

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering April 1, 2016 through April 30, 2016:

Date	News Releases
4/08/2016	CalPERS Urges Investors to Vote for Climate Change Reporting at Rio Tinto
4/18/2016	CalPERS Approves New Real Assets Strategic Plan
4/18/2016	CalPERS Sets Path to Review Divestment
4/19/2016	CalPERS Urges Investors to Vote for Climate Change Reporting at Anglo American Plc.
4/20/2016	CalPERS Board Approves New Rates for State and School Employers
4/21/2016	CalPERS Benefits Education Events in Redding
4/21/2016	CalPERS' Climate Risk Reporting Proposal Overwhelmingly Passes at Anglo American
4/22/2016	CalPERS CEO Speaks at United Nations in honor of the signing of the Paris Climate Change Agreement
4/22/2016	CalPERS Leads in Conservation Efforts
4/26/2016	CalPERS Board Rejects Attempt by Private, Non-Profit Santa Clara Executive to Gain Public Pension
4/28/2016	CalPERS Hears Report on the Financial Benefits of Diversity and Inclusion in the Global Corporate Market

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS Issues Fraud Alert for Riverside County Members	4/1/2016	Imperial Valley News		P
CalPERS rethinks ban on tobacco stocks	4/4/2016	Sacramento Bee		O
CalPERS mulls ending tobacco investment ban	4/4/2016	Pensions & Investments		O
Can CalPERS Live With Responsible Returns?	4/5/2016	Bloomberg		O
California attorney general sues Morgan Stanley over MBS sold to CalPERS, CalSTRS	4/5/2016	Pensions & Investments		O
Solano County 457 plan drops CalPERS option, extends its own 2 record keepers	4/5/2016	Pensions & Investments		O
How far should CalPERS go to make profitable investments?	4/6/2016	The Sacramento Bee		O
CalPERS learns social responsibility can be a drag	4/6/2016	Reuters		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Editorial - CalPERS ' posturing has \$3 billion price tag	4/6/2016	San Diego Union-Tribune		N
How CalPERS let \$3 billion go up in smoke	4/7/2016	The Orange County Register		N
CalPERS mulls ending tobacco investment ban	4/7/2016	Pensions & Investments		O
CalPERS should not take up the tobacco habit again	4/7/2016	The Sacramento Bee		N
Climate Change 2016: As Proxy Season Arrives, Shareholder Activists File Record Number Of Environmental Resolutions	4/8/2016	International Business Times	Anne Simpson	O
CalPERS investment officer resigns	4/8/2016	Private Equity International		O
CalPERS Urges Investors To Vote For Climate Change Reporting At Rio Tinto	4/11/2016	Exchange News Direct	Anne Simpson	P
CalPERS investments are doing just fine	4/11/2016	San Diego Union-Tribune		P
CalPERS Pushes Exxon to Outline Potential Effects of Climate-Change Initiatives	4/12/2016	The Wall Street Journal		O
CalPERS mulls updates to real assets strategy	4/13/2016	Infrastructure Investor		O
CalPERS state worker rate increase: \$602 million	4/13/2016	Calpensions.com		N
California won't get money from estate of CalPERS bribery figure	4/13/2016	The Sacramento Bee		O
CalPERS seeks Anadarko shareholder support on climate disclosures	4/14/2016	Reuters News		O
CalPERS picks 2 finalists in real estate consultant search	4/14/2016	Pensions & Investments		O
CalPERS losing profits over PC	4/15/2016	The Sacramento Bee		N
CalPERS ramps up Asia allocation	4/15/2016	Private Equity International		O
CalPERS Should Just Say No to Tobacco	4/18/2016	Huffington Post		N
CalPERS Approves New Real Assets Strategic Plan	4/19/2016	Exchange News Direct	Paul Mouchakkaa	P
CalPERS to study possible reinvestment in tobacco	4/19/2016	Reuters		O
CalPERS to review divestment program; sets parameters for real assets portfolio	4/19/2016	Pensions & Investments		O
La Caisse and CalPERS Undertake Strategy Reviews	4/19/2016	CIO Magazine		O
CalPERS creates 'harmonised' real assets strategy	4/19/2016	IPE Real Estate		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS reopens door to tobacco industry investments	4/19/2016	The Sacramento Bee		O
If a new plan goes forward, CalPERS will get its hands on billions in private-sector retirement funds.	4/19/2016	CityJournal.org		N
CalPERS puts off tobacco re-investment decision	4/21/2016	The Sacramento Bee	Rosanna Westmoreland	O
CalPERS sets higher pension contribution rates	4/21/2016	Sacramento Bee	Richard Costigan	O
CalPERS updates its strategy for real assets	4/21/2016	NewsManagers.com		P
CalPERS CEO at U.N. calls for climate disclosures, risk management	4/22/2016	Pensions & Investments	Anne Stausboll	P
CalPERS says Anglo shareholders pass climate change reporting requirement	4/22/2016	Reuters		P
California Treasurer releases statement on CalPERS Tobacco Investment Policy	4/22/2016	Orange County Breeze		N
CalPERS Splits on Studying Tobacco Reinvestment	4/24/2016	CalPensions		O
Ex-CalPERS chief Buenrostro jailed in Sacramento on battery charges	4/25/2016	Sacramento Bee		O
Berkeley Police Department's budget increases for 2016, 2017 fiscal years	4/26/2016	U-Wire	Amy Morgan	O
CalPERS sells Seattle building for \$387m	4/26/2016	PERE		P
CalPERS Denies Kathleen King's False Pension Claim	4/29/2016	SanJoseInside.com		P

