

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering January 1, 2017 through January 31, 2017:

Date	News Releases
1/05/2017	CalPERS Annual Report Details Fund Finances
1/11/2017	CalPERS Names Scott Terando Chief Actuary
1/12/2017	CalPERS Benefits Education Event in Sacramento
1/17/2017	CalPERS Board Re-Elects Rob Feckner as President, Henry Jones as Vice President

Date	Opinions/Letters	CalPERS Representative	Submitted to:
1/04/2017	Letter to the Editor	Brad Pacheco	San Diego Union-Tribune: letters to the editor
1/20/2017	Let's get the facts right on CalPERS	Brad Pacheco	Inland Valley Daily Bulletin

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Cut in pension benefits upheld on appeal	1/3/2017	San Francisco Chronicle		O
CalPERS reports make debt, cost difficult to see	1/3/2017	Calpensions	Wayne Davis	N
San Diego Union-Tribune: letters to the editor	1/4/2017	San Diego Union-Tribune	Brad Pacheco	P
Second California appeals court rules pension benefits can be reduced	1/4/2017	Pensions & Investments Santa Rosa Press		O
Thumbs down: CalPERS: A step forward and one back	1/4/2017	Democrat		N
California Cities Facing Growing Pension Costs in New Year	1/6/2017	Reason		O
CalPERS Rate Change a Credit Boost, Moody's Says	1/6/2017	The Bond Buyer	Megan White	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
CalPERS return rate decision could lead to tax hikes	1/6/2017	Orange County Register	Ted Eliopoulos	P
Another ruling says pension set at hire can be cut	1/9/2017	Calpensions	Ted Eliopoulos	P
CalPERS funded status falls 4 percentage points in 2016 fiscal year	1/9/2017	Pensions & Investments	Betty Yee	O
Pensions; CalPERS rate change's silver lining	1/9/2017	Press-Telegram	Eric Baggesen	O
Calpers' Eliopoulos: Lower 7% Target Is 'Reasonable' Move	1/12/2017	Bloomberg		O
Calpers May Move Up to \$30 Billion In-House as Pension Cuts Fees	1/12/2017	Bloomberg	Rob Feckner	O
State contribution to CalPERS to rise by \$524 million next year	1/13/2017	Pensions & Investments	Rob Feckner	O
High court to hear CalPERS' appeal	1/17/2017	San Francisco Chronicle		O
CalPERS looking at expanding public asset classes as it kicks off yearlong allocation review	1/18/2017	Pensions & Investments	Rob Feckner	N
BRIEF-CalPERS says board re-elects Rob Feckner as president, Henry Jones as vice president	1/18/2017	Reuters		P
Public Pension Return Assumptions Haven't Budgeted: Survey	1/20/2017	Chief Investment Officer		N
Local governments grapple with increasing pension costs before higher tab comes in 2018	1/23/2017	Sacramento Bee		O
California schools may face cuts amid skyrocketing pension costs	1/23/2017	San Francisco Chronicle		O
CalPERS Changes Cause Concern In California	1/23/2017	Highland Community News		O
Lodi CalPERS crunch continues	1/24/2017	Lodi News-Sentinel		N
As Trump Advances Pipelines, Oakland Councilmember Rebecca Kaplan Calls on CalPERS to Divest	1/25/2017	East Bay Express		N
Herald fire officially withdraws from CalPERS	1/26/2017	The Galt Herald		N

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 1/03/2017 Criticism of Discount Rate Implementation is Off Base
- 1/06/2017 CalPERS' Action on Discount Rate was a Prudent, Smart Decision
- 1/25/2017 State Tax Increases for Pension Contributions? No.

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

- Leadership Mentoring | The Value and Benefits of Being a Strategic Thinker
- Member Self Service: my|CalPERS (webinar)
- 2018 Asset Liability Management: Long Term Outlook for Returns | January 17, 2017 (Board Offsite)
- Public Asset Class Roles, Segments, & Benchmarks | January 17, 2017 (Board Offsite)
- Value-Based Insurance | January 18, 2017 (Board Offsite)
- Fiduciary Training | January 19, 2017 (Board Offsite)
- Behind the Scenes: CalPERS Investment Office Trade Room

Social Media

Channel	Total Followers ²	New Followers ³	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,490	181	--	--	141 (18 Retweets*)
Facebook	13,817	128	--	--	56
LinkedIn	6,631	118	--	--	7
YouTube	1919	69	660,604	16,048	5
Instagram	1,223	25	--	--	3

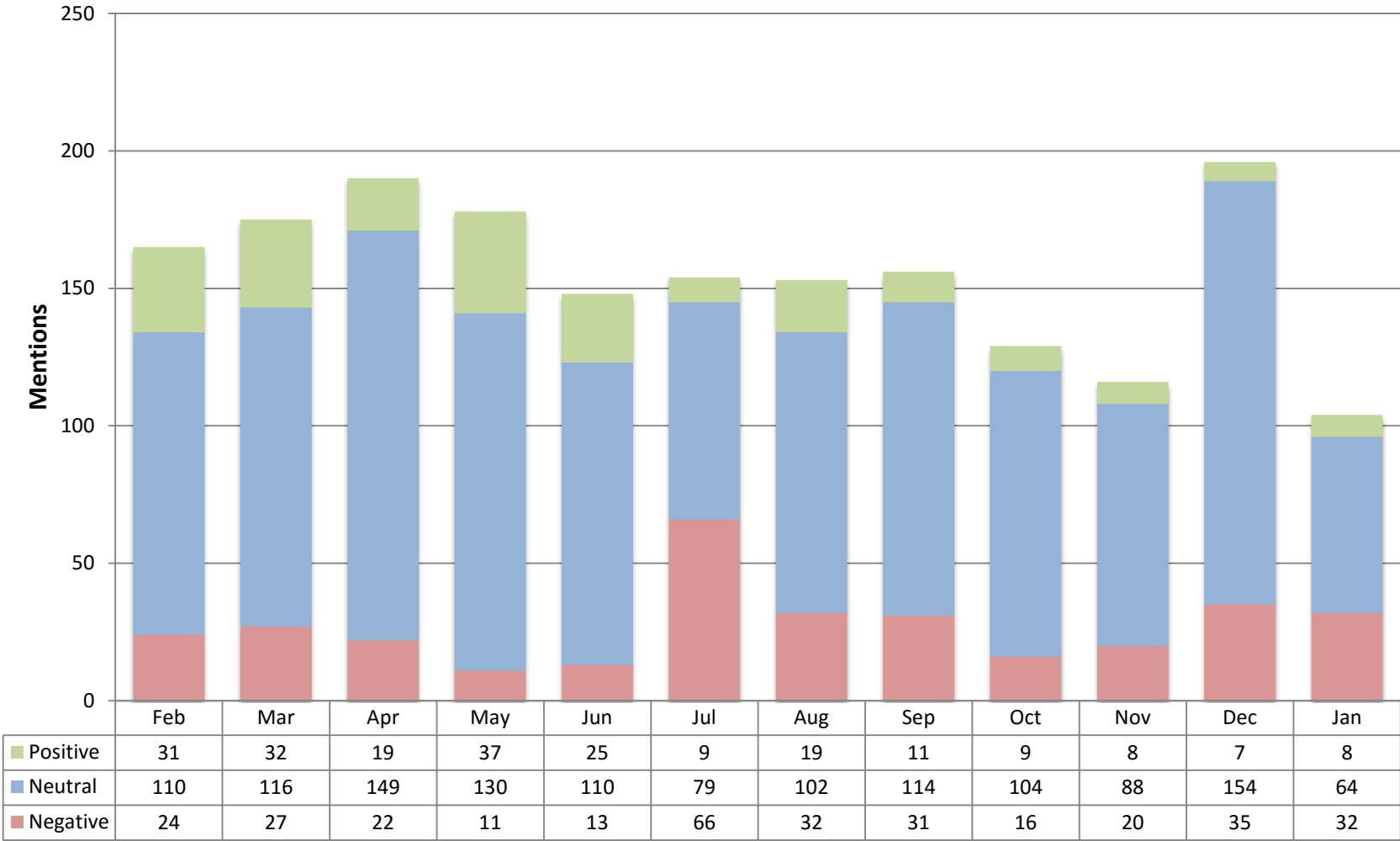
*Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

