

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering April 1, 2017 through April 30, 2017:

Date	News Releases
04/04/2017	CalPERS to Host Information Technology Career Fair to Seek Prospective Applicants
04/04/2017	CalPERS Benefits Education Event in Fresno
04/05/2017	Réal Desrochers Leaving Private Equity Program
04/20/2017	CalPERS Board Adopts New Contribution Rates for State and School Employers
04/24/2017	CalPERS Information Technology Career Fair to Build a Pipeline of Talent for Filling Vacant IT Positions

Date	Opinions/Letters	CalPERS Representative	Submitted to:
<b>04/04/2017</b>	<b>Letter: Defending CalPERS' policy changes</b>	<b>Rob Feckner</b>	<b>Lodi Times</b>
04/21/2017	City managers concerned pensions will cause more bankruptcies	Brad Pacheco	East Bay Times

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS, NYC pension funds call for proxy access at Charles Schwab	4/3/2017	Pensions & Investments		0
CalPERS Names Stevenson Investment Director of Investment Manager Engagement Programs	4/3/2017	FINalternatives	Ted Eliopoulos	0
Big shareholder pushing Duke Energy to lay out costs of meeting Paris climate-change goals	4/3/2017	Charlotte Business Journal		0
Walling off assets is wrong	4/4/2017	Pensions & Investments	Henry Jones	0
CalPERS Hires Director of Investment Management Engagement	4/5/2017	Chief Investment Officer		0
European funds back CalPERS in key Lehman-related lawsuit	4/5/2017	IPE.com		0
Private equity chief Réal Desrochers leaving CalPERS	4/6/2017	Pensions & Investments	Ted Eliopoulos	0
A proposal that would make pension crisis even worse	4/7/2017	Orange County Register		0
California Cities' Pension Tab Seen Almost Doubling in 5 Years	4/10/2017	Bloomberg		0
PE Panorama: Desrochers exits CalPERS with clean legacy in his wake	4/10/2017	Asia Asset Management	Ted Eliopoulos	0

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS, Banks Cling to Fund Stakes	4/10/2017	Private Equity News Dow Jones Institutional		O
CalPERS Staff Wants To Ditch Private Equity Target	4/11/2017	News		O
CalPERS and the public-pension private-equity brain drain	4/11/2017	PE Hub		O
CalPERS' investment staff proposes structural changes for real assets portfolio	4/11/2017	Pensions & Investments		O
CalPERS Staff Wants To Shed Requirement That It Invest 8% in Private Equity	4/12/2017	Wall Street Journal		O
CalPERS state rate doubles in decade to \$6 billion	4/12/2017	Calpensions		O
CalPERS says divesting from border wall, Dakota pipeline could hurt taxpayers	4/12/2017	Sacramento Bee	Wylie Tollette	O
Pipeline divestment is bad for state pensioners and taxpayers	4/13/2017	San Francisco Chronicle		O
Marin IJ Editorial: Brown, legislators prove they can get big jobs done	4/13/2017	Marin Independent Journal		O
State Supreme Court to review law eliminating pension benefit	4/13/2017	San Francisco Chronicle		O
City revisits \$240,000 settlement with manager	4/13/2017	Modesto Bee	Amy Morgan	O
California Supreme Court accepts another pension rights case	4/14/2017	Pensions & Investments		O
City's Financial Future 'Sobering'	4/14/2017	Gilroy Dispatch		O
Chasing higher returns, public pension funds spent \$10 billion on investment fees in 2014	4/14/2017	Sacramento Bee	Wylie Tollette	O
CalPERS looks at changing how it invests in private equity: WSJ	4/17/2017	Reuters		O
CalPERS Is Sick of Paying Too Much for Private Equity	4/17/2017	Wall Street Journal	Brad Pacheco	O
Another court setback for protectors of pensions	4/17/2017	Calpensions	Brad Pacheco	O
Supreme Court hears CalPERS argument on class-action suit deadlines	4/18/2017	Pensions & Investments		O
PD Editorial: Politics shouldn't drive pension investments	4/19/2017	Santa Rosa Press Democrat	Wylie Tollette	O
Common equity benchmark to enhance risk management — CalPERS officials	4/19/2017	Pensions & Investments		O
Retirees of defunct San Gabriel Valley job agency to CalPERS: 'Don't throw away our futures'	4/19/2017	San Gabriel Valley Tribune	Michael Bilbrey, JJ Jelincic, Scott Terando	O
L.A. retirees lose last-ditch appeal for pensions at CalPERS	4/19/2017	Sacramento Bee	Theresa Taylor	O

