

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
9/08/2016	CalPERS Health Plan Open Enrollment Begins September 12
9/08/2016	CalPERS Recognized as Sustainability Leader
9/13/2016	CalPERS Honored As Sustainable Business of 2016
9/20/2016	CalPERS' Diversity Efforts Net Gains, Results
9/28/2016	Cheryl Eason Appointed to Government Finance Officers Association Committee on Retirement and Benefits
10/24/2016	Diverse Director DataSource Joins the Equilar Diversity Network

Date	Opinions/Letters	CalPERS Representative	Submitted to:
9/20/2016	Contrary to the Report in the NY Times: CalPERS is an Open Book	Rosanna Westmoreland	The New York Times
9/28/2016	The Pension Debate: Our Focus is on the Future	Richard Costigan Dana Hollinger Bill Slaton	The Los Angeles Times The Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Institutions making a cautious return to leverage	10/3/2016	Pensions & Investments	Rosanna Westmoreland	O
CalPERS poised to cut retiree pensions in tiny Sierra town	10/3/2016	Sacramento Bee	Bill Slaton	O
CalPERS Sees Next Headache in Slowing Private-Equity Cash Gusher	10/7/2016	Bloomberg	Wylie Tollette	O
CalPERS PE director joins Lockheed Martin	10/7/2016	Private Equity International		O
CalPERS primer: The rules on public pensions in California — and who makes them	10/7/2016	Los Angeles Times		N
Pritchard's Take – The Pitfall of Private Equity's Success	10/10/2016	Wall Street Journal	Wylie Tollette	O
California Town and Its Public Retirees Reel Under \$1.6 Million Pension Bill	10/10/2016	New York Times	Wayne Davis	N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Peso Predictor, Salesforce Investors Speak, CalPERS Standoff	10/10/2016	New York Times		O
Public Sector Pensions Under Attack – From the L.A. Times	10/17/2016	Capital & Main	Richard Costigan	P
Corporate board diversity database changes hands	10/25/2016	Pensions & Investments	Anne Simpson	O
CalPERS Braces for Lower Returns in ‘Most Challenging Market’	10/26/2016	Comstock's	Ted Eliopoulos	O
Short-Handed SEC Remains Active In Rulemaking	10/26/2016	Bloomberg BNA	Anne Simpson	O
Lodi expected to pay \$10.2 million to CalPERS in upcoming fiscal year	10/26/2016	Lodi News-Sentinel		O
Should Average Investors Listen to Warren Buffett?	10/27/2016	equities.com	Ted Eliopoulos	O
Schwarzman: Investors have ‘nowhere else to go’ but alternatives	10/28/2016	PEHub	Megan White	O
VBID Summit: The Changing Definition of Equity in Healthcare	10/31/2016	AJMC.com	David Cowling	O
Investors Start to Insist on Fee Transparency; Limited partners such as the CalPERS pension scheme are shunning funds that fail to disclose fees	10/31/2016	Private Equity News		O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

9/20/2016 Contrary to the Report in the NY Times: CalPERS is an Open Book

9/28/2016 The Pension Debate: Our Focus is on the Future

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

- National Association of Investment Companies: Interview with Ted E.
- Investment Office Annual Compliance Training
- Diversity & Inclusion Event Highlights
- Tobacco Divestment (webinar)
- Power of Attorney (webinar)
- Ed Forum: Kick-off
- Ed Forum: New Features
- Ed Forum: Spotlight on Excellence
- Ed Forum: Exec Panel – Presentation Support
- Ed Forum: Forum Recap
- Ed Forum: Rancho Mirage 2017

