

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
11/01/2016	CalPERS Joins CDPH in Promoting Diabetes Prevention
11/10/2016	CalPERS Joins Global Sustainability Benchmark for Real Assets Program
11/16/2016	CalPERS Audit Exposes Pension Spiking by Former CEO of Risk Management Authority
11/16/2016	CalPERS Finds the City of Loyaltton in Default for Non-Payment of Pension Obligation
11/17/2016	Tip to CalPERS Leads to Criminal Charges, Order to Return Pension Benefits
11/22/2016	CalPERS Cuts Costs and Saves Pension Fund \$922.5 Million Over a Five-Year Span
11/22/2016	CalPERS' CERBT Program Reaches Milestone

Date	Opinions/Letters	CalPERS Representative	Submitted to:
11/22/2016	Response: "Why didn't CalPERS speak out in the Wells Fargo debacle?"	Brad Pacheco	San Francisco Chronicle

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
CalPERS' private equity program size declining despite top performance	11/9/2016	Pensions & Investments	Megan White	O
CalPERS chief sees volatility until Trump implements plans	11/15/2016	Reuters News	Ted Eliopoulos	O
Low Rates Hammer Pensions World-Wide --- Central-bank moves lead to shortfalls for government-run funds	11/15/2016	Wall Street Journal	Megan White	O
CalPERS mulls going direct in private equity	11/15/2016	Pensions & Investments	Ted Eliopoulos	O
CalPERS investment officer about Trump: 'Be ready to adjust, act'	11/16/2016	Sacramento Business Journal	Ted Eliopoulos	O
CalPERS still evaluating forestland portfolio, asset allocation review scheduled for 2017	11/16/2016	Pensions & Investments	Paul Mouchakkaa	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
The investment outlook under a Trump presidency, according to CalPERS	11/16/2016	San Francisco Business Times	Ted Eliopoulos	O
JPMAM invests in Australian retail asset for CalPERS-backed fund	11/16/2016	IP Rel Estate		O
CalPERS says town defaulted on pension debt. What's next for tiny Loyalton?	11/17/2016	Sacramento Bee	Rob Feckner	O
A new fight seems likely over California's long-term pension fund assumptions	11/17/2016	Los Angeles Times	Theresa Taylor	O
BRIEF-CalPERS board of administration declared City of Loyalton in default of its obligations to CalPERS	11/17/2016	Reuters		O
CalPERS cuts benefits for Loyalton employees after city defaults on its liabilities	11/18/2016	Pensions & Investments	Wayne Davis	O
Why didn't CalPERS speak out in the Wells Fargo debacle?	11/21/2016	San Francisco Chronicle		N
PE Panorama: CalPERS new transparency policy exposes poor PE performance	11/21/2016	Asia Asset Management		P
Time For CalPERS To Lead	11/21/2016	Fox & Hounds		N
With investments soft, CalPERS eyes higher contribution rates. What does that mean for workers?	11/22/2016	Sacramento Bee	Priya Mathur	O
CalPERS is right to push for a pension rate increase	11/23/2016	San Francisco Chronicle		P
Mapping the \$100,000+ California Public Employee Pensions at CalPERS Costing Taxpayers \$3.0B	11/28/2016	Forbes		N
CalPERS balancing risks in review of lower return target	11/29/2016	Pensions & Investments	Ted Eliopoulos	O

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)

- School Employer Advisory Committee Meetings (webcast & replays)
- CERBT 500th Customer
- Turkey Drop Highlights
- Health Benefits for Public Agency & School Members (webinar)
- Power of Attorney (webinar)