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Proposed state pension reform is hot topic at H.B. council meeting	4/20/2017	Los Angeles Times		N
LA Mayor's New Budget: River of Red Ink Despite \$1.9 Billion More Revenue	4/21/2017	City Watch		O
World's Largest Pension Fund Struggles To Make Ends Meet	4/21/2017	Money International	Richard Costigan	O
Wells Fargo Directors Face Uncertain Prospects	4/24/2017	Wall Street Journal		O
Borenstein: City managers concerned pensions will cause more bankruptcies	4/24/2017	East Bay Times		N
Split roll property tax proposal is really a pension tax	4/24/2017	Sacramento Bee		O
Underfunded CalPERS, CalSTRS dislike divestment	4/24/2017	Calpensions	Betty Yee	O
CalPERS, CalSTRS to vote against some Wells Fargo directors	4/24/2017	SF Chronicle		O
All change at CalPERS	4/24/2017	Private Equity International	Eric Baggesen	O
Marin Voice: Voters need to insist on public pension reform	4/25/2017	Marin Independent Journal		O
Unions kill bill to cut cost-of-living increases for CalPERS pensions	4/25/2017	Sacramento Bee		O
CalPERS Information Technology Career Fair To Build A Pipeline Of Talent For Filling Vacant IT Positions - Registration Open For April 29 Event On The CalPERS Campus	4/25/2017	Exchange News Direct		P
Why Sacramento can't go on a spending spree	4/25/2017	Sacramento Bee		O
Think Public Pensions Can't Be Cut? Think Again	4/26/2017	Governing		O
Money short for raises, pensions? Teachers say school districts are crying wolf	4/26/2017	Sacramento Bee		O
Walnut Creek moves to set aside money for escalating pension costs	4/26/2017	East Bay Times		O
This \$30 Billion Pension Pot Is Backing Hedge Funds	4/27/2017	Bloomberg		O
What should LAUSD do about its ballooning benefits costs?	4/27/2017	KPCC		O

## Online Enhancements, Videos, Social Media and Webcasts

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

- Board of Administration Meetings-April (webcast & replays)
- CalPERS Board Highlights | CalPERS Considers Health Care Beliefs
- CalPERS Board Highlights | Proposed CalPERS Budget Reflects Cost-Cutting
- Planning Your Financial Future Series
  - Episode 1 – Your CalPERS Pension
  - Episode 2- Social Security
  - Episode 3 – Personal Savings
  - Episode 4 – Tax-Deferred Savings
  - Episode 5 – Budgeting
  - Episode 6- Managing Debt
  - Episode 7 - Health Care Costs
  - Episode 8 – Managing Risk
  - Episode 9- Let Us Help
  - Episode 10 – Getting Started
- Power of Attorney (webinar)

