

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
7/14/2016	CalPERS Names Marcie Frost as New Chief Executive Officer
7/15/2016	CalPERS' Cheryl Eason Named CFO of the Year Honoree
7/18/2016	CalPERS Reports Preliminary 2015-16 Fiscal Year Investment Returns
7/25/2016	CalPERS Launches Search for New Chief Actuary
7/28/2016	CalPERS Benefits Education Events in Newport Beach

Date	Opinions/Letters	CalPERS Representative	Submitted to:
7/11/2016	P&I inaccurately depicts estate consultant selection	Ted Eliopoulos	Pensions & Investments
7/26/2016	CalPERS is well prepared for market's ups and downs	Rob Feckner	The Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Bill on private equity fees is weaker; The measure would affect firms that manage money for CalPERS, CalSTRS.	7/8/2016	The Los Angeles Times		O
Watchdog: Another tough year for CalPERS as retirement fund loses billions	7/12/2016	The Orange County Register		N
California pension fund names new CEO Marcie Frost	7/15/2016	Associated Press		O
CalPERS hires new chief executive	7/15/2016	Sacramento Bee	Rob Feckner	O
Bad CalPERS earnings worsen \$93 billion taxpayer debt	7/15/2016	The Mercury News		N
Washington state retirement exec named new CalPERS CEO	7/15/2016	Pensions & Investments	Rob Feckner	O
CalPERS Hires Washington Pension Director as CEO	7/15/2016	Chief Investment Officer	Rob Feckner	O
Bet on Gold-Mining Companies Fuels Jackpot for Soros and CalPERS	7/15/2016	Bloomberg		P

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
More CalPERS pension debt to hit taxpayers	7/16/2016	San Jose Mercury News		N
CalPERS and the hassle of full transparency	7/18/2016	peHub		N
CalPERS earned less than 1% in fiscal year	7/18/2016	The Sacramento Bee	Ted Eliopoulos	O
CalPERS reports preliminary 0.61 pct return on investments for 12-months ended June 30	7/18/2016	Reuters	Ted Eliopoulos	O
CalPERS returns 0.61% for latest fiscal year	7/18/2016	Pensions & Investments	Ted Eliopoulos	O
CalPERS Reports Lowest Investment Gain Since Financial Crisis	7/18/2016	Wall Street Journal	Ted Eliopoulos	N
California pension fund posts small gain, misses target	7/18/2016	Associated Press	Ted Eliopoulos	O
CalPERS ekes tiny return out of turbulent fiscal year	7/18/2016	Sacramento Business Journal	Ted Eliopoulos	O
CalPERS reports meager gains in latest fiscal year	7/19/2016	Sacramento Bee	Ted Eliopoulos	N
CalPERS Reports Lowest Investment Gain Since Financial Crisis	7/19/2016	The Wall Street Journal	Ted Eliopoulos	N
Pension fund posts small gain, misses target	7/19/2016	The Associated Press	Ted Eliopoulos	N
CalPERS has to stop digging deeper hole	7/19/2016	The Mercury News	Ted Eliopoulos	N
California teacher pension fund grew 1.4 percent last year	7/20/2016	Associated Press		O
CalPERS Hit by Stock Losses	7/20/2016	The Wall Street Journal		N
State's pension fund returns disappointing	7/20/2016	Daily Post		N
CalPERS' unfunded liabilities grow as its investment earnings lag	7/20/2016	The Sacramento Bee		N
What Lackluster CalPERS Return Means for California Governments	7/21/2016	The Bond Buyer Online		N
CalPERS running up record pension debt on your credit card	7/22/2016	East Bay Times		N
CalPERS funding gap will be paid for by taxpayers	7/22/2016	San Francisco Business Times		N
The Public Pension Problem: It's Much Worse Than It Appears	7/25/2016	Investor's Business Daily		N
Pension Returns To Hit New Lows	7/26/2016	The Wall Street Journal		O
Why CalPERS cannot expect years of high returns	7/29/2016	Los Angeles Times		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