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)

- Proxy Voting | CalPERS Focus On: Anglo American
- Proxy Voting | CalPERS Focus On: Climate Change Reporting
- Proxy Voting | CalPERS Focus On: Proxy Access
- Proxy Voting | CalPERS Focus On: Diversity on Corporate Boards
- CalPERS Board Highlights | CEO Search Status
- CalPERS Board Highlights | State and School Contribution Rates
- CalPERS Board Highlights | Water Savings
- CalPERS Members – Early Career Basics (webinar)

Social Media

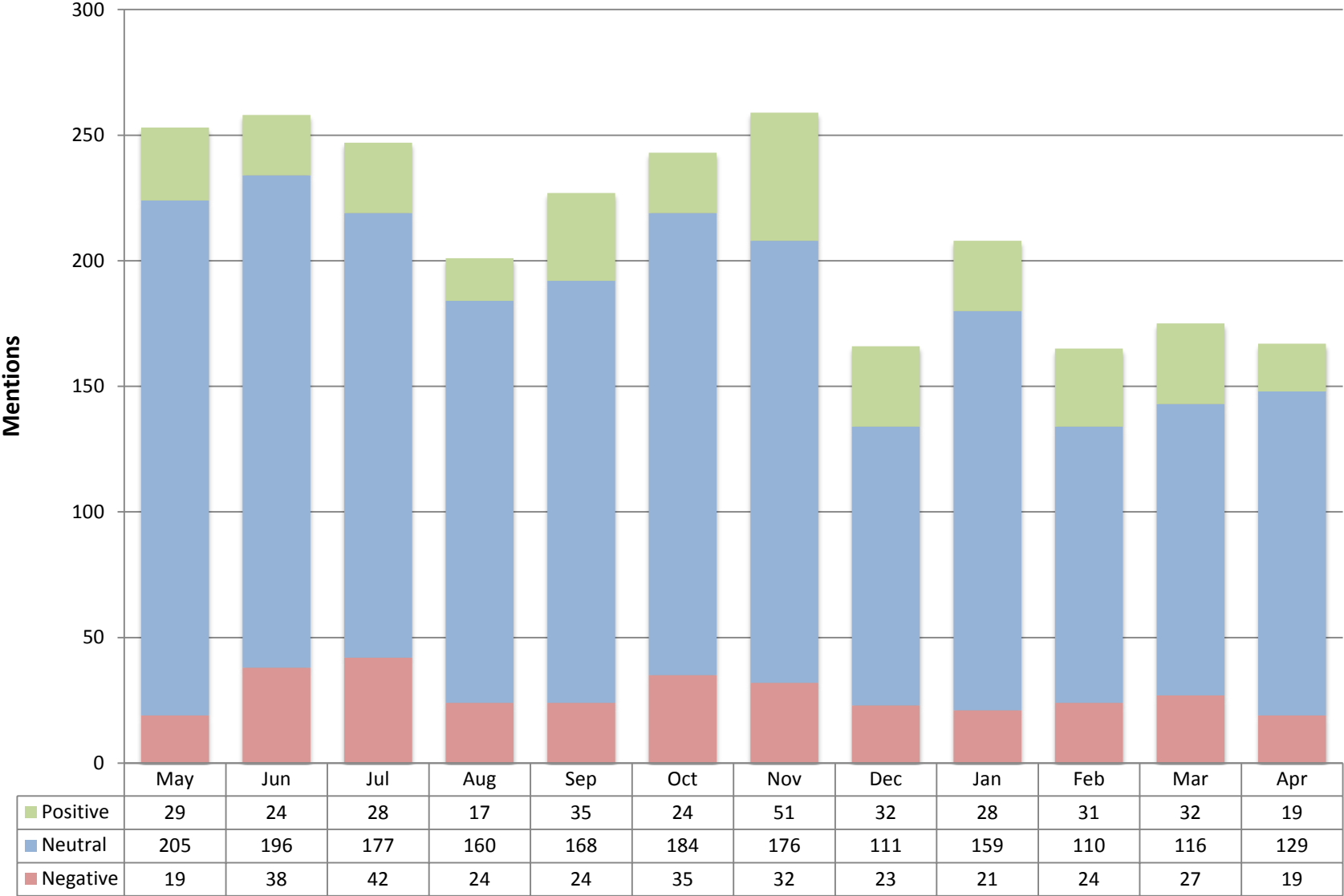
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	13,313	146	--	--	145 (6 Retweets)
Facebook	12,442	187	--	--	49
LinkedIn	5,895	81	--	--	11
Twitter (@AnneStausboll)	2,465	63	--	--	64 (9 Retweets)
YouTube	1,346	139	485,967	19,530	21
Instagram	940	42	--	--	6
Google Plus	211	5	138,423	--	0

