

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering February 1, 2017 through February 28, 2017:

| Date       | News Releases   |
|------------|---|
| 02/07/2017 | CalPERS Honored with Third Distinguished Finance Award  |
| 02/14/2017 | CalPERS Benefits Education Event in Millbrae  |
| 02/15/2017 | CalPERS' Board Approves Five-Year Strategic Plan  |
| 02/17/2017 | CalPERS Joins Investors Calling on Banks to Address Concerns Surrounding Dakota Access Pipeline |
| 02/21/2017 | CalPERS' Board Elects Committee Chairs, Vice Chairs   |

| Date       | Opinions/Letters  | CalPERS Representative | Submitted to:   |
|------------|---|------------------------|-----------------|
| 02/07/2017 | <b>Brad Pacheco: The city decides retiree benefits, not CalPERS</b> | Brad Pacheco           | The Modesto Bee |
| 02/15/2017 | <b>Criticism of CalPERS is often misplaced</b>                      | Richard Costigan       | Sacramento Bee  |

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

| CalPERS Print/Broadcast/Radio News  | Date     | Outlet                 | Spokesperson   | Tone <sup>1</sup> |
|---|----------|------------------------|----------------|-------------------|
| CalPERS Warns Trump's Policies Pose Inflation Risks   | 2/2/2017 | Fox Business           | Ted Eliopoulos | O                 |
| CalPERS looks into his pay for retired Carmel police chief  | 2/2/2017 | Monterey County Weekly | Amy Morgan     | O                 |
| CalPERS staff says fund should not divest from Dakota Access  | 2/7/2017 | Reuters                |                | O                 |
| Brad Pacheco: The city decides retiree benefits, not CalPERS  | 2/7/2017 | The Modesto Bee        | Brad Pacheco   | O                 |
| CalPERS wants to keep investments in Dakota Access pipeline   | 2/8/2017 | Sacramento Bee         |                | O                 |
| CalPERS, Norges and ERAFP seen as asset owners making greatest contribution to sustainable investment | 2/8/2017 | Responsible Investor   |                | P                 |
| US pension funds are slashing their forecasts...and some don't even think they'll meet those          | 2/8/2017 | Reuters                | Ted Eliopoulos | O                 |
| CalPERS's sees 5.8 percent return with new allocation; below 7 percent goal                           | 2/8/2017 | Reuters                | Megan White    | O                 |

| CalPERS Print/Broadcast/Radio News (continued)  | Date      | Outlet                  | Spokesperson             | Tone <sup>1</sup> |
|---|-----------|-------------------------|--------------------------|-------------------|
| CalPERS' RE portfolio underperformed in 2016  | 2/9/2017  | PERE                    |                          | O                 |
| CalPERS' infra programme continues to outperform  | 2/9/2017  | Infrastructure Investor | Megan White              | O                 |
| One CalPERS board member asks tough questions about its investments. Why are his colleagues trying to muzzle him?                             | 2/13/2017 | Los Angeles Times       | JJ Jelincic, Rob Feckner | N                 |
| With pension reform looming, these California departments went on a hiring spree  | 2/13/2017 | Sacramento Bee          | Bill Slaton              | N                 |
| Richmond: Pension costs stoke bankruptcy fears  | 2/13/2017 | East Bay Times          | Amy Morgan               | O                 |
| CalPERS discloses \$900 million lower return after selling stocks   | 2/14/2017 | Reuters                 | Amy Morgan               | O                 |
| CalPERS, the \$300bn (£240bn) Californian pension fund, could double its real estate portfolio  | 2/14/2017 | Estates Gazette         | Theresa Taylor           | O                 |
| Dakota pipeline protesters persuade CalPERS to reconsider project   | 2/14/2017 | Sacramento Bee          | Ted Eliopoulos           | O                 |
| Dakota Access Pipeline Opponents Call on CalPERS to Divest  | 2/14/2017 | Priya Mathur            |                          | O                 |
| Risk reduction move costs CalPERS \$900 million since September   | 2/14/2017 | East Bay Express        | Theresa Taylor           | O                 |
| Investment shift costs CalPERS \$900 million in potential gains   | 2/14/2017 | Pensions & Investments  | Ted Eliopoulos           | O                 |
| Criticism of CalPERS is often misplaced   | 2/14/2017 | Sacramento Bee          | Ted Eliopoulos           | O                 |
| Richmond Cuts Jobs, Street Repairs, Library Books to Keep Up With Pension Costs   | 2/16/2017 | Sacramento Bee          | Richard Costigan         | P                 |
| Big investors press banks over Dakota Access pipeline: CalPERS and more than 120 groups weigh in to support protest campaign in public letter | 2/16/2017 | KQED                    |                          | N                 |
| CalPERS calls for a reroute of Dakota Access Pipeline   | 2/17/2017 | Financial Times         | Anne Simpson             | O                 |
| CalPERS Joins Investors Calling On Banks To Address Concerns Surrounding Dakota Access Pipeline   | 2/21/2017 | Sacramento Bee          | Anne Simpson             | P                 |
| CalPERS board member to defend allegations he revealed closed session information   | 2/21/2017 | Daily Kos               |                          | P                 |
| Money management, pension fund executives blast Texas 'bathroom bill'   | 2/21/2017 | Pensions & Investments  | JJ Jelincic              | O                 |
| CalPERS' Board Elects Committee Chairs, Vice Chairs - Leadership Will Guide Five Board Committees For Year Ahead                              | 2/22/2017 | Pensions & Investments  |                          | O                 |
|   | 2/22/2017 | Exchange News Direct    |                          | O                 |