7/15/2016 Pension & Investments Inaccurately Depicts Real Estate Consultant Selection

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

- Board Highlights | CalPERS Announces Positive Investment Returns Despite Volatility
- Board Offsite: 2035 Vision - Investing in the Future
- Board Offsite: Innovations in Healthcare: Value-Based Insurance Design
- Board Offsite: Board and Committee Meeting Management
- Long Term Care (webinar)
- my|CalPERS System Access Administration (webinar)
- CalPERS Board President Puts Pensions in Perspective
- CalPERS Chief Operating Investment Officer Offers Perspective About Investment Performance

Social Media

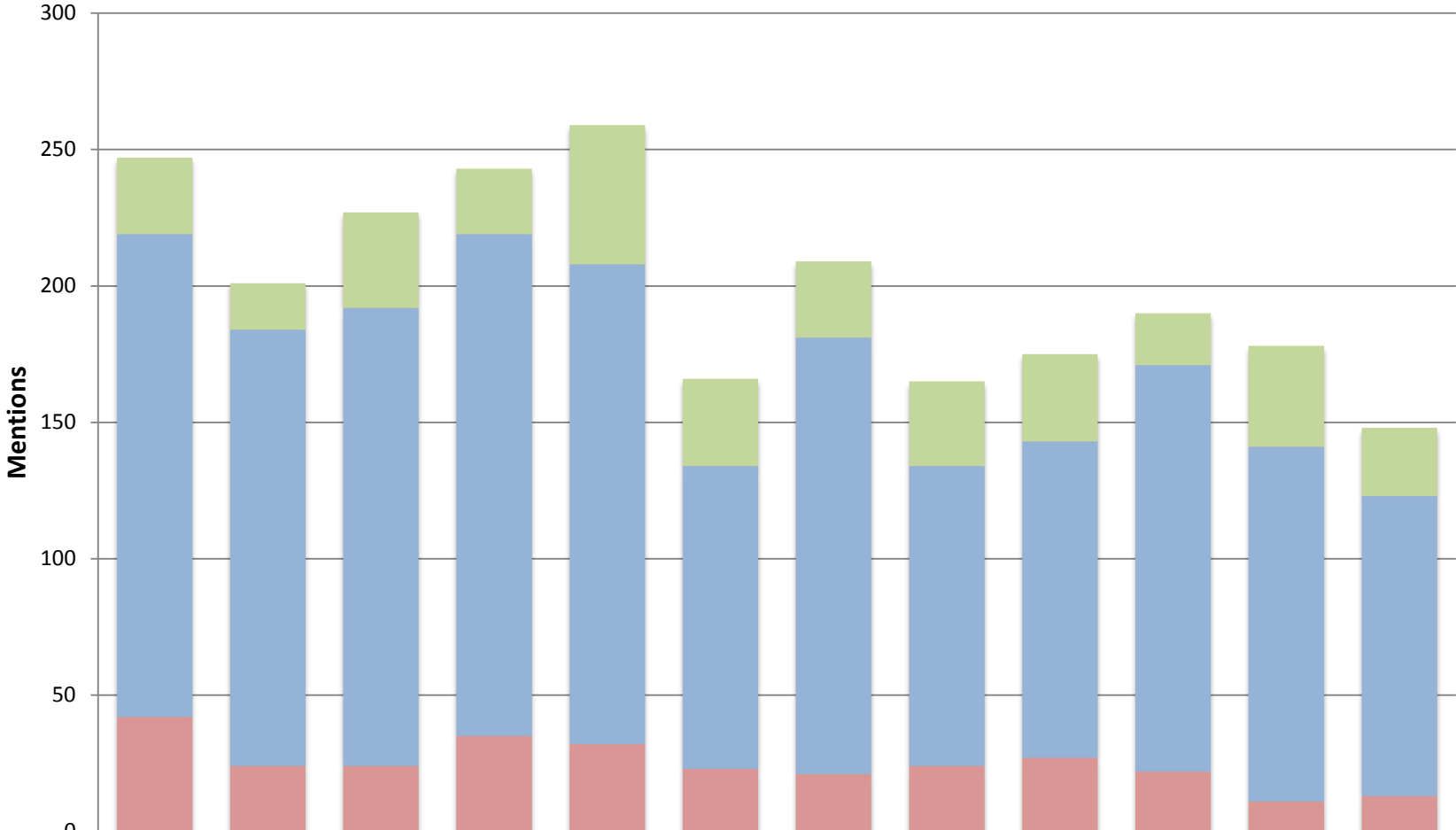
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	13,728	156	--	--	98 (8 Retweets)
Facebook	12,937	127	--	--	52
LinkedIn	6,142	78	--	--	15
YouTube	1,535	57	534,392	16,464	7
Instagram	1,061	30	--	--	3
Google Plus	299	83	143,965	--	0