Social Media

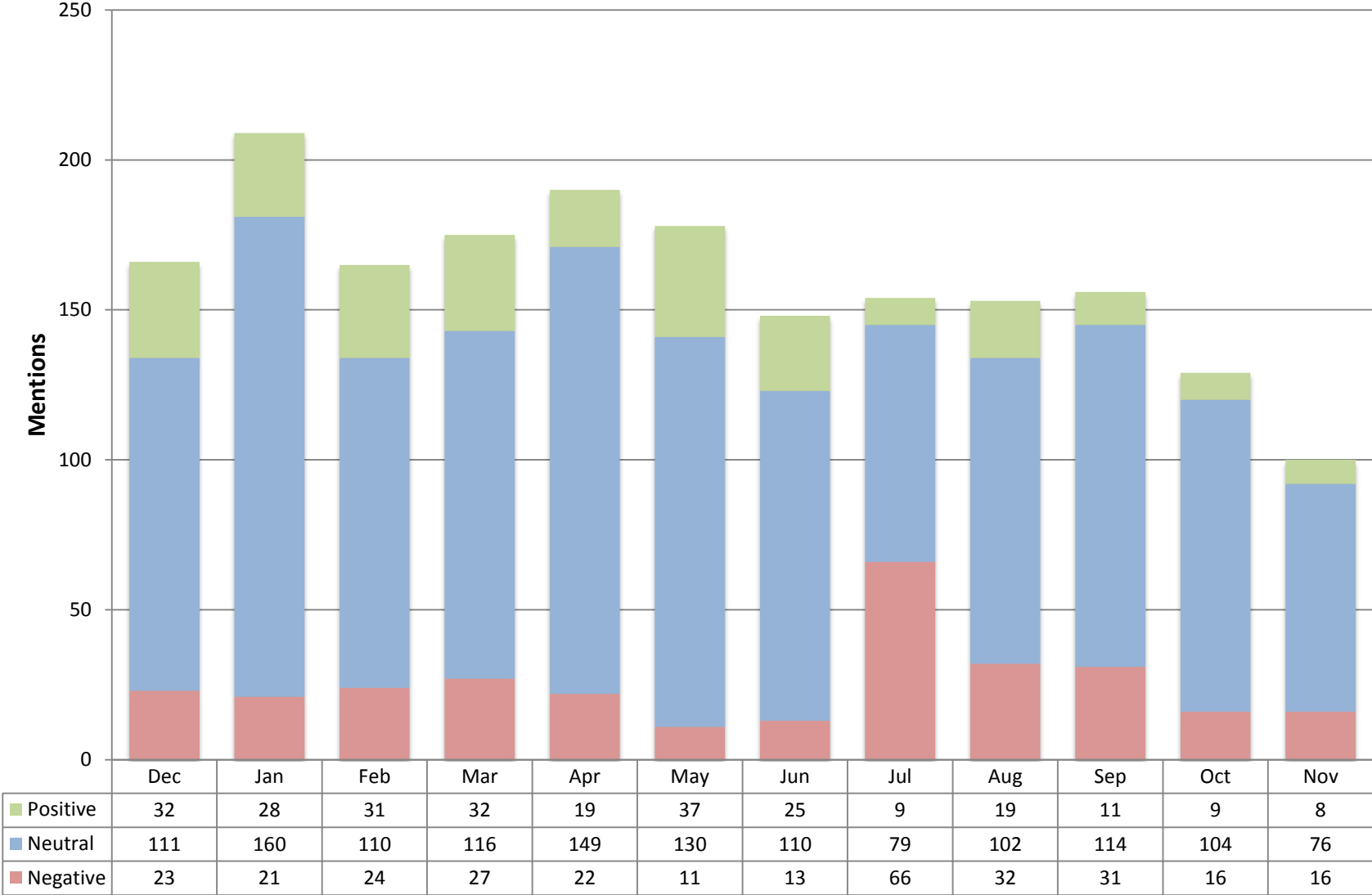
Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,134	97	--	--	135 (13 Retweets)
Facebook	13,551	88	--	--	56
LinkedIn	6,426	54	--	--	2
YouTube	1,802	34	627,069	14,373	16
Instagram	1,178	14	--	--	8

-- indicates that category does not apply for channel

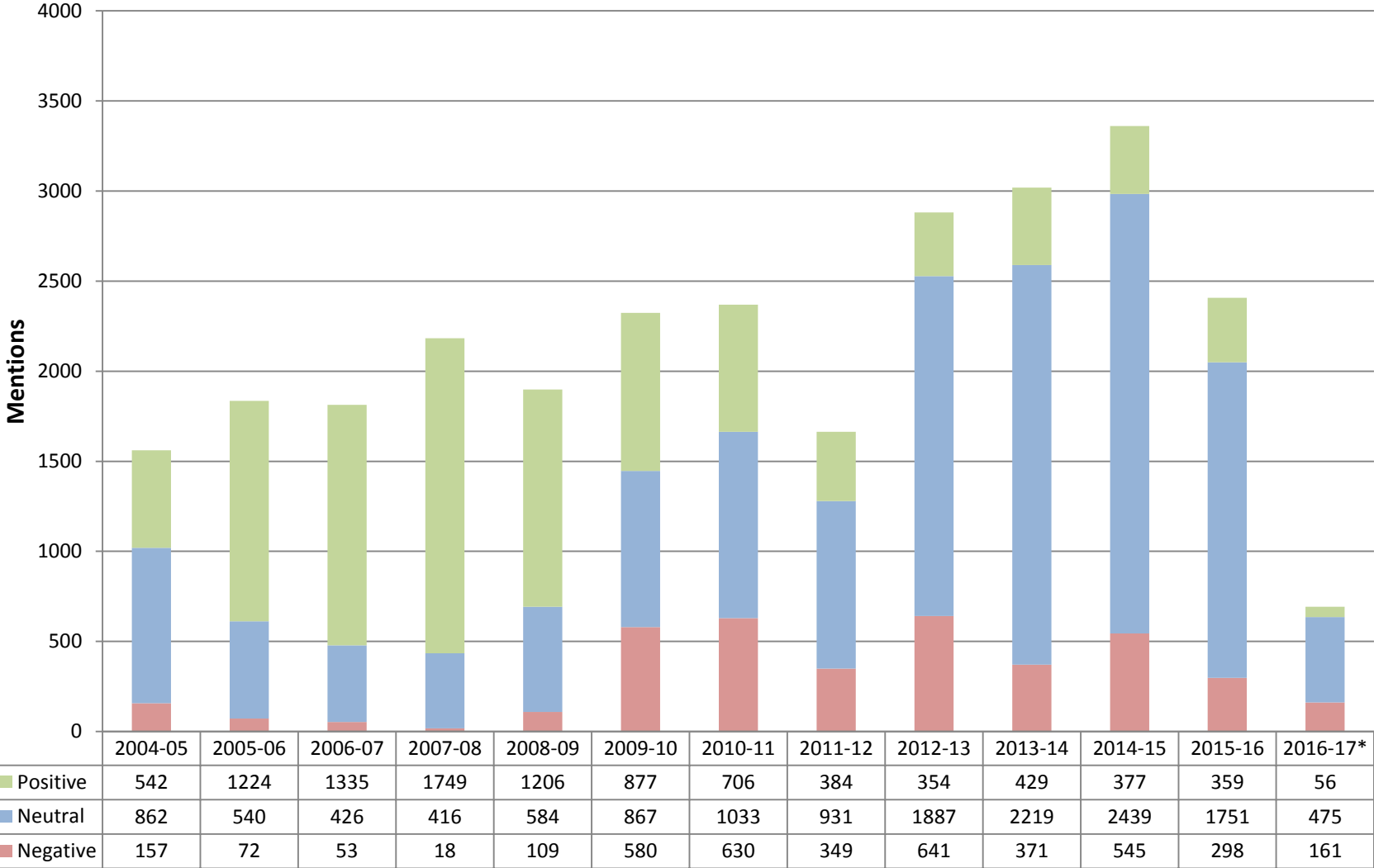
² Totals as of November 30, 2016

³ For month of November 2016

Monthly Mentions 2015-16

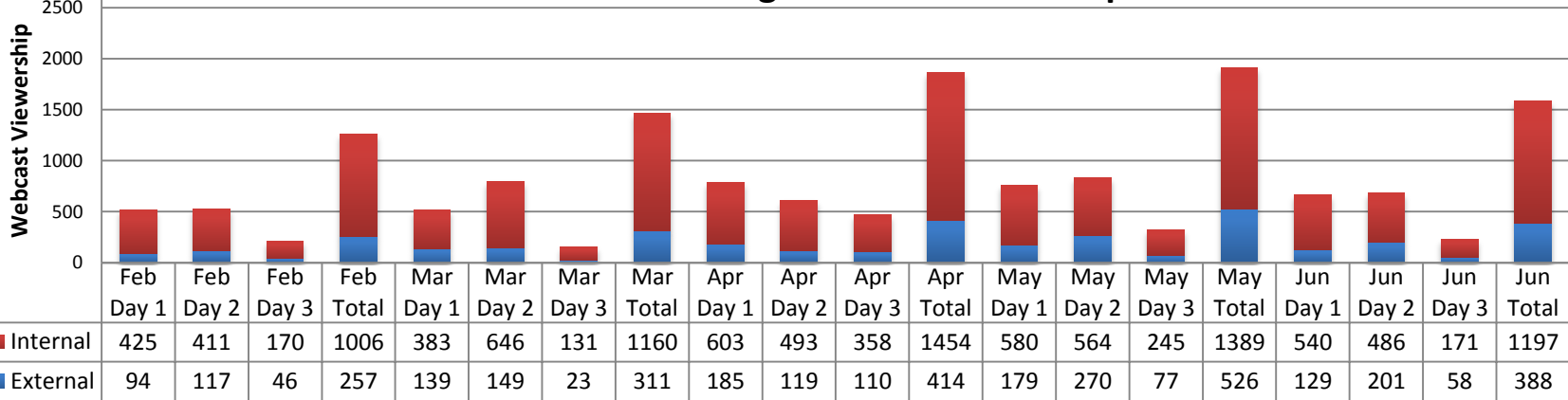


