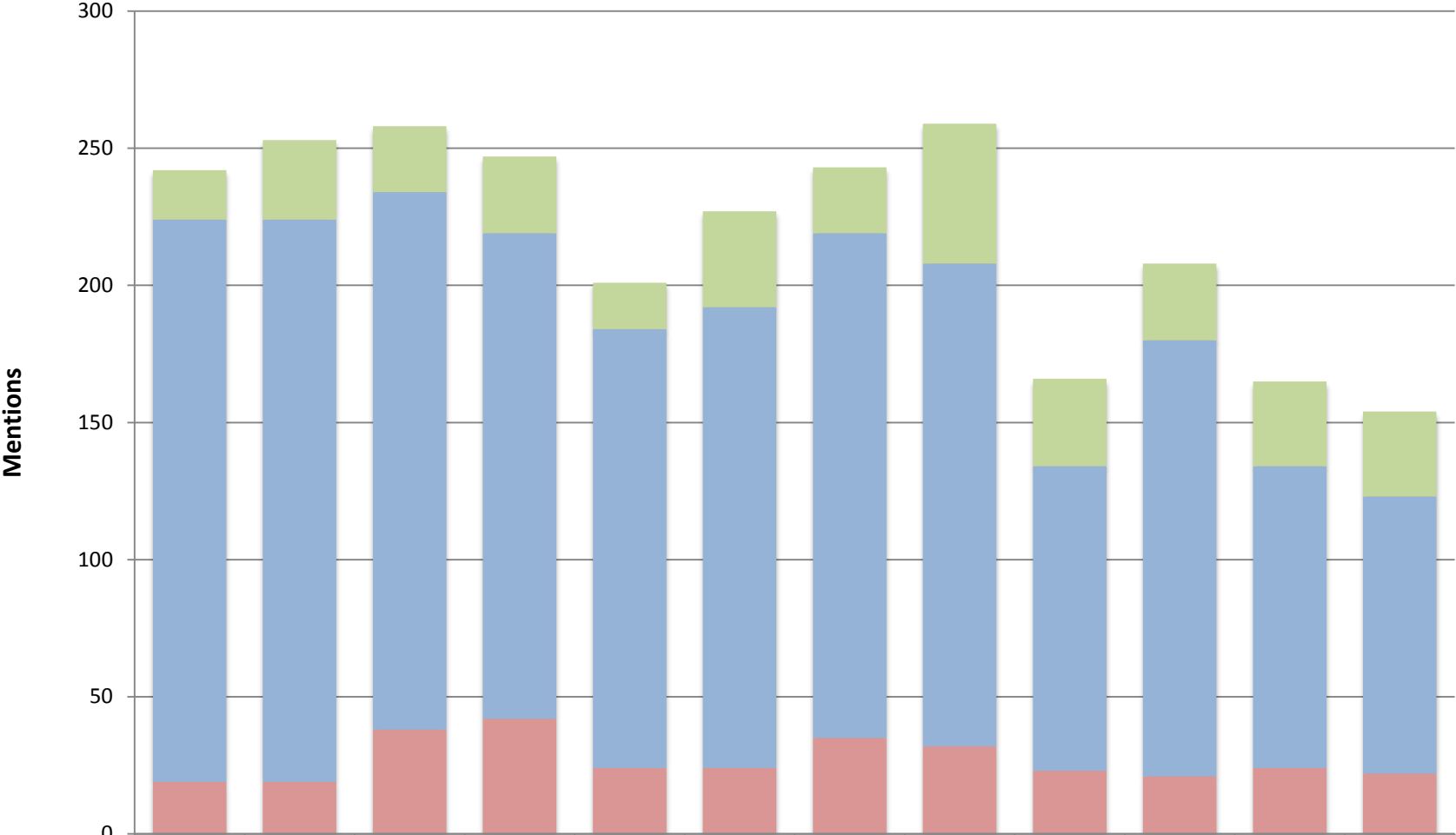
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	13,167	137	--	--	82 (4 Retweets)
Facebook	12,255	246	--	--	61
LinkedIn	5,814	88	--	--	12
Twitter (@AnneStausboll)	2,402	89	--	--	90 (16 Retweets)
YouTube	1,207	59	460,386	19,036	12
Instagram	898	46	--	--	4
Google Plus	206	17	136,007	--	0