| CalPERS Print/Broadcast/Radio News (continued)  | Date      | Outlet               | Spokesperson   | Tone <sup>1</sup> |
|---|-----------|----------------------|----------------|-------------------|
| Republicans are fighting to reduce union influence over California's biggest public employee pension fund | 2/23/2017 | Los Angeles Times    |                | O                 |
| CalPERS Joins Investors Calling on Banks to Address Concerns About Dakota Access Pipeline                 | 2/24/2017 | San Diego Free Press | Anne Simpson   | O                 |
| CalPERS needs to provide public agencies increased flexibility to deal with pension debt                  | 2/24/2017 | Sacramento Bee       |                | N                 |
| Pension Funds Hope to Close the Gap Through Trump Tax Policies  | 2/24/2017 | Wall Street Journal  | Ted Eliopoulos | O                 |
| City's CalPERS Liability Rises, But San Marino Is 'Still Ahead of the Game'                               | 2/24/2017 | San Marino Tribune   |                | O                 |
| CalPERS investment priority shifts to avoiding loss   | 2/27/2017 | Calpensions          | Rob Feckner    | N                 |
| Lodi city manager, League of California Cities representatives tackle CalPERS problems                    | 2/27/2017 | Lodi News-Sentinel   |                | O                 |

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<sup>1</sup>P – Positive tone  
N – Negative tone  
O – Neutral tone

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS For the Record

02/03/2017 Pension Reform Has Made a Difference

#### Videos, webcasts, webinars, and live events that were completed/released during the month of February (VLEC)

- Planning Your Retirement (webinar)
- Board of Administration Meetings-Feb (webcast & replays)
- Board Highlights | CalPERS Five-Year Strategic Plan Nears Completion
- Board Highlights | CalPERS 2017 Election Process Begins
- Board Highlights | CalPERS Proxy Voting Season Nears
- Understanding the CalPERS Discount Rate and the Effect on Current and Future Employer Contributions (webinar & replay)

#### Social Media

| Channel            | Total Followers <sup>2</sup> | New Followers <sup>3</sup> | Total Views | Monthly Views | Total Posts        |
|--------------------|------------------------------|----------------------------|-------------|---------------|--------------------|
| Twitter (@CalPERS) | 14,592                       | 102                        | --          | --            | 312 (21 Retweets*) |
| Facebook           | 13,979                       | 162                        | --          | --            | 50                 |
| LinkedIn           | 6,719                        | 88                         | --          | --            | 6                  |
| YouTube            | 1975                         | 56                         | 678,731     | 17,401        | 20                 |
| Instagram          | 1,244                        | 21                         | --          | --            | 2                  |