Social Media

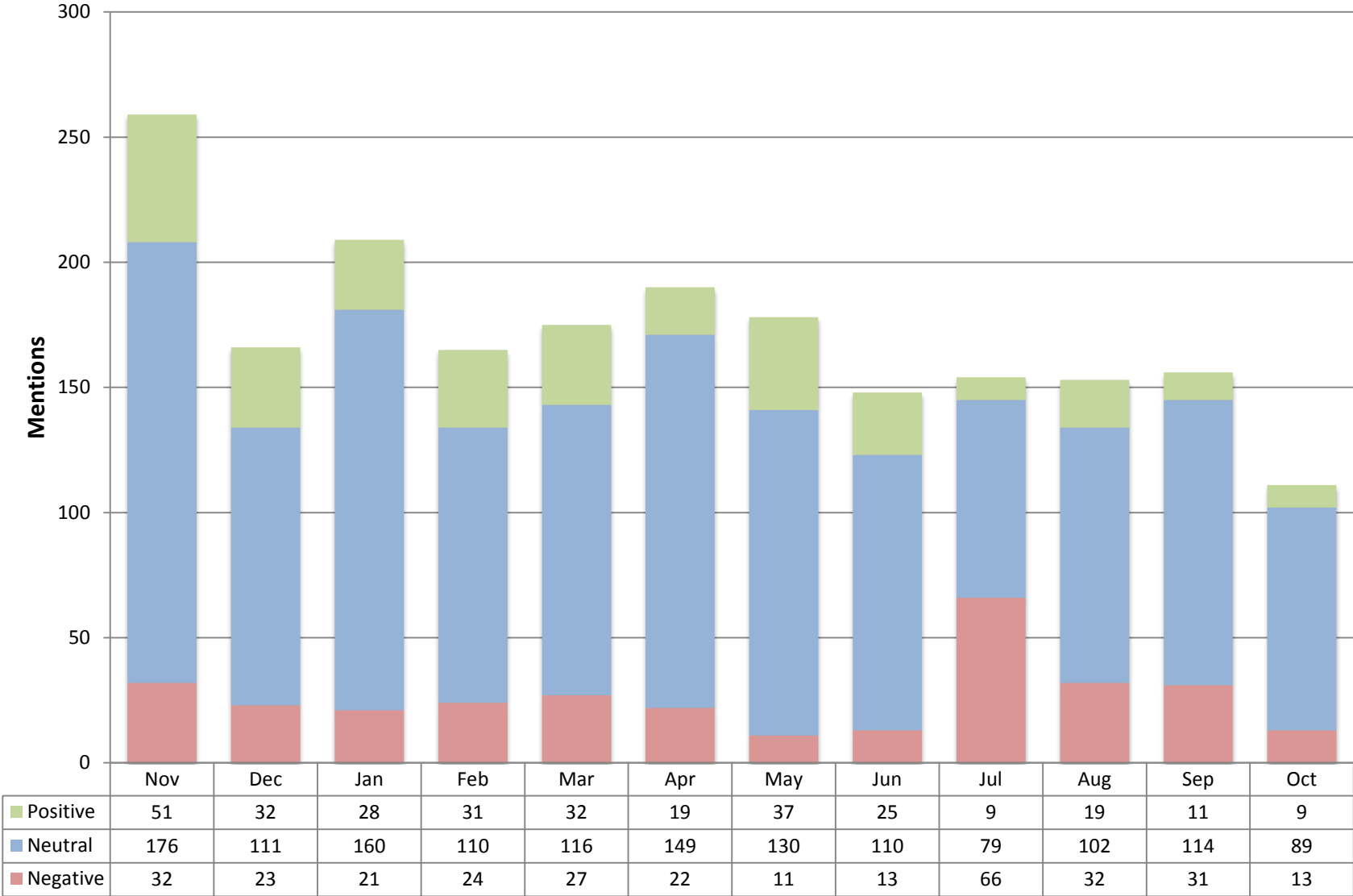
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,037	97	--	--	318 (17 Retweets)
Facebook	13,463	117	--	--	52
LinkedIn	6,372	53	--	--	10
YouTube	1,768	60	612,042	20,573	1
Instagram	1,164	36	--	--	13