-- indicates that category does not apply for channel

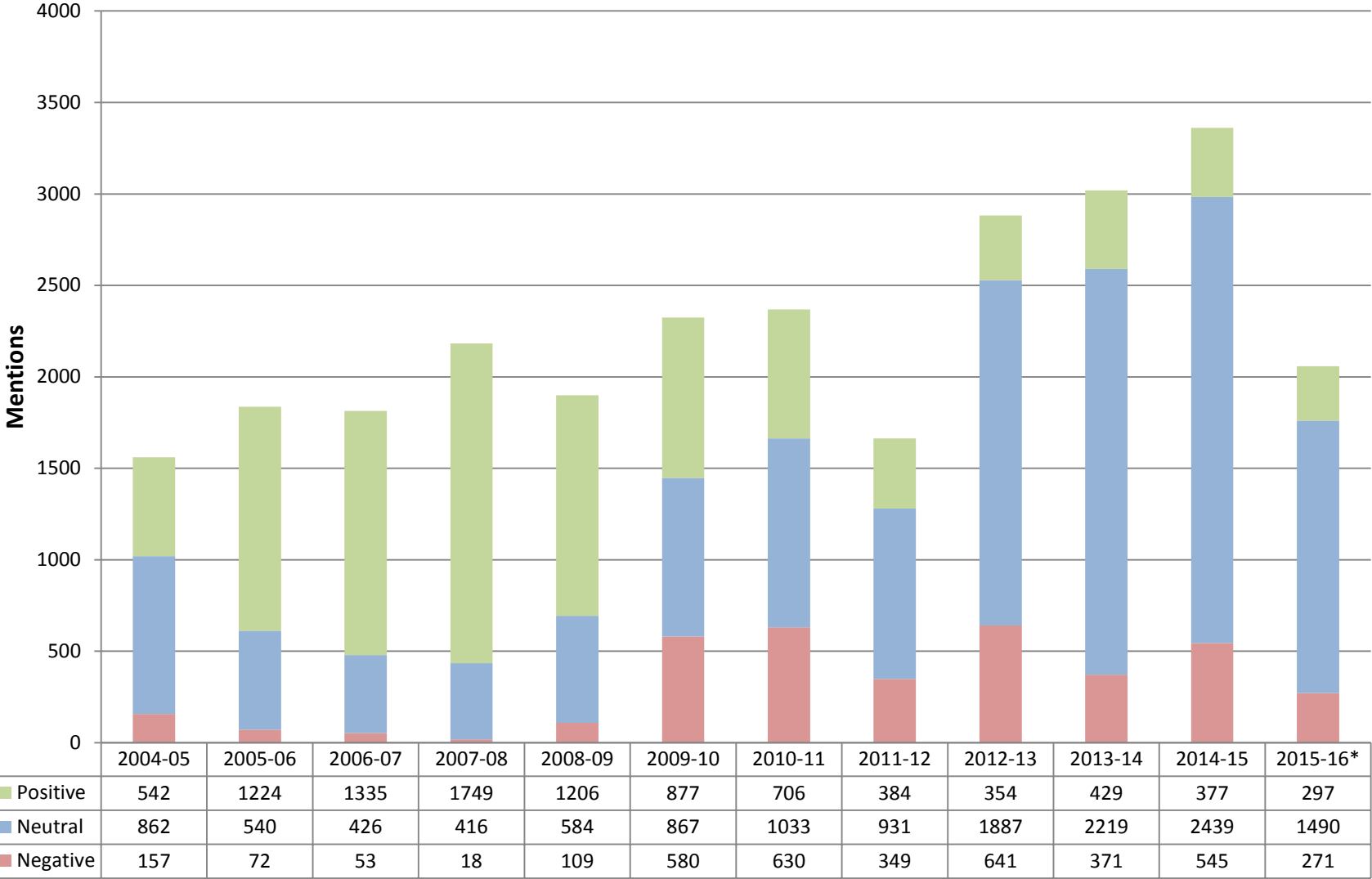
² Totals as of April 30, 2016

³ For month of April 2016

Monthly Mentions 2015-16

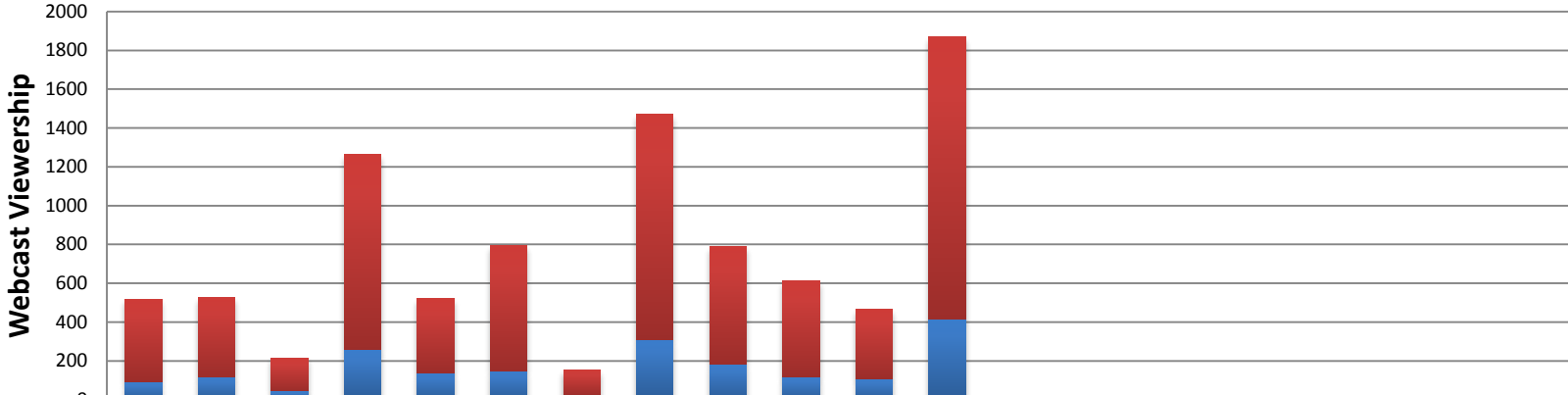


Mentions by Fiscal Year



*Data through April 2016

2016 Board Meeting Webcast Viewership



	Feb Day 1	Feb Day 2	Feb Day 3	Feb Total	Mar Day 1	Mar Day 2	Mar Day 3	Mar Total	Apr Day 1	Apr Day 2	Apr Day 3	Apr Total	May Day 1	May Day 2	May Day 3	May Total	Jun Day 1	Jun Day 2	Jun Day 3	Jun Total
Internal	425	411	170	1006	383	646	131	1160	603	493	358	1454								
External	94	117	46	257	139	149	23	311	185	119	110	414								

2016 Webcast Dates