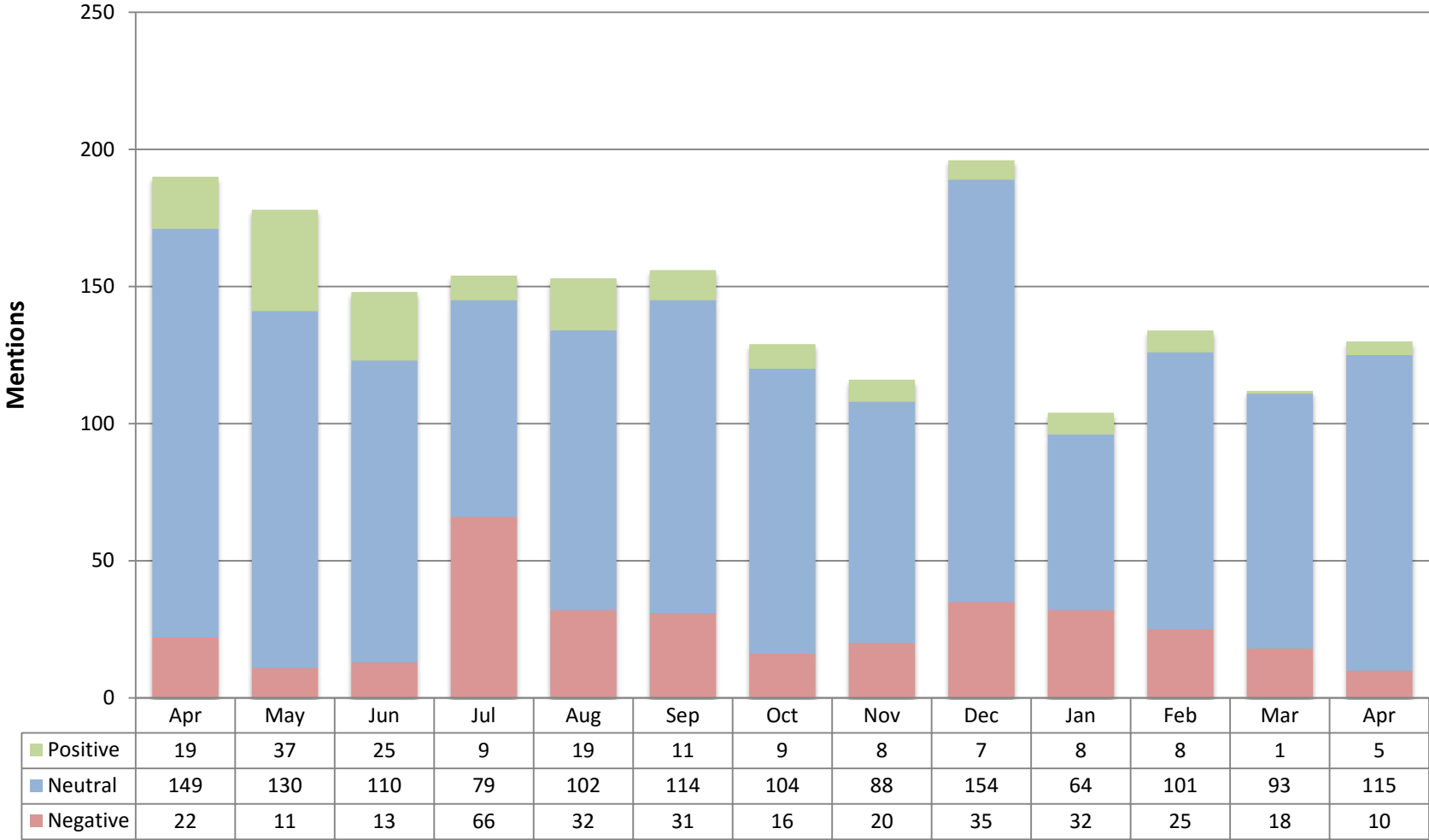
### Social Media

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,851	114	--	--	143 (20 RTs*)
Facebook	14,270	110	--	--	48
LinkedIn	6,924	74	--	--	8
YouTube	2,126	71	727,531	27,048	22
Instagram	1,279	18	--	--	6