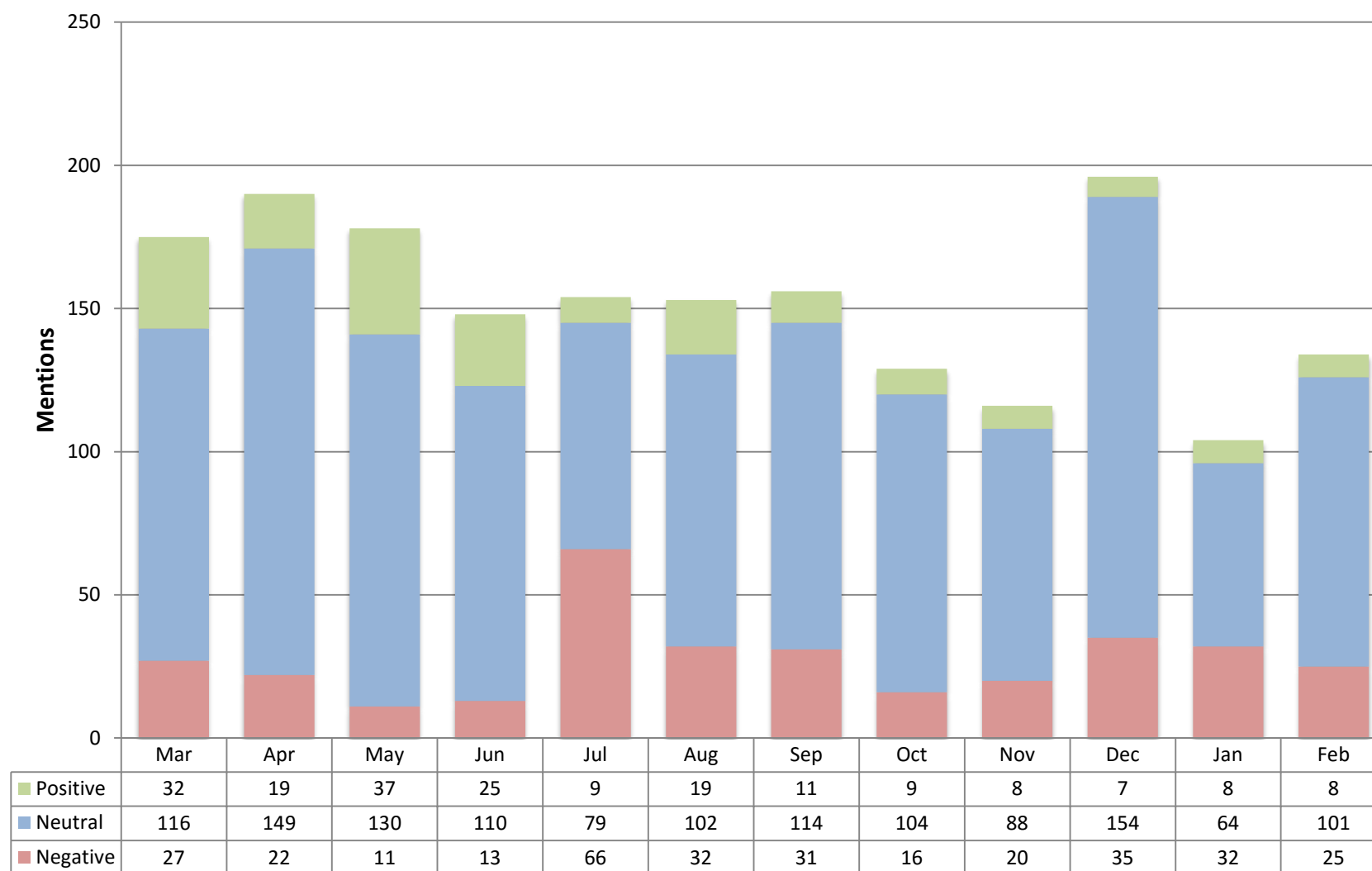
\*Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

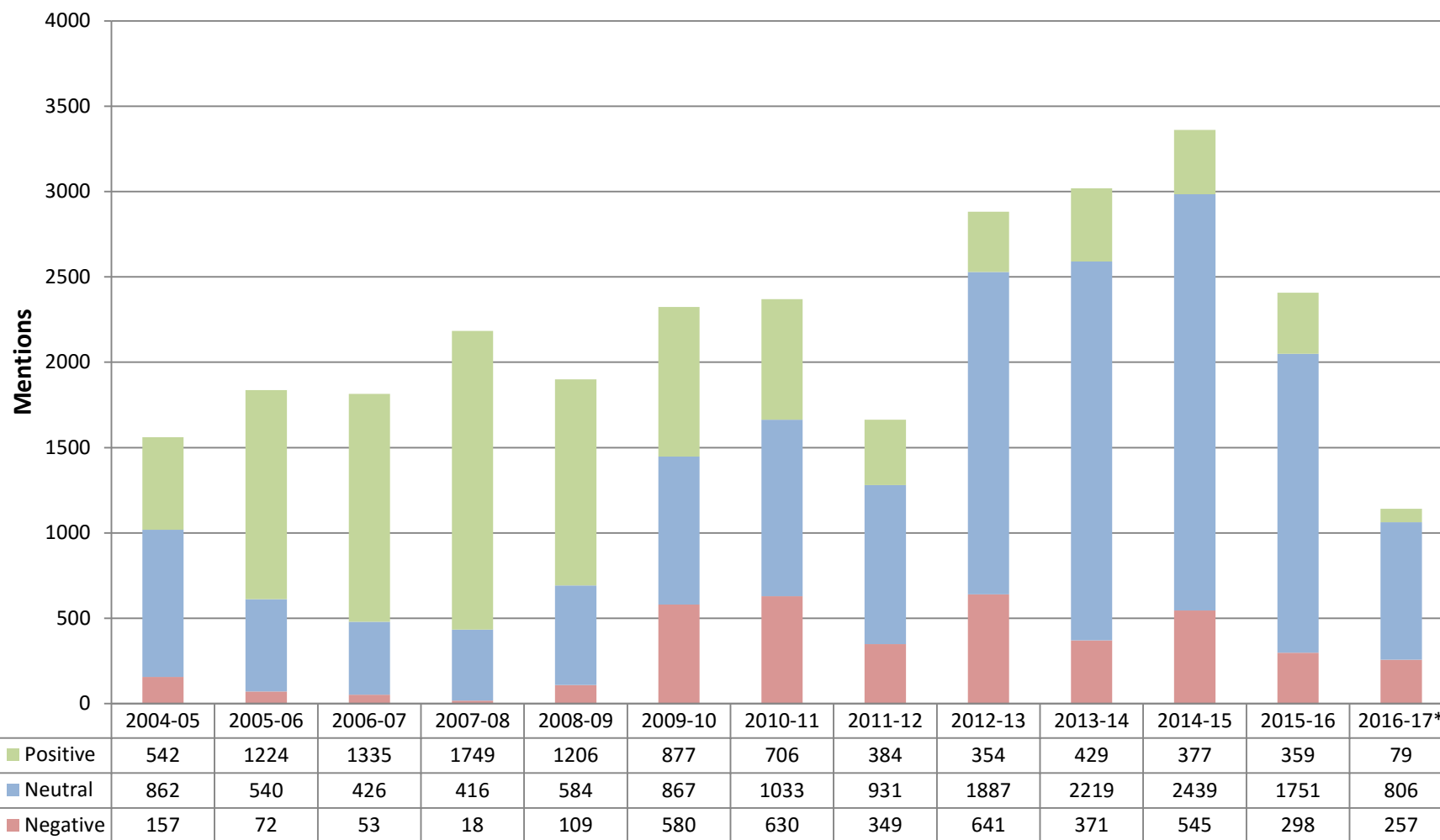
<sup>2</sup> Totals as of February 28, 2017

<sup>3</sup> For month of February 2017

## Monthly Mentions 2016-17

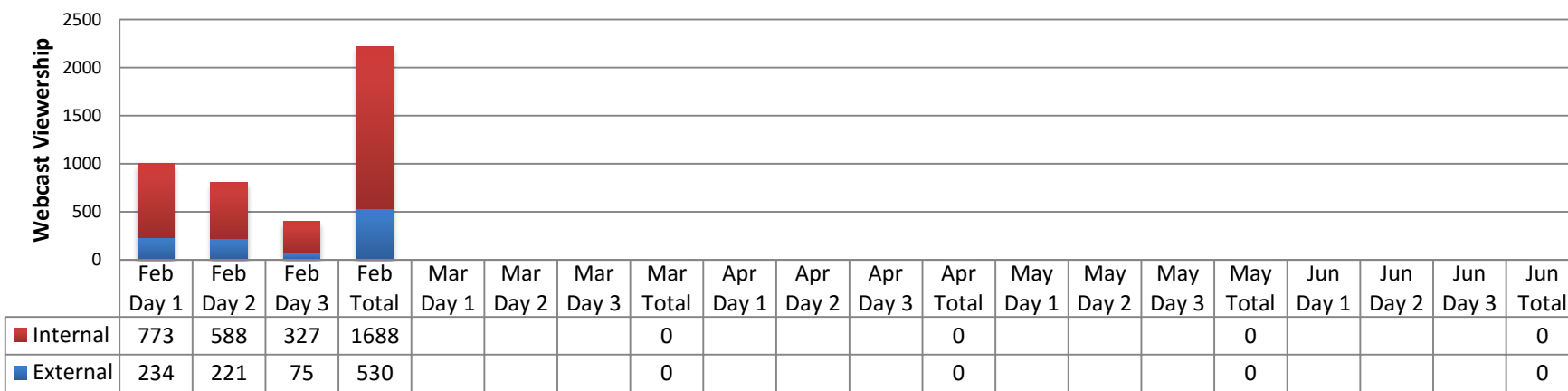


## Mentions by Fiscal Year



\*Data through February 2017

## 2017 Board Meeting Webcast Viewership



2017 Webcast Dates