

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
5/02/2017	CalPERS Benefits Education Event in Eureka
5/03/2017	Liana Bailey-Crimmins Named Chief Health Director
5/10/2017	CalPERS Urges Investors to Vote for Climate Change Reporting at Occidental Petroleum
5/12/2017	CalPERS' Climate Risk Reporting Proposal Passes at Occidental Petroleum
5/16/2017	CalPERS Investment Office Saves Millions in Expenses over Six-Year Period; More Cost Effective than Peers
5/19/2017	CalPERS Announces Candidates for Two Board Seats
5/24/2017	CalPERS Urges Old Republic Investors to Vote for Proxy Access at Annual Meeting
5/30/2017	CalPERS Urges Investors to Vote for Climate Change Reporting at Exxon Mobil
5/30/2017	CalPERS' Proxy Access Proposal Passes at Old Republic
5/31/2017	CalPERS' Climate Risk Reporting Proposal Passes at Exxon Mobil
5/31/2017	CalPERS Announces Final Candidates for Board Seats

Date	Opinions/Letters	CalPERS Representative	Submitted to:
5/04/2017	H.B. City Hall, not CalPERS, decided how much to guarantee in employee pensions	Brad Pacheco	LA Times

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
New York pension systems outperform California	5/1/2017	Calpensions		O
Strike averted as Sunnyvale employees union, city officials reach last-minute deal	5/1/2017	The Mercury News		O
Kinder Morgan's climate denial is bad business	5/2/2017	National Observer		O
A problem we can't ignore	5/2/2017	Times-Herald		N
Sunnyvale CA Braces as City Employees Prepare to go on Strike	5/2/2017	Santa Monica Observer		O
City managers concerned pensions will cause more bankruptcies	5/2/2017	Times Herald		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
California public pension shortfall one of nation's largest	5/3/2017	Sacramento Bee		N
One thing New York does far better than California? Pensions	5/3/2017	San Diego Union-Tribune		N
Investor pressure grows on ExxonMobil over climate action	5/3/2017	Financial Times	Anne Simpson	O
Put an end to playing politics with pension funds	5/3/2017	Orange County Register	Wylie Tollette	O
CalPERS' credibility takes another hit as a board controversy blows up in its face	5/3/2017	Los Angeles Times	JJ Jelincic, Rob Feckner	N
CalPERS' pension fund 'shortfall' will cost Huntington Beach \$23 million more	5/3/2017	Los Angeles Times		N
Editorial: Rogue state agency loses effort to undermine pension reform	5/4/2017	East Bay Times		N
In crackdown on leaks, CalPERS board disciplines one of its own	5/4/2017	Sacramento Bee		O
CalPERS touts declining PE fees, doesn't factor in fund expenses	5/4/2017	PE Hub	Priya Mathur, Wayne Davis, Megan White	O
Letters to the Editor H.B. City Hall, not CalPERS, decided how much to guarantee in employee pensions	5/4/2017	Los Angeles Times Sacramento Business Journal	Brad Pacheco	P
Sacramento colleges are failing to produce programmers	5/5/2017	Journal	Deb Reyman	O
200 large investors urge G7 to keep climate change promises	5/8/2017	Financial Times		P
Seeing a threat to Paris accord, CalPERS urges countries to commit to climate pact	5/8/2017	Sacramento Bee	Anne Simpson JJ Jelincic, Rob Feckner,	P
CalPERS board member disciplined for violating confidentiality rules	5/8/2017	Pensions & Investments	Wayne Davis	O
Cost pressures facing school districts are very real	5/9/2017	Sacramento Bee		O
Ventura adjusts CalPERS payments	5/9/2017	Ventura County Star Private Equity International		O
CalPERS cuts yearly PE costs by nearly 40%	5/9/2017	International		P
CalPERS pays \$1.47 billion in portfolio management costs, in line with previous fiscal year	5/9/2017	Pensions & Investments		O
Pension funds line up against Bombardier compensation, split on re-electing chairman	5/10/2017	Pensions & Investments		O

