

## CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
7/11/2017	CalPERS Seeking Transition Managers in Global and Private Equity
7/14/2017	CalPERS Reports Preliminary 11.2 Percent Investment Return For Fiscal Year 2016-17

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS members can now opt for NorthBay Healthcare	7/01/2017	Daily Republic Staff		O
Costa Mesa Sanitary District pays off entire unfunded pension liability	7/01/2017	Daily Pilot		P
School board approves \$277.7 million budget	7/01/2017	Chino Champion		O
K-12: Tidal wave of expenses in looming California school budget crisis	7/02/2017	San Jose Mercury News		O
Political Road Map: Gov. Jerry Brown's wall of debt has crumbled, but there are more walls behind it	7/02/2017	LA Times		O
City Adopts Two-Year Budget	7/02/2017	Laguna Beach Independent		O
UCD Health, Western Health Advantage expected to part ways	7/02/2017	Davis Enterprise		O
Vacaville school district leaders approve LCAP, \$116M budget for 17-18	7/03/2017	The Reporter		O
Why do Fresno police make less money starting out than Clovis and Dinuba officers	7/03/2017	Fresno Bee		O
Gary W. Smith: Then What	7/04/2017	Vallejo Times-Herald		O
GDPUD adopts budget for new fiscal year	7/05/2017	Mountain Democrat		O
Union continues misinformation campaign on pension crisis	7/05/2017	Record Searchlight		N
K-12 Tidal wave of expenses" in looming state school budget crisis	7/05/2017	Bay Area News Group		O
Letter: Public employee unions take advantage of citizens	7/05/2017	Oroville Mercury Register		O
New sales tax helps keep Santa Paula afloat	7/06/2017	Ventura County Star		O
Milpitas: district braces itself for economic recession	7/07/2017	San Jose Mercury News		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CUSD School Board Approves FY 2017-18 Budget; Approves Increase in Student Lunch Prices	7/07/2017	The Eagle Weekender		O
Water Agency Oks tentative budget	7/07/2017	Appeal-Democrat		O
El Cajon city council Unanimously approves Homeless Aid Project	7/07/2017	East County Magazine		O
State Budget approved	7/7/2017	The Voice		O
CPUD board meets to discuss audits, budgets, seat vacancy	7/08/2017	Plumas County News		O
California uses one state credit card to pay off another	7/09/2017	Reason Magazine		N
Editorial-Much work remains to solve state's pension crisis	7/09/2017	Record Searchlight		N
How Pomona Unified is dealing with a lean budget and what it means to the students	7/09/2017	Inland Valley Daily Bulletin		O
Looking into Lompoc's numbers game	7/09/2017	Santa Maria Times		O
Council raises utility rates again	7/09/2017	Lompoc Observer		O
Foster City budget bolstered by irregular developer fees	7/10/2017	San Mateo Daily Journal		O
AFSCME issues release on negotiations	7/11/2017	Sierra Wave Media		O
City's budget is 'fine,' but challenges remain	7/13/2017	Fontana Herald News		O
Divided council approves \$163.2M budget	7/13/2017	Chico Enterprise-Record Central Valley Business		O
CalPERS says investments returned 11.2 percent	7/14/2017	Times	Ted Eliopoulos	P
Cal City gets clean bill of health on 15-16 Audit	7/14/2017	Mojave Desert News		N
CalPERS beats earnings target for first time in three years	7/14/2017	The Sacramento Bee		P
6% Police Salary Bump + CalPERS changes	7/14/2017	Santa Monica Mirror Marin Independent		O
Marin County agency stuck with \$584,000 pension bill	7/15/2017	Journal	Amy Morgan	O
Brown balances budget by raising our taxes	7/15/2017	Press-Enterprise		N
California pension fund's 11.2 percent return beats...	7/15/2017	Enterprise Record		P
Before CalPERS can save the world, public workers want it to save their pensions	7/17/2017	Sacramento Bee	Betty Yee	O
Former Indio City manager given \$400k on the way out, and it's still unclear why	7/17/2017	The Desert Sun		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>
San Bernardino to consider stance against state wireless bill	7/18/2017	The Sun		O
6.7 M loan approved for Yuba County; Marysville wants similar deal from YWCA	7/18/2017	Appeal Democrat		O
CHP Commissioner Joe Farrow retires for UCD police chief	7/18/2017	KCRA Channel 3	Amy Morgan	O
CalPERS gains great, but far from sufficient	7/19/2017	Daily Breeze		O
Letter: Public pension security	7/23/2017	Chico Enterprise Record		P
Pharma ducks Obamacare debate and fights transparency. And yet it wants our trust	7/24/2017	Modesto Bee		O
City's pension costs to jump	7/24/2017	Daily Post	Rob Feckner	O
		Marin Independent		
Larkspur, Corte Madera councils to consider fire merger	7/25/2017	Journal		O
Thumbs up: Double-digit returns on pensions	7/25/2017	Press Democrat		P
Glendale establishes trust fund to mitigate escalating pension costs	7/26/2017	Glendale News-Press		O
Palm Springs may pass highest sales tax in Riverside County with new proposal	7/26/2017	Desert Sun		O
		Marin Independent		
Marin County pension fund posts 11.8-point return	7/27/2017	Journal		O
Half-cent tax rolls to voters; Council says revenue needed to keep Palm Springs safe	7/28/2017	Desert Sun		O
Off Beat: Behold the glory of the Yuba County Water Agency	7/29/2017	Appeal Democrat		O
Facing large bills, public agencies work to rein in retiree health costs	7/29/2017	Ventura County Star		O
Pensions, waste hauling on council agenda	7/30/2017	Chico Enterprise Record		O
Steve Westley: California pensions are its \$206 billion elephant in the room	7/30/2017	Mercury News		O
Professional employees say LA County Sanitation districts is unfairly withholding pay bump	7/31/2017	San Gabriel Valley Tribune		O
SASB Releases Technical Agenda in Preparation of Exposure Draft	7/31/2017	KUSI News		O