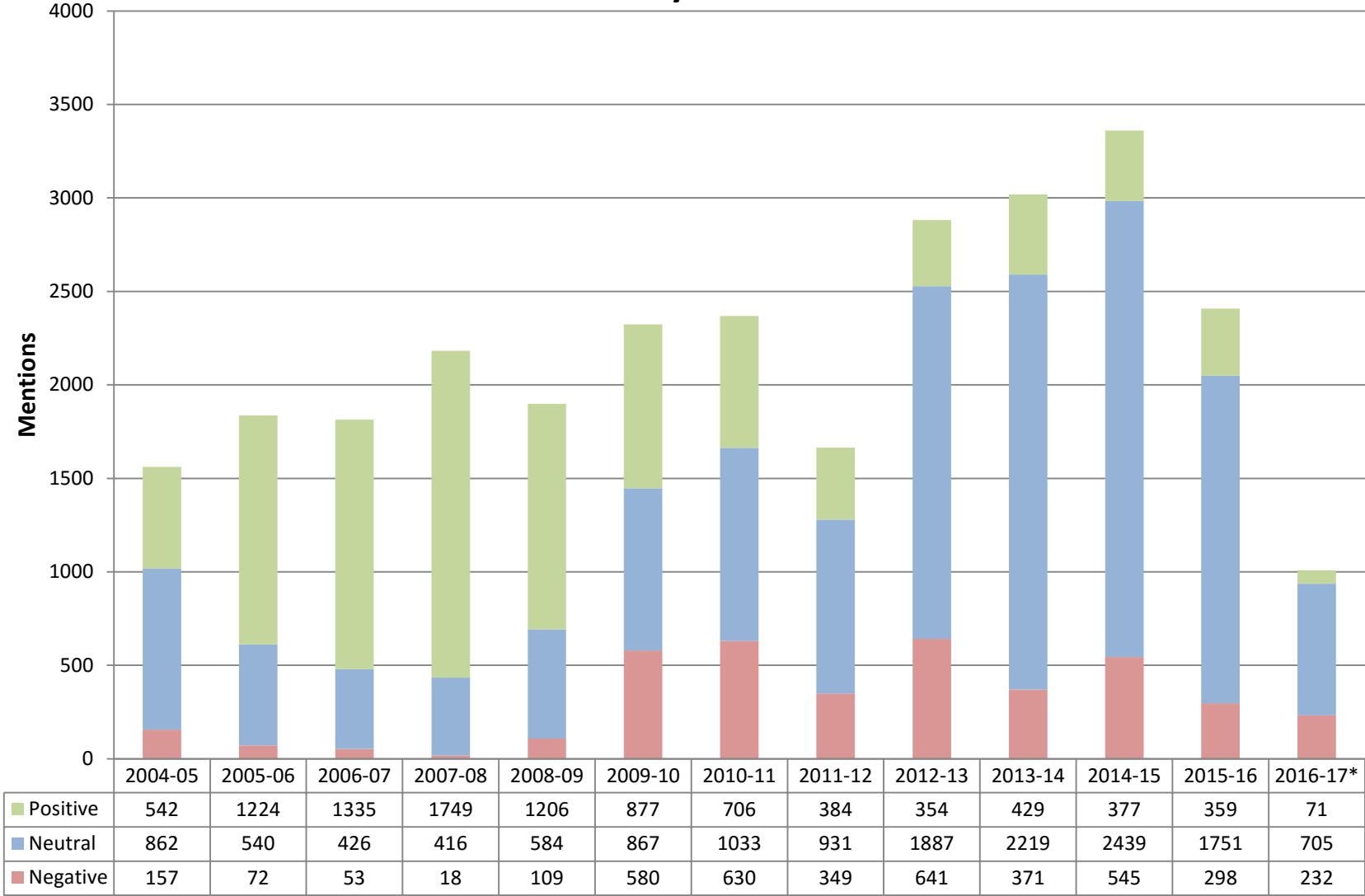
² Totals as of December 31, 2016

³ For month of December 2016

Monthly Mentions 2016-17



Mentions by Fiscal Year



*Data through January 2017