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
The New Era of Health Care: Submarines and 'Moneyball'	5/11/2017	Gastroenterology & Endoscopy News		O
Budget or bust: Lompoc faces major funding cuts, higher taxes	5/11/2017	Santa Maria Sun		O
CalPERS, CalSTRS outline diversity efforts at forum	5/11/2017	Pensions & Investments	Megan White	P
California governor's latest budget proposal doubles pension contribution to CalPERS	5/12/2017	Pensions & Investments		O
Brown: extra \$6 billion to cut state pension debt	5/12/2017	Calpensions		O
CalPERS, other pension funds call for climate change disclosure at Occidental	5/12/2017	Pensions & Investments	Anne Simpson Ted Eliopoulos,	P
Eliopoulos: CalPERS consults with GPs as possible PE shuffle looms	5/12/2017	Buyouts	Wylie Tollette	O
Pension Consulting Alliance Plans Ownership Overhaul; Consulting firms face pressure to reinvent themselves as institutional investors				
look to cut costs	5/15/2017	Wall Street Journal		O
Here's how (and why) the state is making a \$12-billion pension payment next year	5/15/2017	Los Angeles Times Inland Valley Daily		O
Why Chino is heading into 2017-18 with \$2.2 million deficit	5/15/2017	Bulletin		O
CalPERS officials say combining private, global equity benchmarks would help staff	5/16/2017	Pensions & Investments		O
California Proposes \$6 Billion Boost to CalPERS	5/17/2017	Chief Investment Officer		O
Investor Group, Pension Funds Oppose Financial Choice Act	5/18/2017	Wall Street Journal	Anne Simpson	O
Calistoga's \$1.8M payment to CalPERS now will save almost \$5M over years	5/18/2017	Napa Valley Register		O
Exiting CalPERS 'extremely expensive,' Fairfield council told	5/18/2017	Daily Republic	Amy Morgan	N
A great deal could go wrong with Brown's pension plan	5/19/2017	Record Bee		O
Putting A Lid On Waste: Needless Medical Tests Not Only Cost \$200B — They Can Do Harm	5/19/2017	California Healthline		P
Modesto's budget is in good shape, but rising pension costs are coming soon	5/22/2017	Modesto Bee		O
Borrowing scheme for CalPERS deserves more scrutiny	5/22/2017	Sacramento Bee		O
CalPERS may cut Trinity water district pensions	5/22/2017	Calpensions	Richard Costigan	N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
With one member bowing out, CalPERS has an unexpectedly open election	5/22/2017	Sacramento Bee	JJ Jelincic	O
Only robots can tally what the largest U.S. pension fund pays in fees	5/22/2017	Wall Street Journal	Wylie Tollette, JJ Jelincic	N
Editorial: More pension rate hikes needed at CalPERS	5/23/2017	East Bay Times		N
Editorial: This borrowing scheme doesn't sound like Gov. Jerry Brown	5/24/2017	San Diego Union-Tribune		O
Pension Problem Looms For Sacramento	5/24/2017	Capital Public Radio	Ted Eliopoulos	O
Kids, parks and pensions: Steinberg wants to spend a little more on Sacramento	5/25/2017	Sacramento Bee		O
Americans waste \$200 billion every year on medical tests they don't need, experts say	5/26/2017	Los Angeles Times Marin Independent Journal		N
Pension plan needs to choose reality over risk	5/26/2017	Journal		N
Officials grapple with rising pension costs, debt	5/26/2017	Simi Valley Acorn		N
Modesto pension costs expected to skyrocket	5/30/2017	Modesto Bee		O
Growing retirement costs are hitting new state budget hard	5/30/2017	Sacramento Bee		O
State lawmakers consider Brown's gamble on pension money	5/30/2017	San Francisco Chronicle		O
CalPERS cost will double to \$19.5M in 5 years	5/31/2017	Manteca Bulletin		O
CalPERS, other pension funds again urge Old Republic International to adopt proxy access	5/26/2017	Pensions & Investments	Anne Simpson	O
CalPERS Urges Exxon Shareowners Vote "Yay" on Climate Change Proxy May 31	5/31/2017	Chief Investment Officer	Anne Simpson	P
CalPERS says urges investors to vote for climate change reporting at Exxon Mobilž	5/31/2017	Reuters	Anne Simpson	P

Online Enhancements, Videos, Social Media and Webcasts

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

- CalPERS Supports: Proxy Access at Old Republic
- CalPERS Supports: Climate Risk Proposals at 17 Companies
- CalPERS Supports: Climate Change Report at Exxon
- Board Bites | Cost-cutting Efficiency Evident in CalPERS Investment Operations
- Board Committee Meetings (webcast & replays)
- Understanding Your Retirement Benefit Options (webinar)
- Planning Your Retirement (webinar)
- Paula Coulter on Public Service Recognition Week
- Alana Mathews on Public Service Recognition Week
- Diversity Forum 2017 Live Event & Replays
- Career & Education Fair: A Winning Job Application
- Career & Education Fair: How to Write an Effective Statement of Qualifications (SOQ)
- Career & Education Fair: Is My Job Right For Me?

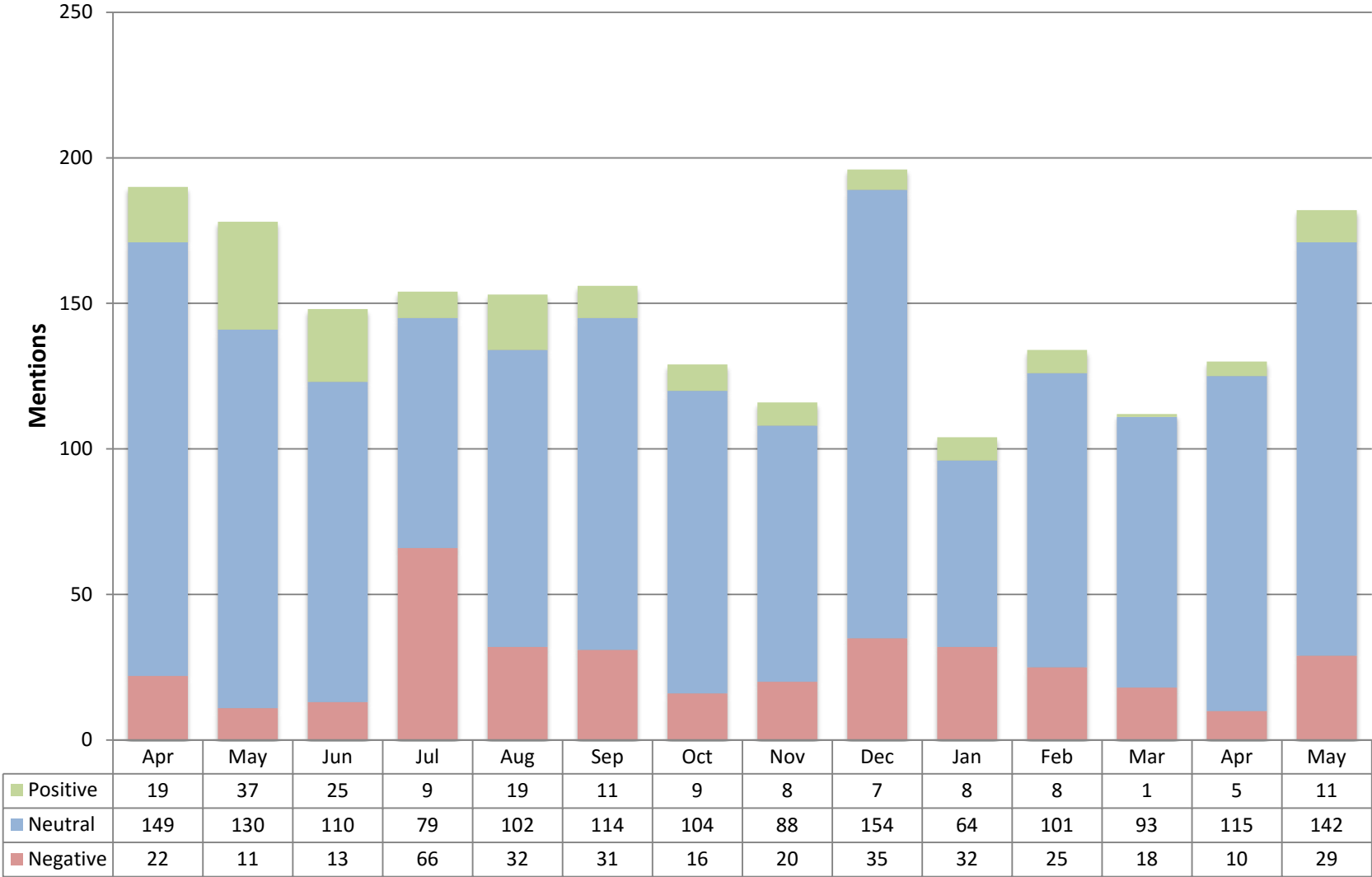
Social Media

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	14,984	133	--	--	307 (40 RTs*)
Facebook	14,382	112	--	--	63
LinkedIn	7,030	96	--	--	12
YouTube	2,184	58	757,885	29,842	20
Instagram	1,303	24	--	--	7

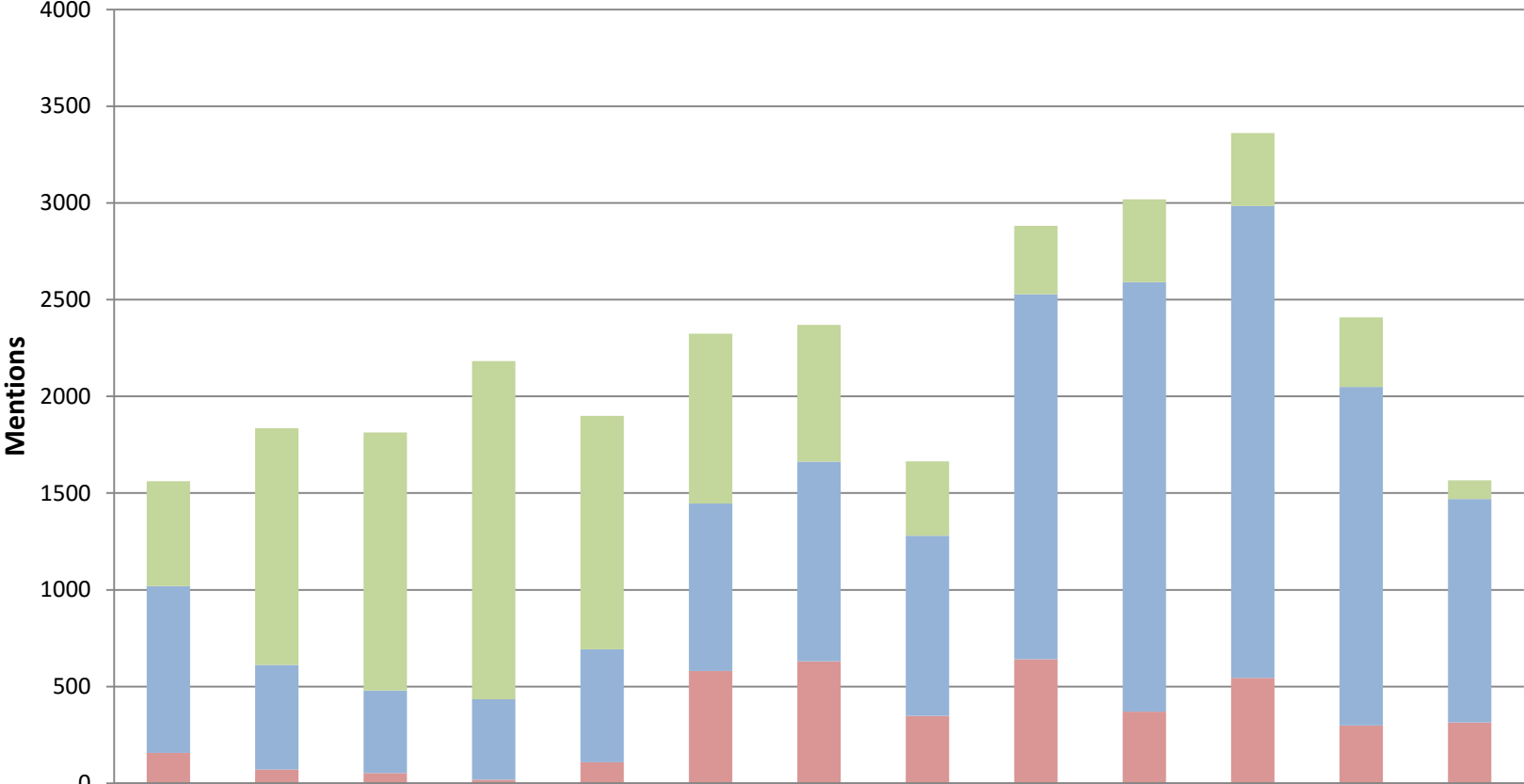
*Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2016-17



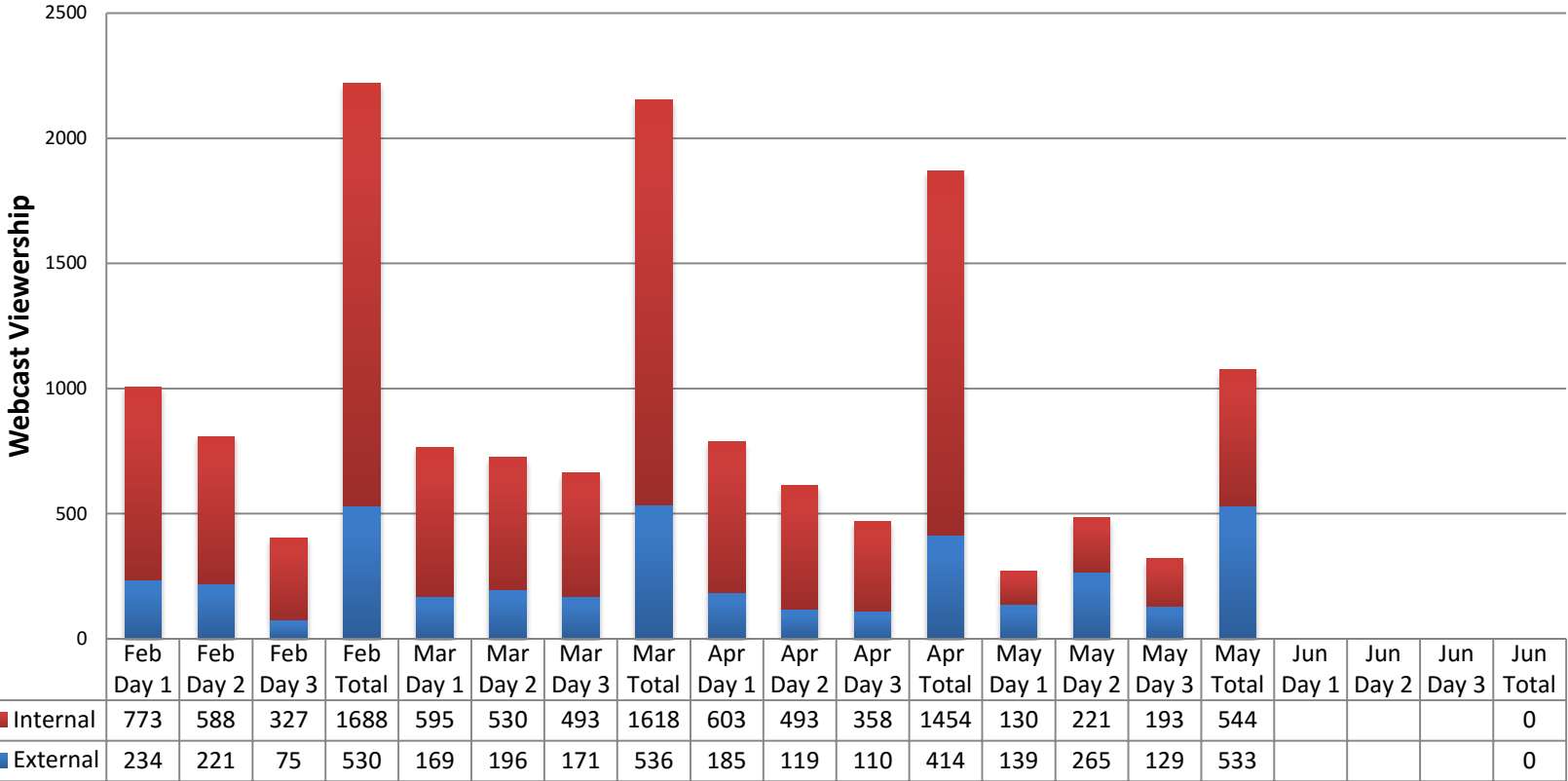
Mentions by Fiscal Year



	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	96
Neutral	862	540	426	416	584	867	1033	931	1887	2219	2439	1751	1156
Negative	157	72	53	18	109	580	630	349	641	371	545	298	314

*Data through May 2017

2017 Board Meeting Webcast Viewership



2017 Webcast Dates