-- indicates that category does not apply for channel

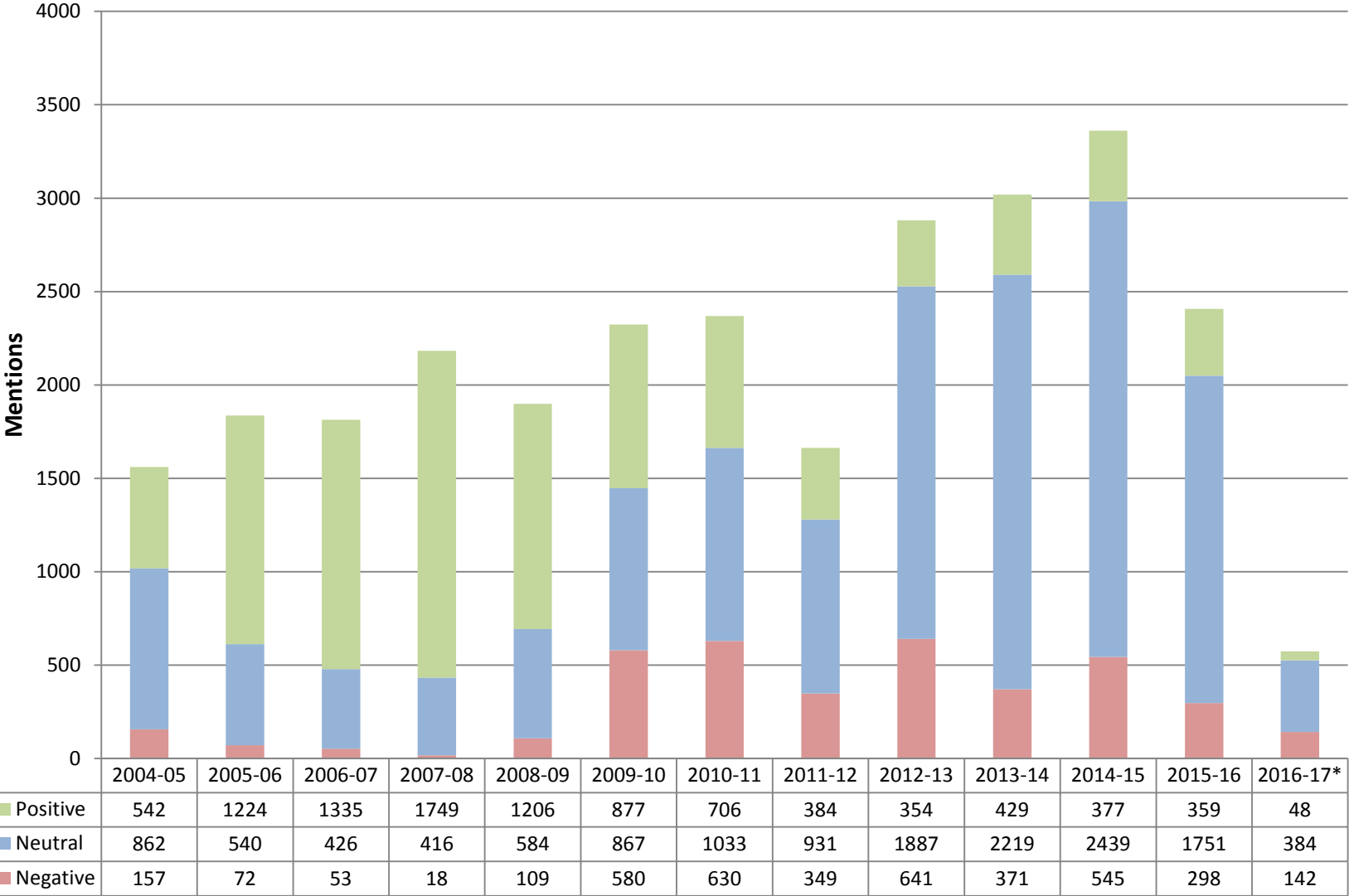
² Totals as of October 31, 2016

³ For month of October 2016

Monthly Mentions 2015-16

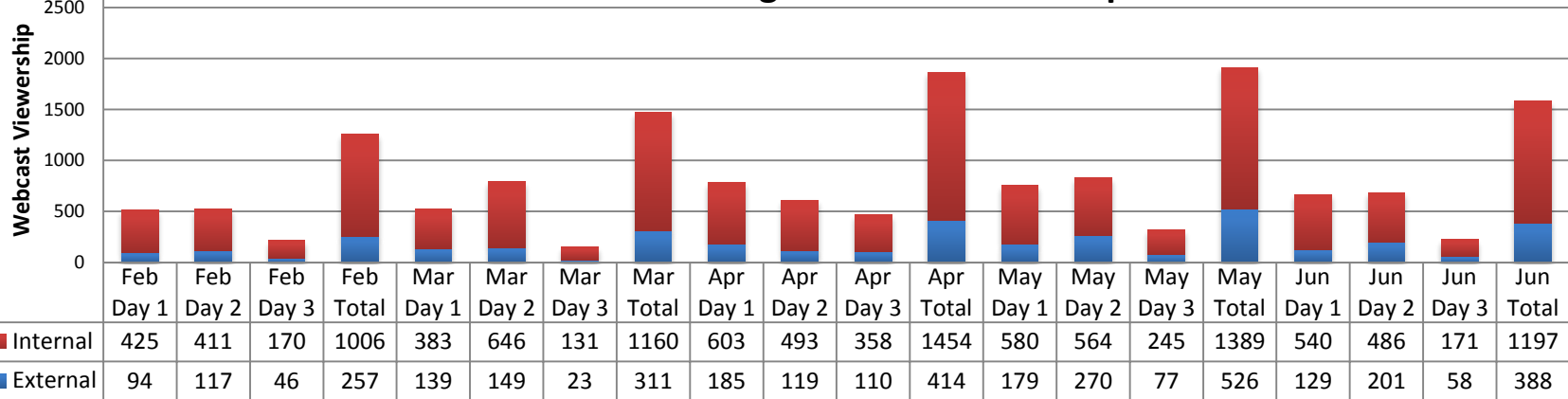


