

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
3/02/2017	CalPERS Benefits Education Event in Santa Barbara
3/06/2017	CalPERS Information Technology Team Members Honored by CIO Academy
3/15/2017	CalPERS Forced to Declare Southern California Agency in Default of Pension Obligations
3/16/2017	CalPERS Approves New Regulations that Set Strong Safeguards against Pension Spiking
3/22/2017	CalPERS Joins Other Investors in Continued Support of "Pay Ratio" Disclosure Requirement
3/29/2017	Clinton L. Stevenson Named Investment Director of Investment Manager Engagement Programs
3/30/2017	Microsoft Chairman John W. Thompson among Speakers for Largest U.S. Public Pension Plans Forum on Diversity in the Workplace and Financial Markets

Date	Opinions/Letters	CalPERS Representative	Submitted to:
03/15/2017	Pensions are a shared burden	Brad Pacheco	Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Californians Hit as Bad Debts Lead to Government Pension Cuts	3/1/2017	Bloomberg	Richard Costigan	O
CalPERS move leaves SLO with multi-million dollar shortfalls	3/2/2017	Cal Coast News		N
More investors have a stake in board diversity	3/3/2017	Chicago Tribune	Anne Simpson	P
CalPERS May Cut Return Target Again, California's Brown Says	3/3/2017	Bloomberg	Amy Morgan Matt Jacobs,	O
CalPERS set to slash pensions for nearly 200 workers	3/8/2017	Sacramento Bee	Richard Costigan	N
CalPERS Board to Vote on Slashing Pension Benefits by 63%	3/8/2017	Bloomberg Private Equity	Marcie Frost	O
CalPERS outlines ESG policy for PE manager selection	3/8/2017	International		O
CalPERS pushes ESG in real estate	3/9/2017	PERE		O
Pension funds to SCOTUS: Save our class action opt-out rights	3/9/2017	Reuters		O
Longtime Industry Adviser Mike Moy to Retire From Pension Consulting Alliance	3/10/2017	Wall Street Journal		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Investors push corporate boards to diversify; 'MALE, PALE AND STALE'	3/10/2017	The Patriot Ledger	Anne Simpson	O
Pension costs soar for Ventura County cities	3/10/2017	Ventura County Star		N
Ex-CHP chief snared in son's escape from rape trial seeks disability pension	3/10/2017	Sacramento Bee	Theresa Taylor	O
Borenstein: CalPERS, unions deceiving public about pensions	3/13/2017	East Bay Times Private Equity		N
CalPERS approves Meketa as new PE advisor	3/14/2017	International Dow Jones Institutional	Wylie Tollette	O
CalPERS Private-Equity Consultant PCA Sued for Bias	3/14/2017	News		O
Why CalPERS is pouring millions into a Southern California water deal	3/15/2017	Sacramento Bee	Paul Mouchakkaa	O
Faced with deep cuts to their pensions, these California retirees are asking CalPERS for help	3/15/2017	Sacramento Bee		O
CalPERS cuts LA Works pensions: Who's at fault?	3/16/2017	Calpensions	Theresa Taylor, Matt Jacobs	O
Grudgingly, CalPERS cuts pensions for 200 workers of defunct LA agency	3/16/2017	Sacramento Bee	Bill Slaton	O
CalPERS Slashes Pensions for Retirees of Defunct Agency	3/16/2017	Bloomberg	Bill Slaton	O
CalPERS CIO among new joiners as investor think tank expands in US	3/16/2017	Financial News		O
CalPERS hires attorney from pension lawsuit that strikes fear in state workers	3/20/2017	Sacramento Bee		O
CalPERS, unions deceiving public about pensions	3/20/2017	Press Democrat		N
CalPERS Urges the SEC Not to Delay CEO Pay Rule	3/22/2017	Bloomberg		O
Lawmakers Look to California Retirement Funds to Protest Trump BRIEF-CalPERS requests Humana's shareowners vote "for" proposal	3/28/2017	KQED	Wylie Tollette	O
requesting proxy access	3/28/2017	Reuters		O
Stevenson joins CalPERS as IMEP investment director	3/30/2017	PE Hub Network	Ted Eliopoulos	O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

03/08/2017 Pension Reform Has Made a Difference

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

- Your Retirement Options & Online Application (webinar)
- Board of Administration Meetings-March (webcast & replays)
- Board Highlights | Why We Care About ESG
- Board Highlights | CalPERS 2017 Election Process Begins
- Message from the Chief | Welcome to EAMD
- Join Us At the 2017 CalPERS & CalSTRS Diversity Forum
- Career & Education Fair 2017 promos