-- indicates that category does not apply for channel

² Totals as of July 31, 2016

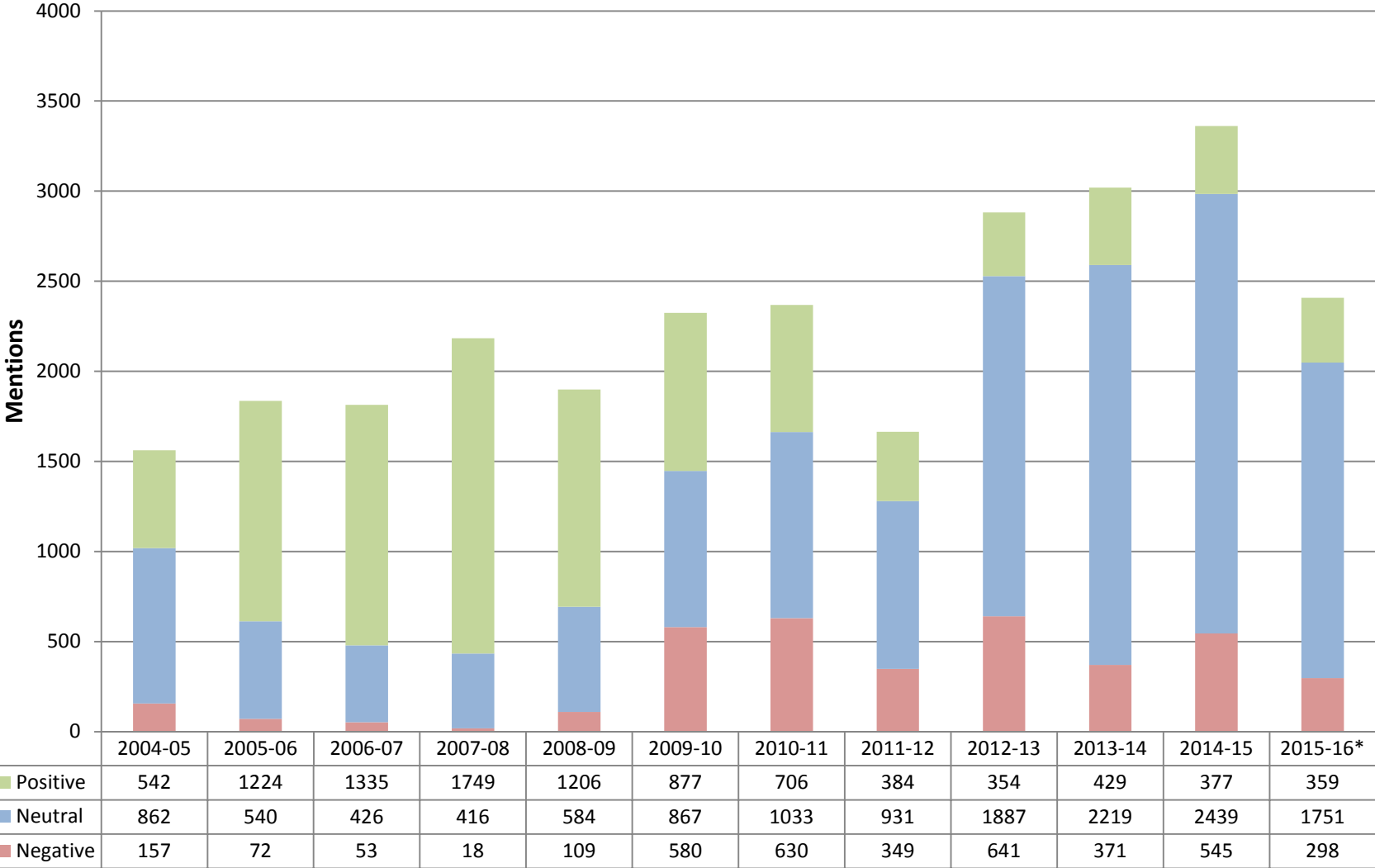
³ For month of July 2016

Monthly Mentions 2015-16



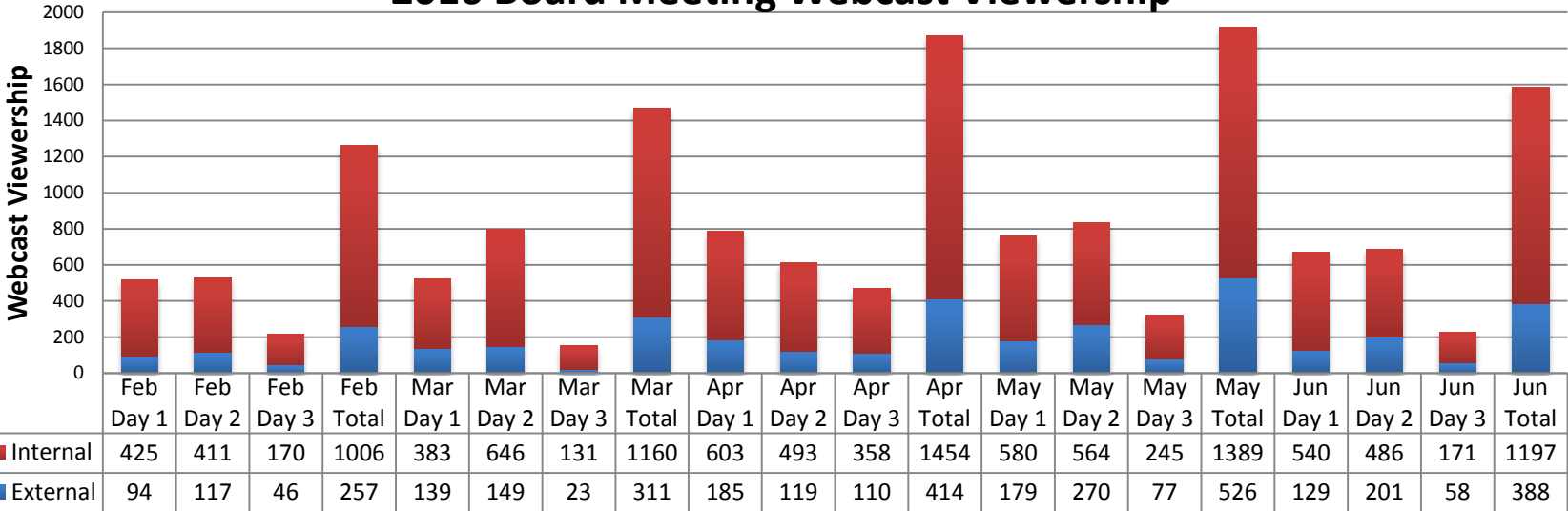
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Positive	28	17	35	24	51	32	28	31	32	19	37	25
Neutral	177	160	168	184	176	111	160	110	116	149	130	110
Negative	42	24	24	35	32	23	21	24	27	22	11	13

Mentions by Fiscal Year



*Data through July 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates