

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases		
8/03/2016	CalPERS Responds to Media Coverage of its Investment Returns and Long-Term Sustainability		
8/15/2016	CalPERS Adopts Environmental, Social, and Governance Strategic Plan		
8/15/2016	CalPERS 2016 Proxy Season Results in Significant Accomplishments		
8/17/2016	CalPERS Rejects Former L.A. County Official's Pension Spiking		
8/18/2016	CalPERS Benefits Education Events in the City of Industry		
Date	Opinions/Letters	CalPERS Representative	Submitted to:
8/19/2016	Letter – Response to “The Diversity Police Raid the Boardroom”	Ted Eliopoulos	The Wall Street Journal

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS is well prepared for market's ups and downs	8/1/2016	The Sacramento Bee	Rob Feckner	P
CalPERS funding gap may grow under new trend	8/1/2016	Calpensions.com	Ted Eliopoulos	N
CalPERS too generous to state employees, future precarious	8/1/2016	The Desert Sun		N
Politicians ignore long term threat to CalPERS, unemployment fund	8/1/2016	Napa Valley Register		N
CalPERS grapples with low earnings	8/2/2016	Capitol Weekly		N
Public employees – Few Inland pensions are among highest in the state	8/9/2016	Press Enterprise	Amy Morgan	O
The '100K Club' - public retirees with pensions over \$100,000 - are a growing group	8/9/2016	The Orange County Register	Amy Morgan	N
CalPERS math portends grim future for government budgets	8/11/2016	San Diego Union Tribune		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS says venture capital is its worst-performing asset	8/15/2016	San Francisco Business Times		O
CalPERS Braces for Lower Returns in 'Most Challenging Market'	8/15/2016	Bloomberg	Ted Eliopoulos	O
CalPERS' PE boosted by separate accounts in FY2016	8/15/2016	Private Equity International		P
CalPERS adopts first-ever ESG policy plan	8/17/2016	Private Equity International	Joe DeAnda	P
CalPERS doubles limits for real assets staff to make discretionary investments	8/17/2016	Pensions & Investments		O
California Appeals Court Denies Pension Spiking as Legal Right	8/24/2016	Breitbart		O
CalPERS Open Enrollment materials now available online	8/24/2016	CaliforniaStateRetirees.org		P
CalPERS' need for speed	8/25/2016	PERE		O
Price Hike For One Diabetes Drug Costs CalPERS Millions	8/26/2016	California Healthline		N
SEC subpoenaed CalPERS for communications with Silver Lake	8/29/2016	Buyouts		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

8/01/2016 CalPERS is Well-Prepared for Market's Ups and Downs

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

- The CalPERS Perspective: CalPERS Long-Term Perspective | Anne Simpson
- 2017 Heath Plan | Health Benefit Summary
- 2017 Heath Plan | Program Guide
- 2017 Heath Plan | Heath Rates
- Board Highlights | CalPERS Accomplishments Through Proxy Access
- Board Highlights | CalPERS Transitions to OptumRx Prescription Drug Benefits
- Board Highlights | Online and Telephone Voting Get CalPERS Committee Approval