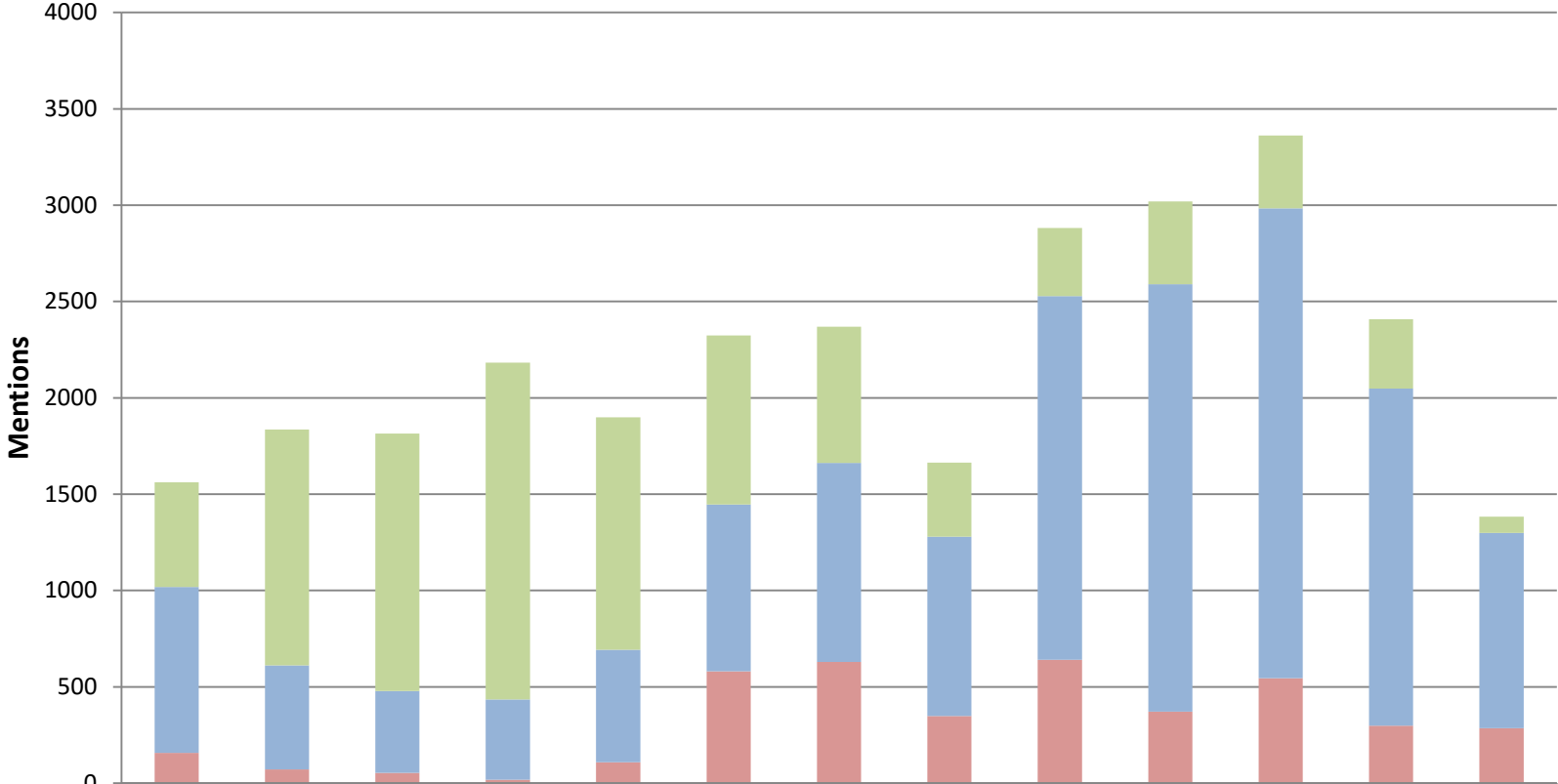
\*Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

### Monthly Mentions 2016-17



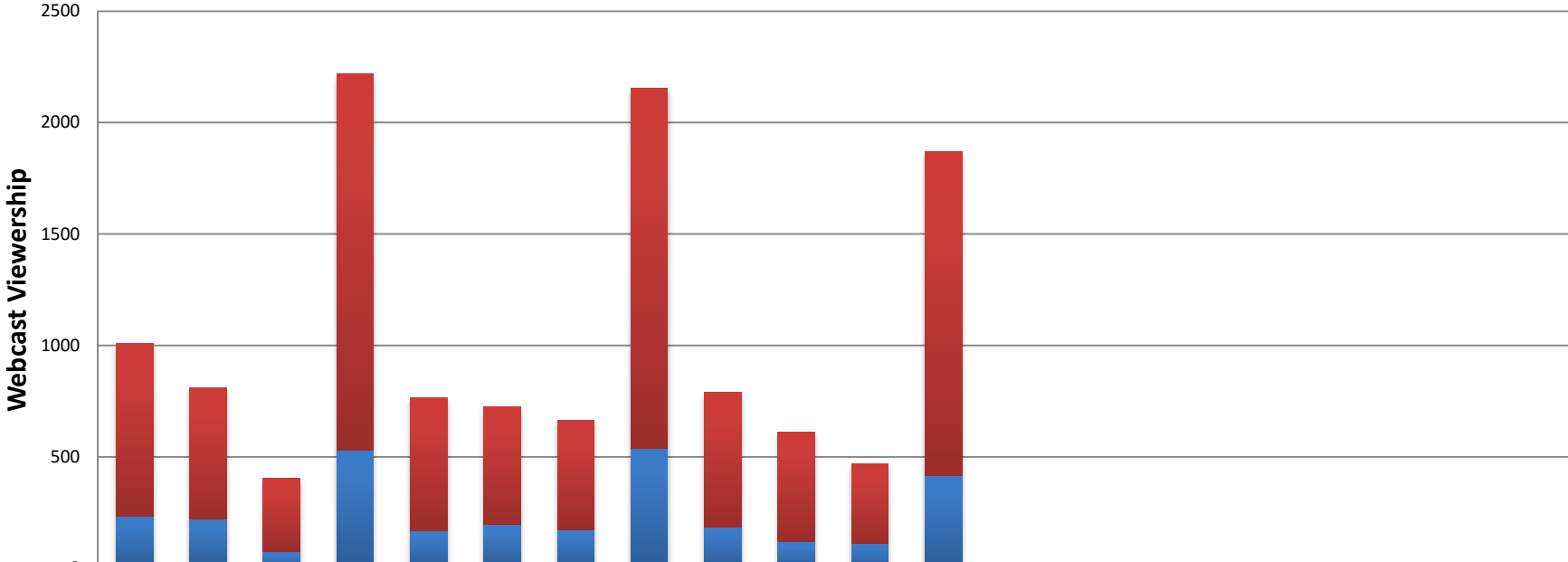
### Mentions by Fiscal Year



	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17*
Positive	542	1224	1335	1749	1206	877	706	384	354	429	377	359	85
Neutral	862	540	426	416	584	867	1033	931	1887	2219	2439	1751	1014
Negative	157	72	53	18	109	580	630	349	641	371	545	298	285

\*Data through April 2017

### 2017 Board Meeting Webcast Viewership



	Feb Day 1	Feb Day 2	Feb Day 3	Feb Total	Mar Day 1	Mar Day 2	Mar Day 3	Mar Total	Apr Day 1	Apr Day 2	Apr Day 3	Apr Total	May Day 1	May Day 2	May Day 3	May Total	Jun Day 1	Jun Day 2	Jun Day 3	Jun Total
Internal	773	588	327	1688	595	530	493	1618	603	493	358	1454				0				0
External	234	221	75	530	169	196	171	536	185	119	110	414				0				0

2017 Webcast Dates