Mentions by Fiscal Year



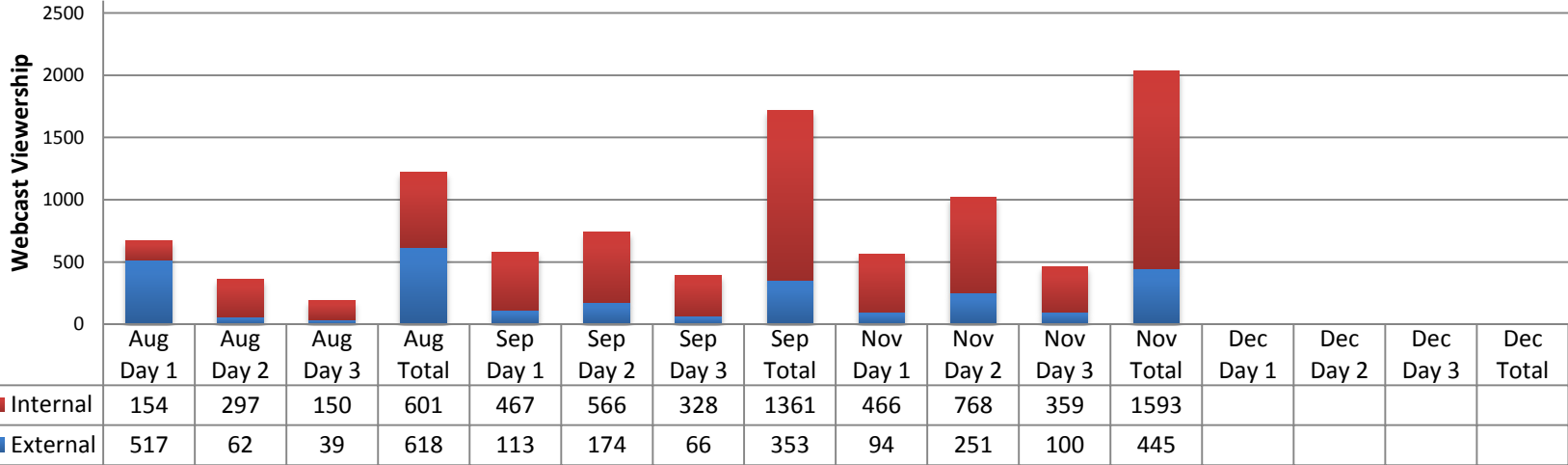
*Data through November 2016

2016 Board Meeting Webcast Viewership



2016 Webcast Dates

2016 Board Meeting Webcast Viewership



2016 Webcast Dates

*No Board meeting in October