**Online Enhancements, Videos, Social Media and Webcasts**

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

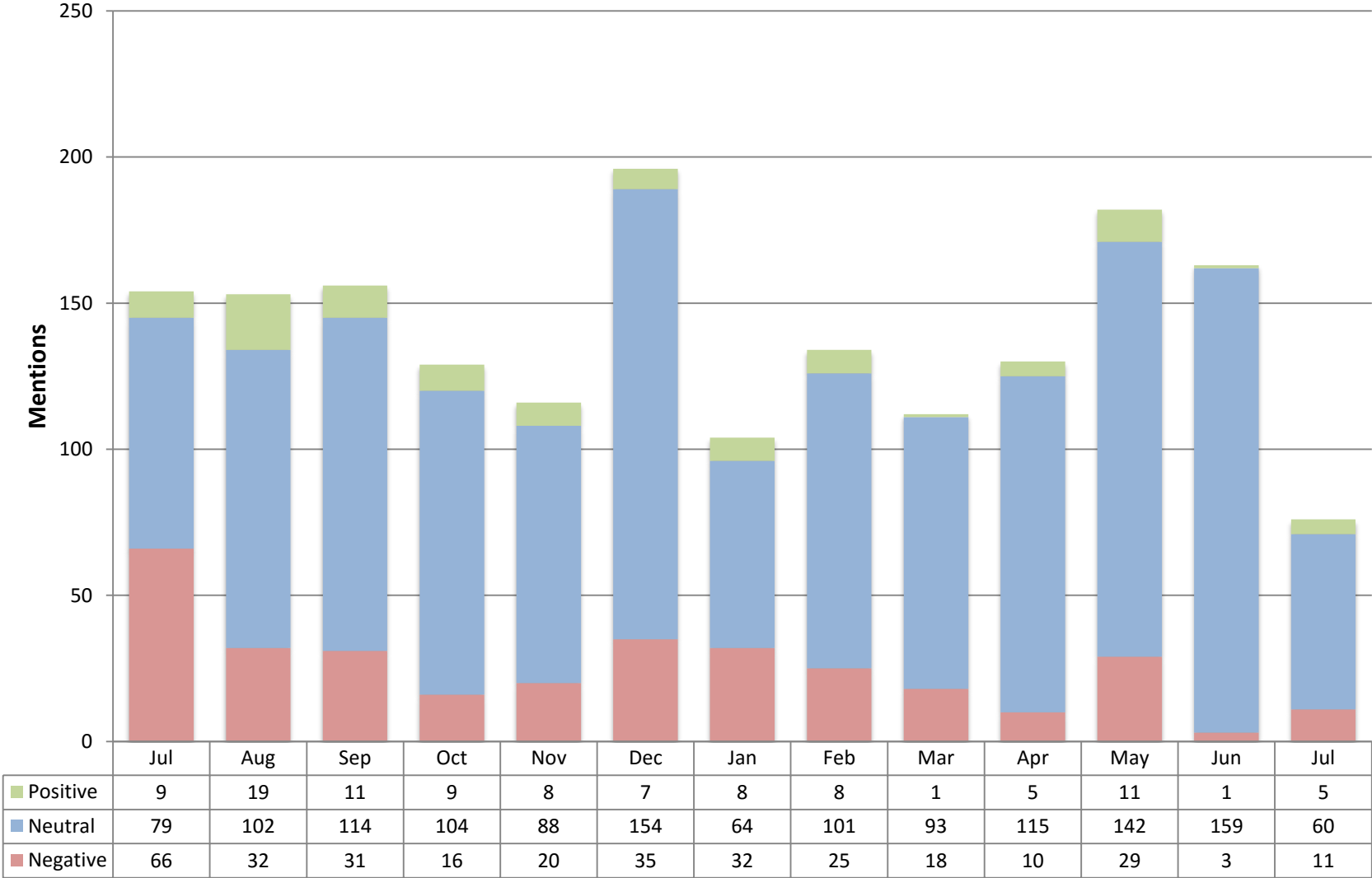
- CalPERS Quick Tip: my|CalPERS
- CalPERS Quick Tip: Retirement Calculation Factors
- CalPERS Quick Tip: Retirement Estimate Calculator
- CalPERS Quick Tip: Beneficiary Designation
- Board of Administration Offsite
- CalPERS 2017-22 Strategic Plan
- CalPERS Announces Preliminary 11.2% Return for FY 2016-17

**Social Media**

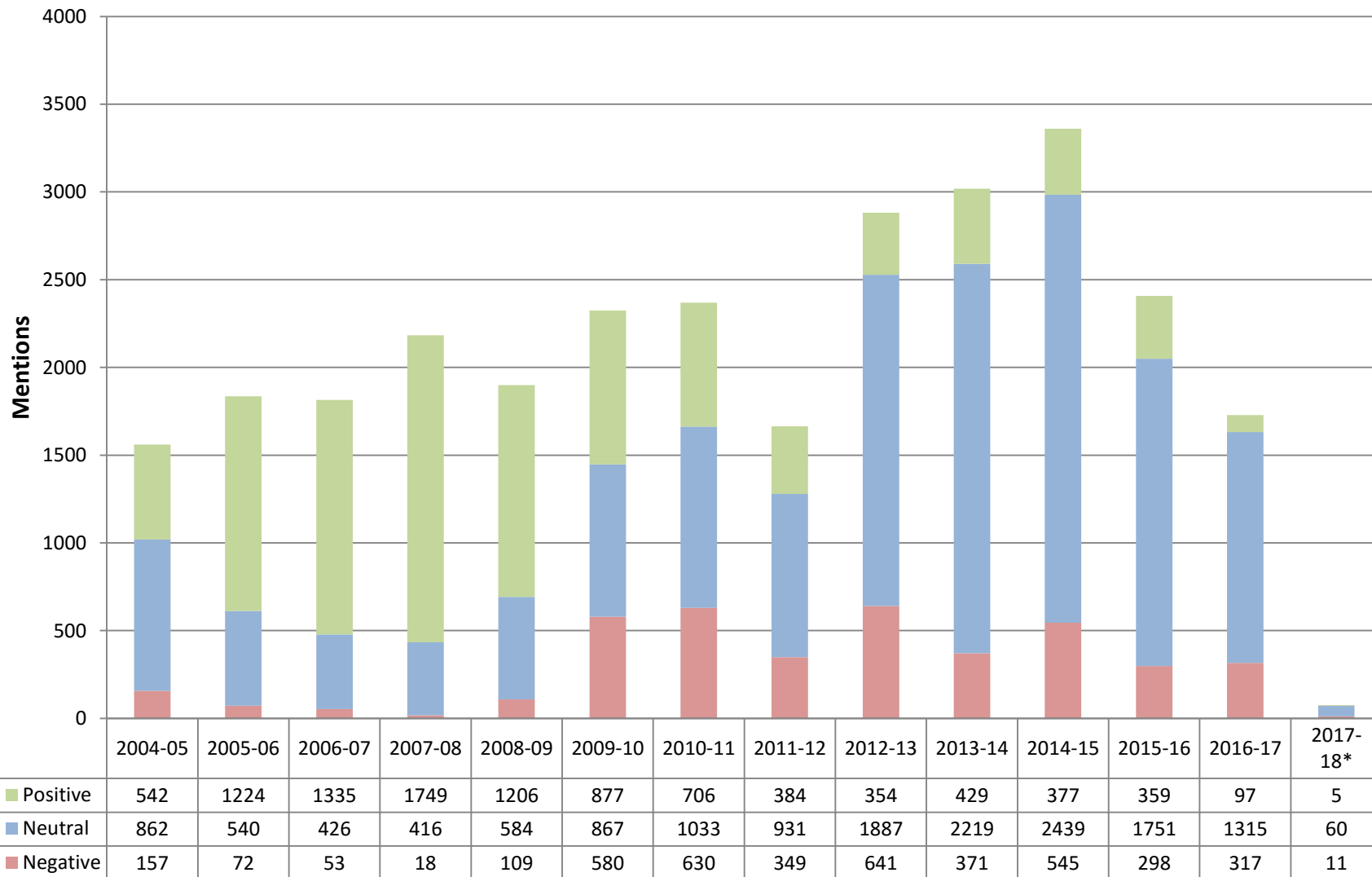
Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,191	85	--	--	119 (10 RTs*)
Facebook	14,601	118	--	--	50
LinkedIn	7,239	92	--	--	11
YouTube	2,349	90	833,226	38,605	10
Instagram	1,315	9	--	--	0

\*Retweets are counted as a portion of the total.  
 -- indicates that category does not apply for channel.

### Monthly Mentions 2016-17

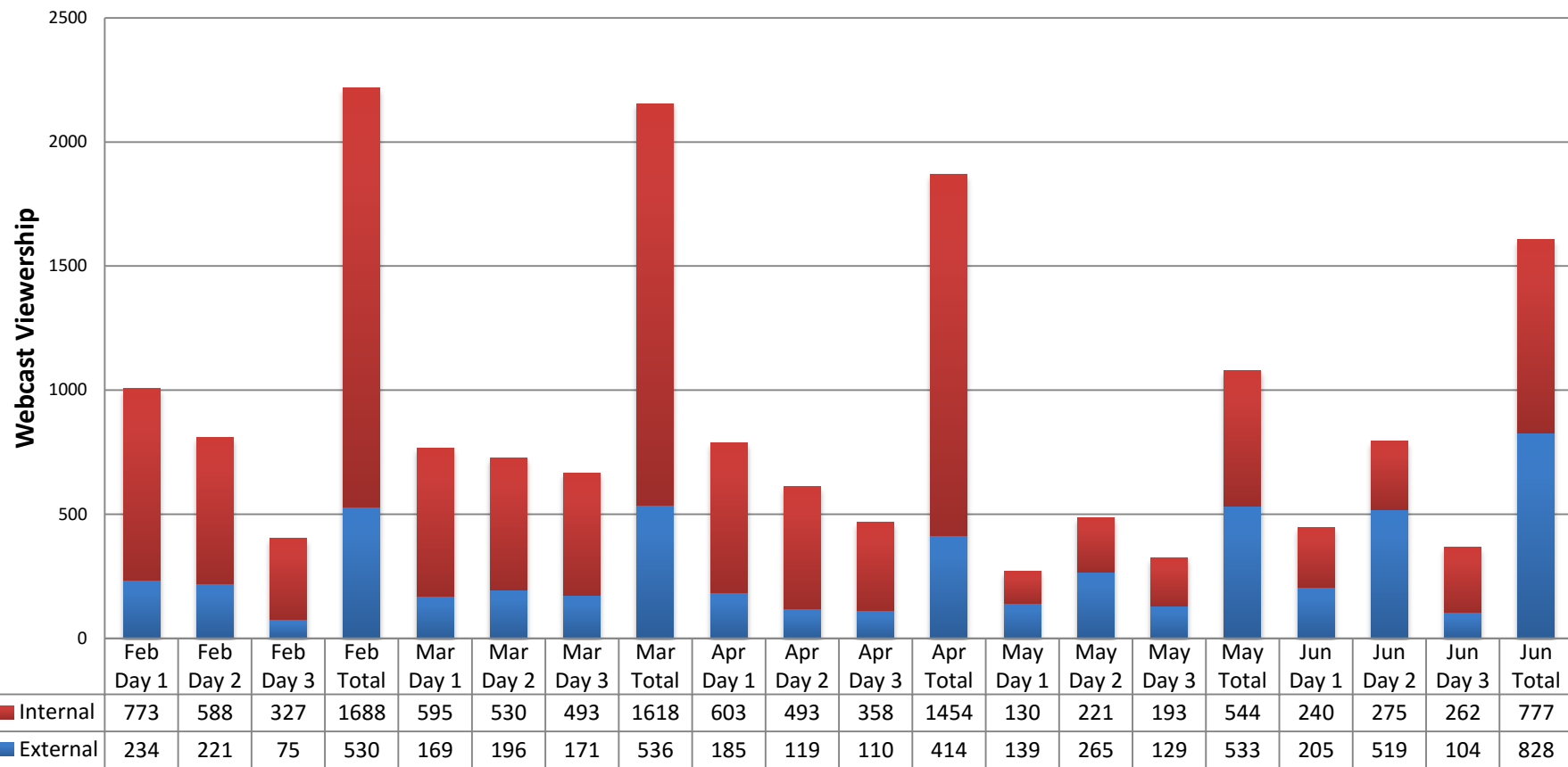


### Mentions by Fiscal Year



\*Data through July 2017

### 2017 Board Meeting Webcast Viewership



2017 Webcast Dates

No Board meeting webcast in January and July