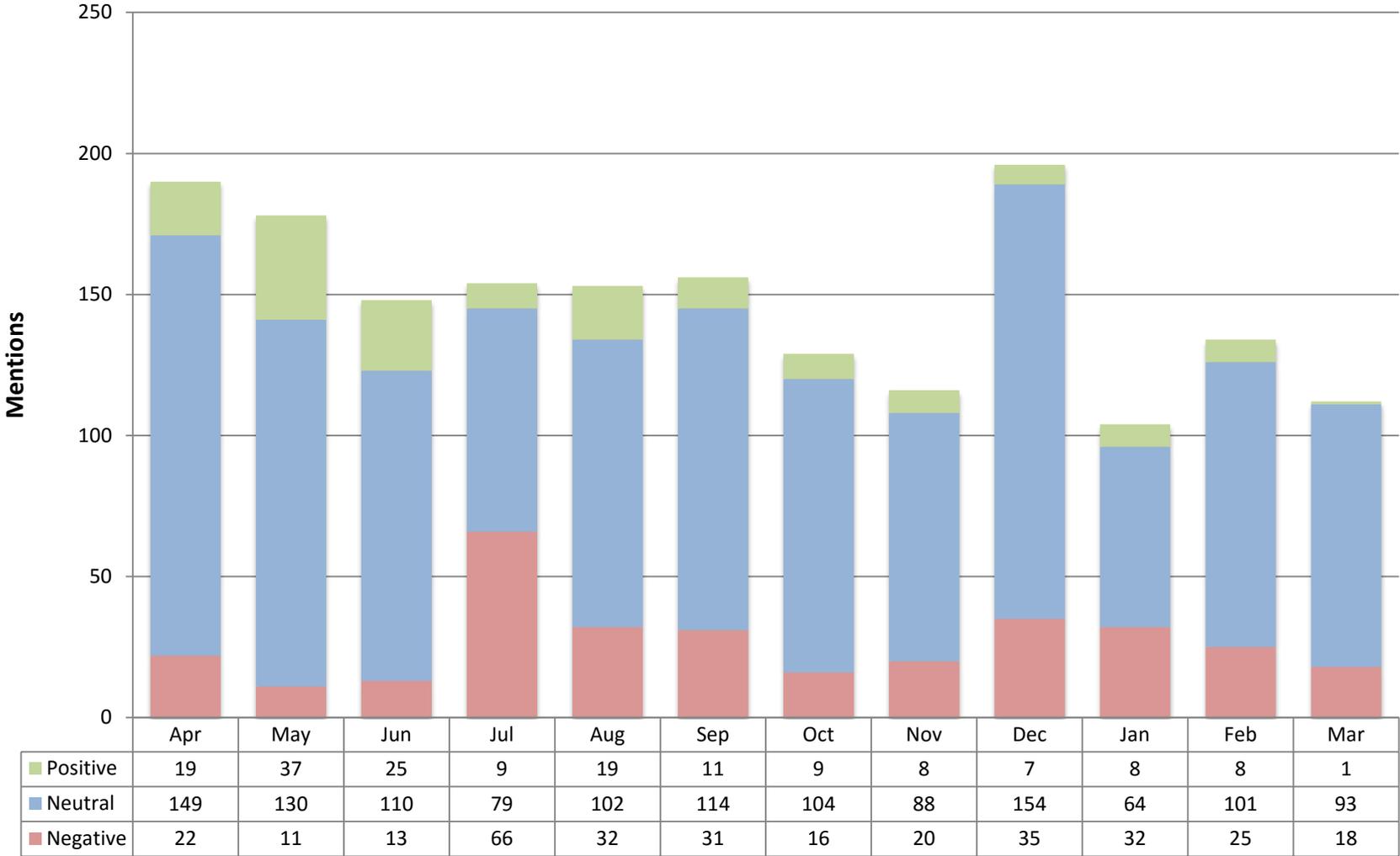
Social Media

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,737	145	--	--	174 (20 RTs*)
Facebook	14,160	181	--	--	63
LinkedIn	6,850	131	--	--	15
YouTube	2,055	80	701,164	21,024	15
Instagram	1,261	17	--	--	5