Social Media

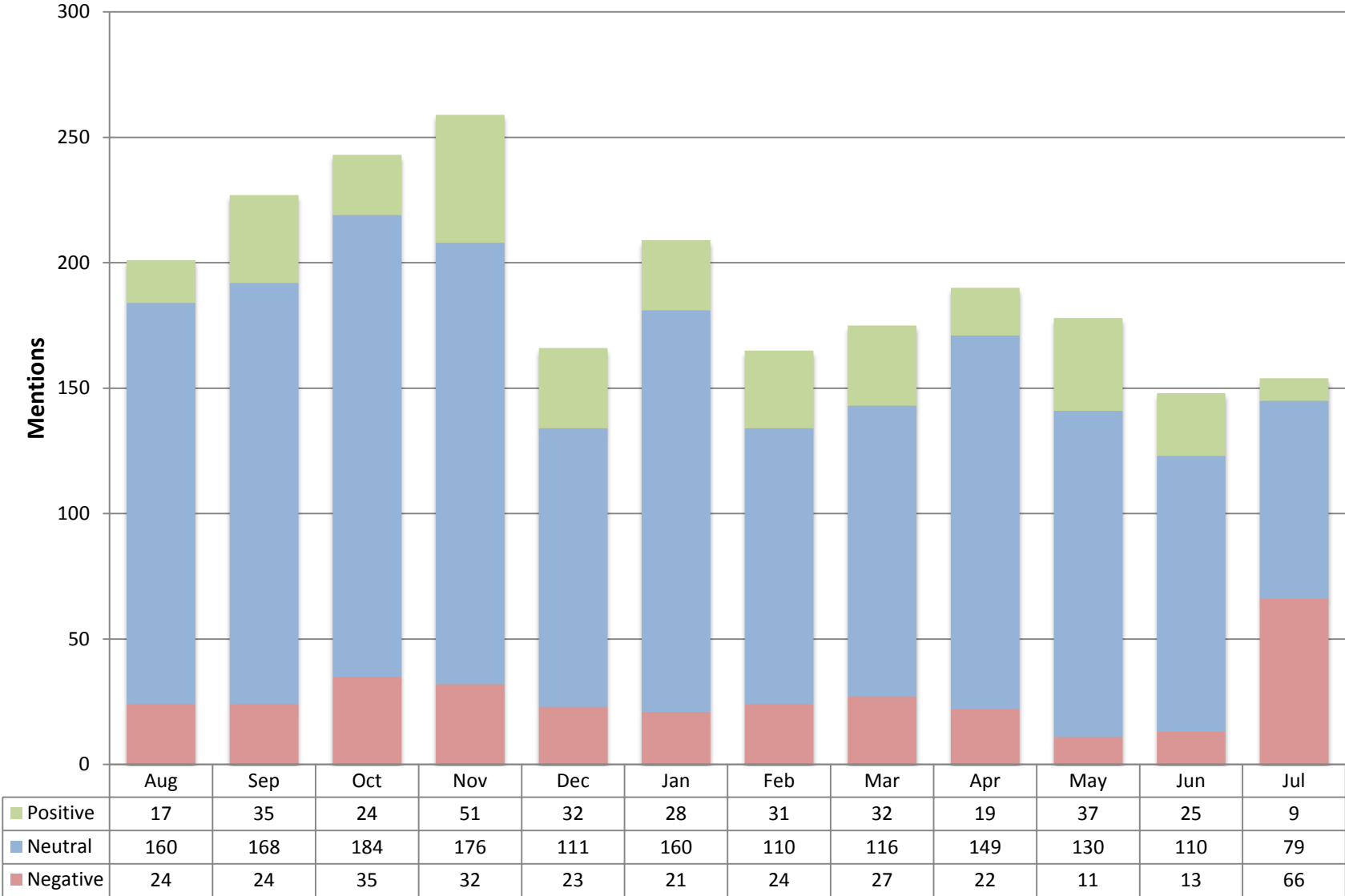
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	13,829	101	--	--	147 (3 Retweets)
Facebook	13,086	149	--	--	57
LinkedIn	6,233	91	--	--	15
YouTube	1,619	84	560,543	24,644	16
Instagram	1,096	84	--	--	5

-- indicates that category does not apply for channel

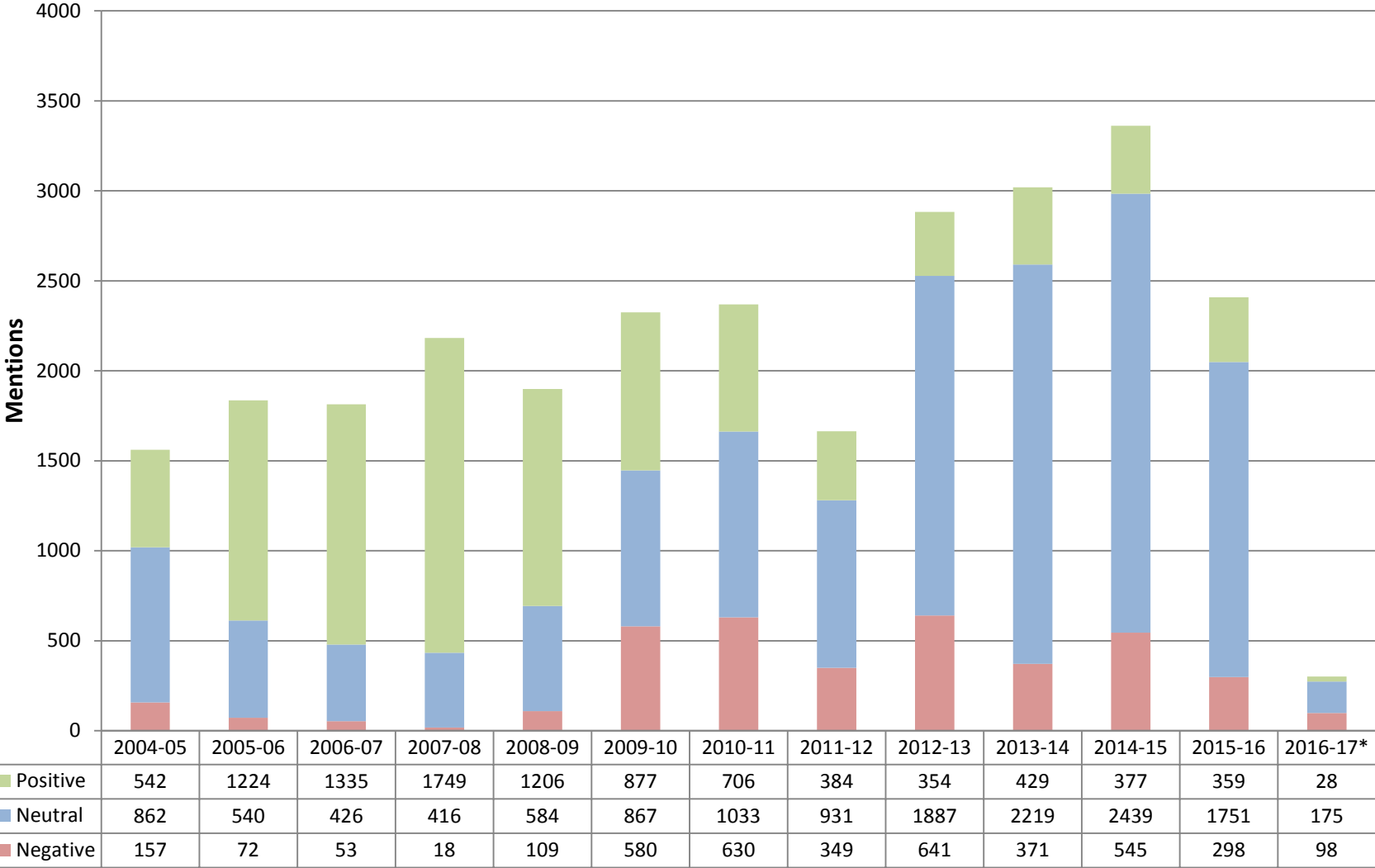
² Totals as of August 31, 2016

³ For month of August 2016

Monthly Mentions 2015-16

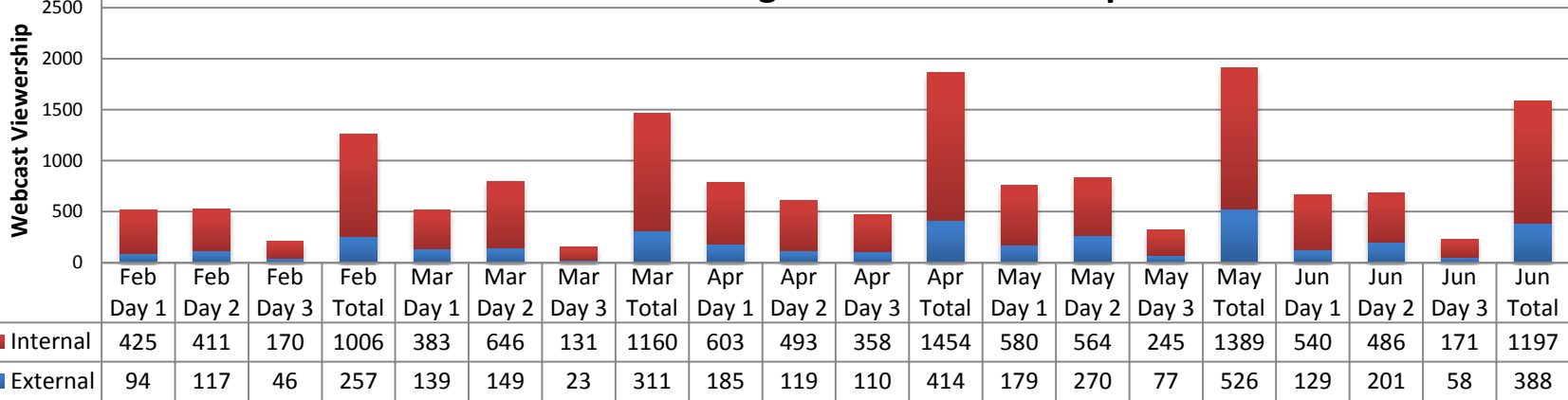


Mentions by Fiscal Year



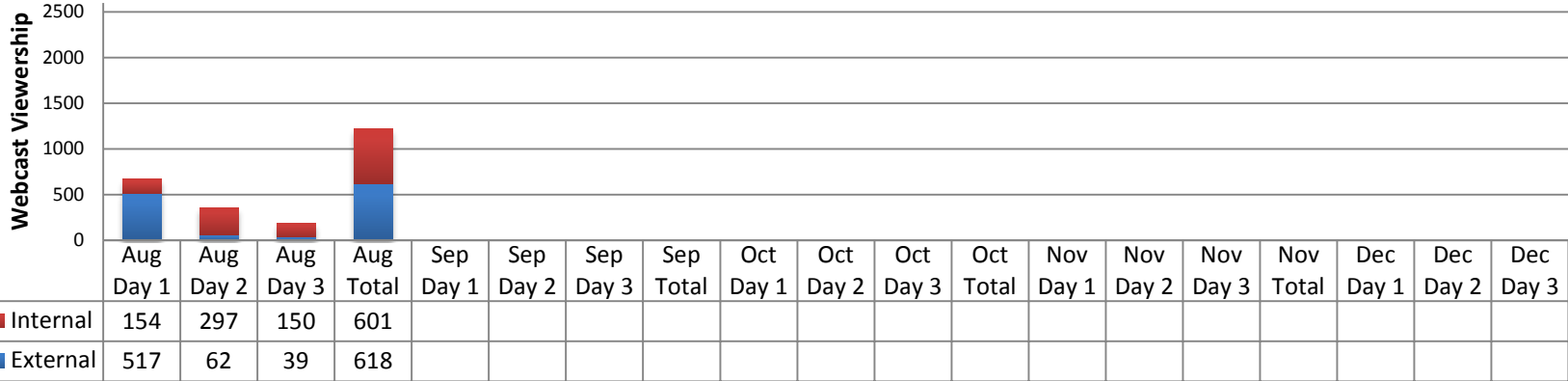
*Data through August 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates

2016 Board Meeting Webcast Viewership



2016 Webcast Dates