Mentions by Fiscal Year



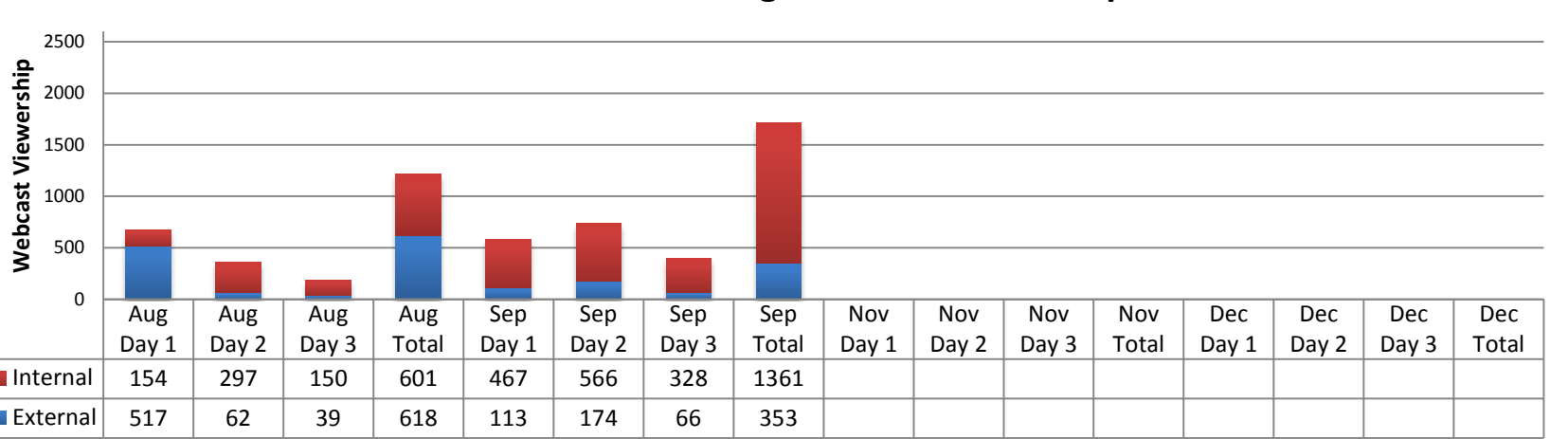
*Data through October 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates

2016 Board Meeting Webcast Viewership



2016 Webcast Dates

*No Board meeting in October