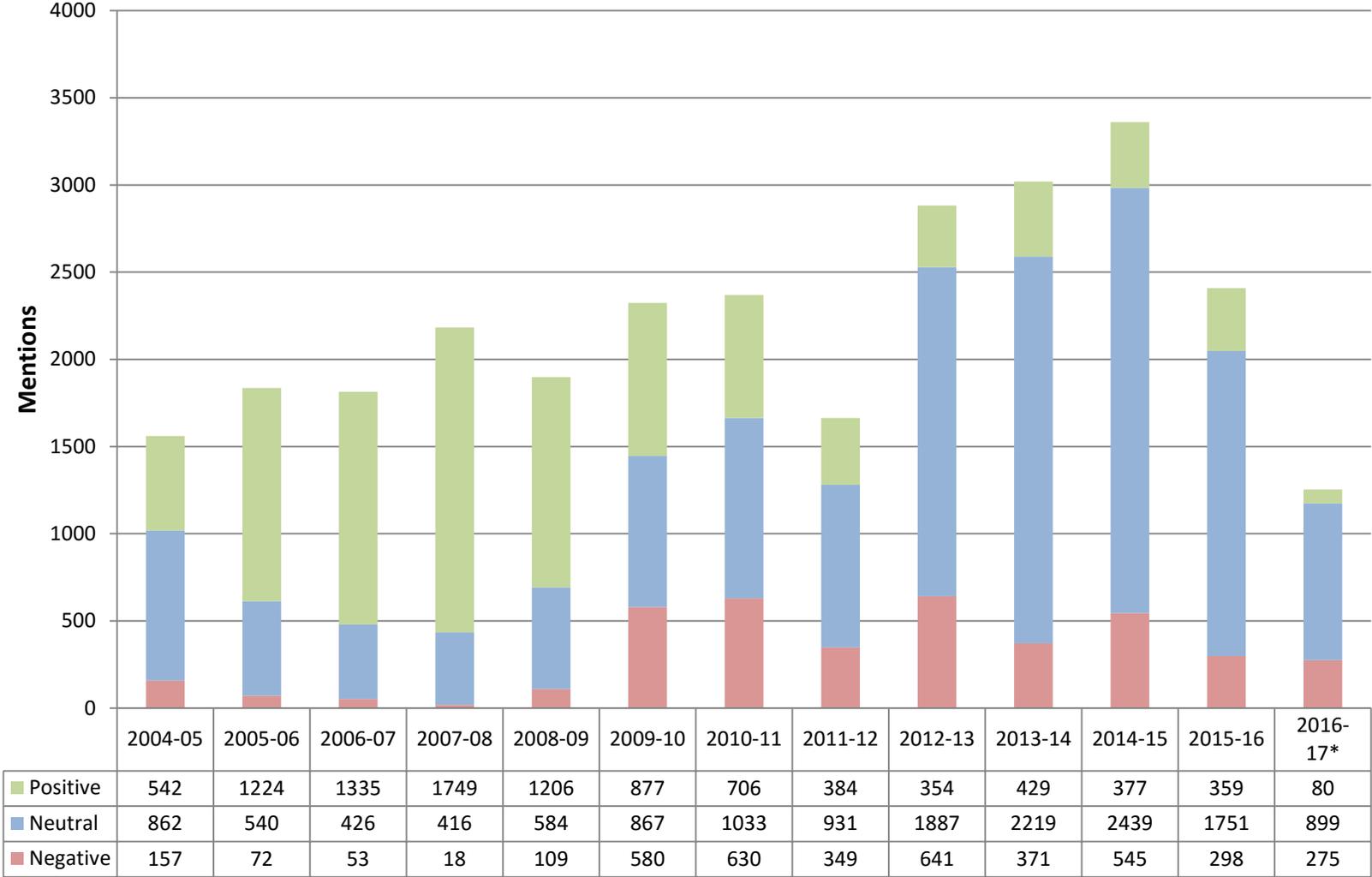
*Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2016-17

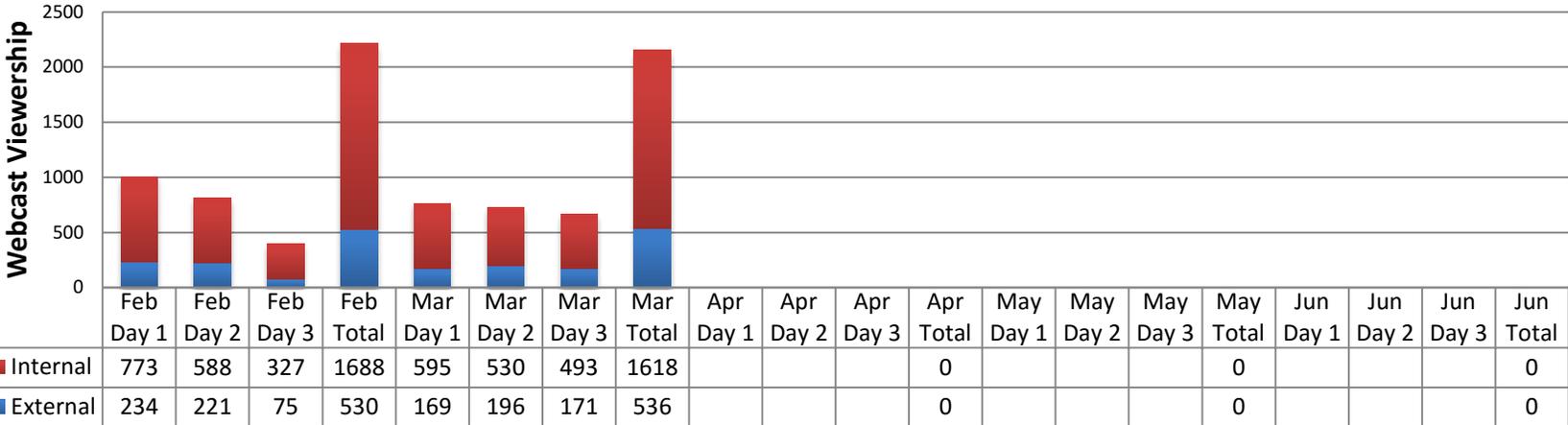


Mentions by Fiscal Year



*Data through March 2017

2017 Board Meeting Webcast Viewership



2017 Webcast Dates