-- indicates that category does not apply for channel

² Totals as of March 31, 2016

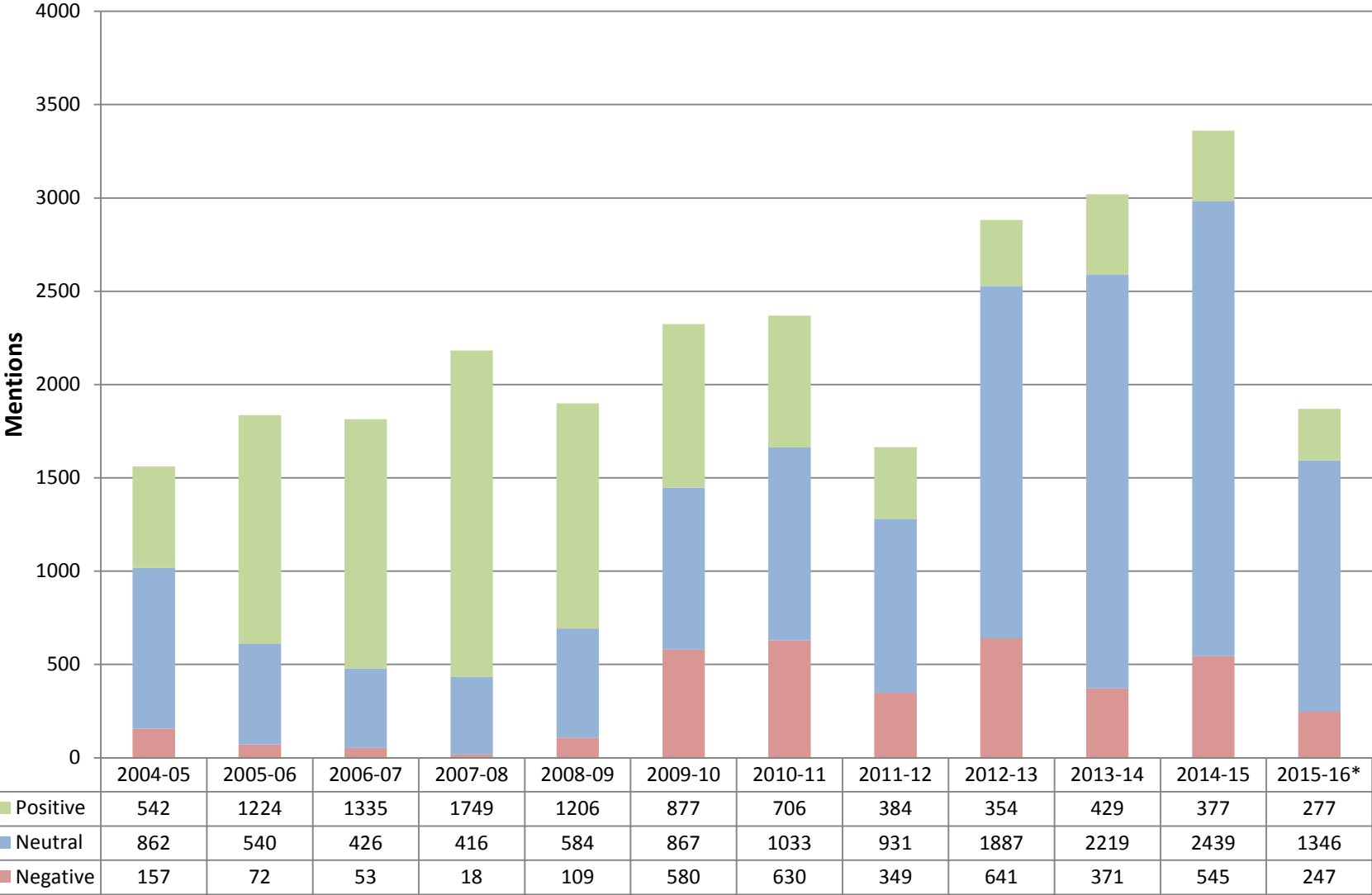
³ For month of March 2016

Monthly Mentions 2015-16



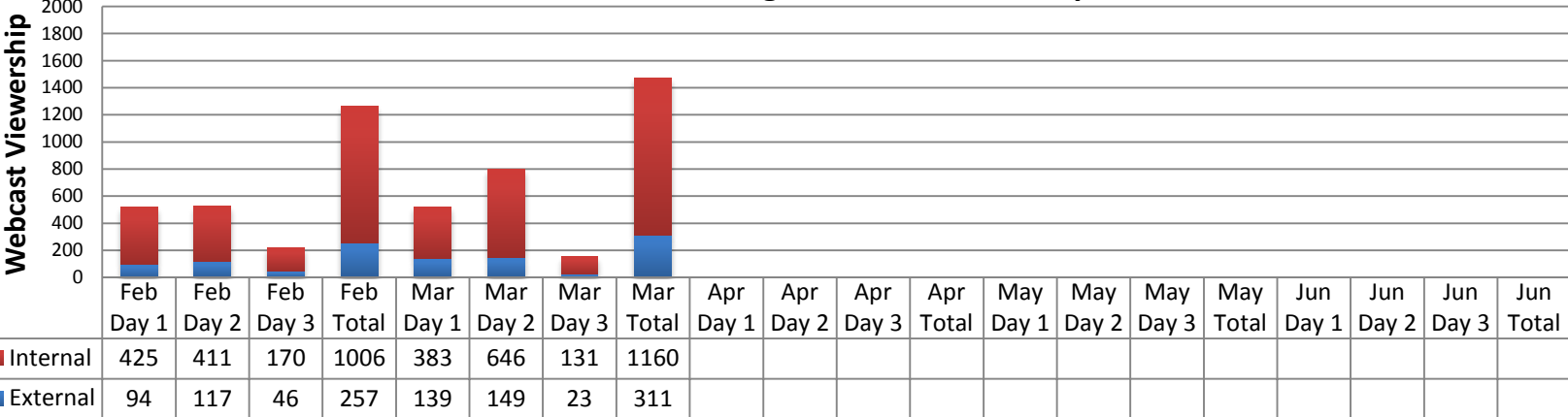
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Positive	18	29	24	28	17	35	24	51	32	28	31	31
Neutral	205	205	196	177	160	168	184	176	111	159	110	101
Negative	19	19	38	42	24	24	35	32	23	21	24	22

Mentions by Fiscal Year



*Data through March 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates