

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
8/01/2017	CalPERS Benefits Education Event in Pasadena
8/08/2017	CalPERS to Power 50 Percent of its Electricity Use Through SMUD's SolarShares Program
8/16/2017	CalPERS Highlights 2017 Proxy Season Accomplishments
8/22/2017	CalPERS Expands Engagement for Greater Diversity on Corporate Boards to More Than 500 U.S. Companies
8/23/2017	CalPERS Benefits Education Event in Garden Grove
8/24/2017	CalPERS Announces Start of 2017 Member-at-Large Board Election; Date of Candidate Forum

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Mayor Present Fiscal Year 2018 Budget, Focusing on Infrastructure and Public Safety	8/01/2017	Long Beach Post		O
Letter: Re: Water agency loan	8/01/2017	Appeal Democrat		N
Retirement plan liability looms over Chico	8/01/2017	Chico Enterprise Record	David Teykaerts	N
Foster City has an embarrassment of riches	8/02/2017	San Mateo Daily Journal		O
Editorial: Pension reform won't come from government employees	8/02/2017	Chico Enterprise Record		O
City out to solve pension problems; Redding City council may make top employees kick in greater share	8/02/2017	Record Searchlight		O
Insecure future	8/03/2017	News Review		O
Fiscal Year 2018 proposed budget 'fiscally responsible'	8/03/2017	Signal Tribune		N
Battle to curb pension costs begins; Mandatory kick-ins for top brass to save city about \$134,500 a year	8/04/2017	Record Searchlight		O
Market can't hide pension issues	8/04/2017	Simi Valley Acorn		N
Taking pride in one's community	8/05/2017	Ventura County Star		O
Marin school's financial scandal gets messier with suit by cofounder	8/06/2017	Marin Independent Journal		O
Editorial: The rising cost of public pension frustration	8/06/2017	Marin Independent Journal		N
This tiny Sierra Valley town voted to pull out of CalPERS. Now city retirees are seeing their pensions slashed	8/06/2017	LA Times	Amy Morgan	N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
What happened after CalPERS cut pensions of former San Gabriel Valley agency employees	8/06/2017	Whittier Daily News	Amy Morgan	N
CalPERS divests from coal	8/07/2017	The Tribune	Megan White	O
Canadas infrastructure projects take off	8/07/2017	The Mercury News		O
Guadalupe Council OKs Police Adding Santa Maria Airport Duties	8/08/2017	Noozhawk		O
U.S. Organizations to Receive Annual Diversity and Inclusion Honors Award at October Orlando Conference	8/08/2017	KUSI News		P
City's agreement with CalPERS would require employees to contribute part of city's share	8/08/2017	Palo Alto Weekly		O
Educations Matters Reviewing San Dieguito's missteps	8/08/2017	Del Mar Times		O
Some Central Valley public employee retirees among highest paid by CalPERS	8/09/2017	Central Valley Business Times		O
Data: CalPERS paid over \$20 billion in pension benefits to retirees in 2016	8/09/2017	ABC 10 News San Diego		O
No coincidence markets are rising under Trump: Letters	8/09/2017	Press-Telegram		N
Here's how former employees in Long Beach made \$100K or more in pensions last year	8/09/2017	Press-Telegram		O
Torrance city pensions rank in state's top 10 for retirees earning more than \$100,000 a year	8/09/2017	Daily Breeze		O
10 percent of Pasadena's retirees make \$100,000 or more in annual pensions	8/09/2017	San Gabriel Valley Tribune	Amy Morgan	O
Letter: New library needed?	8/09/2017	Daily Post		N
More CalPERS retirees are getting \$100,000 pensions, according to a new report	8/09/2017	The Press-Enterprise	Amy Morgan	O
OC cities dominate for retirees paid at least \$100,000; Santa Ana, Anaheim; Newport in top 25 in state in pension list	8/10/2017	Chico Enterprise-Record	Amy Morgan	O
Raises are approved for upper-level fire employees	8/10/2017	Chico Enterprise-Record		O
Number of six-figure pensioners grows; Tally has risen 63% for retired CalPERS workers since 2012 and is up to nearly 23,000	8/10/2017	Chico Enterprise-Record	Amy Morgan	O
Board of Supervisors to review 2017-2018 budget	8/10/2017	Hanford Sentinel		O
Bull? Stocks can't stave off California pension crisis forever	8/10/2017	Orange County Register	Amy Morgan	N

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Looming Liability: Pension costs remain long-term challenge for T.O.	8/10/2017	Thousand Oaks Acorn		O
Transit Vision Plan vote; Safe Routes to School discussion	8/10/2017	Palo Alto Online		O
Former Solano County administrator tops statewide pension list, again	8/10/2017	Solano Daily Republic Marin Independent Journal		N
Belvedere maps strategy to refinance unfunded pension liability	8/11/2017	Journal		O
Opinion-Tiny towns and the tangled problem of pensions	8/11/2017	LA Times		N
Officers forgo pay hikes for four years	8/11/2017	Simi Valley Acorn		O
Calif. Gov. Brown announces Appointments for Aug, 8-10 2017 including to the Board of Parole Hearings	8/11/2017	California Newswire		O
Editorial, Aug. 13, 2017: California taxpayers pay high cost for public employee pensions	8/12/2017	Monterey County Herald		O
Sanitation districts workers file unfair practice complaint	8/12/2017	Chico Enterprise-Record		O
Oroville City Council Makes Demands in Letter to FERC	8/13/2017	Oroville Mercury Register		O
GDPUD board modifies election process and more	8/14/2017	Mountain Democrat		O
For Port Hueneme, budget situation is déjà vu	8/15/2017	Ventura County Star		O
Lompoc Again Extends Its Deadline For Adopting Budget	8/15/2017	Noozhawk		O
10 percent cut to police salaries in Oroville	8/16/2017	Oroville Mercury Register		O
Council OKs 14.5 percent pay hike for Fairfield city employees	8/16/2017	Daily Republic Press Enterprise Editorial Board		O
Big public pensions keep piling up	8/16/2017	Board		O
Big public pensions continue to pile up	8/16/2017	Chico Enterprise-Record		N
Risking retirement Re: "3 Orange County..."	8/16/2017	Chico Enterprise-Record		N
Day of reckoning not far off on pension liabilities	8/16/2017	Chico Enterprise-Record	Amy Morgan	N
Officials respond to abuse report; Sheriff Honsal says grand jury recommendation affected by Public Administrator's Office probe	8/17/2017	Eureka Times-Standard		O
Oroville police face salary cuts	8/17/2017	KRCR Marin Independent Journal		N
Larkspur, Corte Madera approve draft JPA for fire merger	8/17/2017	Journal		O
State pension fund divestment policies leave Californians another day older and deeper in debt	8/17/2017	Whittier Daily News Daily Press Editorial Board		N
Our View: County, High Desert not immune from pension crisis	8/17/2017	Board		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
No moral equivalency: Trump must recognize difference between the “two sides”: Letters	8/17/2017	Daily Bulletin		N
State pension fund divestment policies leave Californians another day older and deeper in debt	8/18/2017	Press Enterprise Editorial Board		N
State pension fund sees better return, but not out of the woods	8/18/2017	Record-Bee	Marcie Frost	N
LA Works retirees’ pensions are slashed; state must act: Editorial	8/18/2017	Editorial Board, The Pasadena Star-News		O
No moral equivalency between the ‘two...	8/18/2017	San Bernardino Sun		N
Sen. Jeff Stone resigns from Legislature’s Jewish Caucus	8/20/2017	The Desert Sun		O
Dan Walters: California’s big pension fund sees better return but isn’t out of the woods yet	8/20/2017	The Davis Enterprise	Marcie Frost	N
Former Rep Lynn Woolsey among 7 nominees for new Sonoma County pension reform committee	8/21/2017	Press Democrat		O
When given the chance to pay less, patients choose cheaper prescription drugs	8/22/2017	Berkeley News		O
CalPERS steps up on climate change	8/22/2017	Capitol Weekly	Betty Yee, Marcie Frost, Anne Simpson	P
147 Hayward retirees paid \$100,000-plus	8/22/2017	The Mercury News		N
Unions reach tentative agreement with Santa Maria Joint Union High School District	8/23/2017	Santa Maria LA Times		O
Internal Affairs: Santa Clara appoints Deanna Santana as new city manager	8/23/2017	Bay Area News Group		O
Vallejo police lose appeal on retiree health benefits	8/24/2017	Vallejo Times-Herald		O
Number of six-figure pensioners grows	8/24/2017	Chico Enterprise-Record	Amy Morgan	O
Police officers lose appeal over retiree medical benefits in Vallejo	8/24/2017	Daily Republic		O
Water park should be privately funded – Michael Gonzalez		Golden State		
Tracy Press Letters to the Editor	8/25/2017	Newspapers		O
Police lose retiree health benefits appeal	8/25/2017	Vallejo Times-Herald		O
Rising pension costs weigh on Salinas city budget	8/25/2017	The Californian		O
		The Editorial Board		
Big public pensions keep piling up	8/25/2017	The Daily Breeze		N
Supervisors to take closer look at raising their salaries	8/26/2017	Union Democrat		O
Letter: Democrats continue to vote for raising taxes	8/26/2017	Santa Cruz Sentinel		O
Politicians can’t keep ignoring pension problem	8/29/2017	Chico Enterprise-Record		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Redding looks to fix its budget woes	8/27/2017	Record Searchlight		0
California public school funding: Equity, transparency, performance through LCFF	8/29/2017	Ukiah Daily Journal		0
Prosecution freezes assets of fired Centinela superintendent facing embezzlement charges	8/31/2017	San Gabriel Valley Tribune		0

Online Enhancements, Videos, Social Media and Webcasts

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

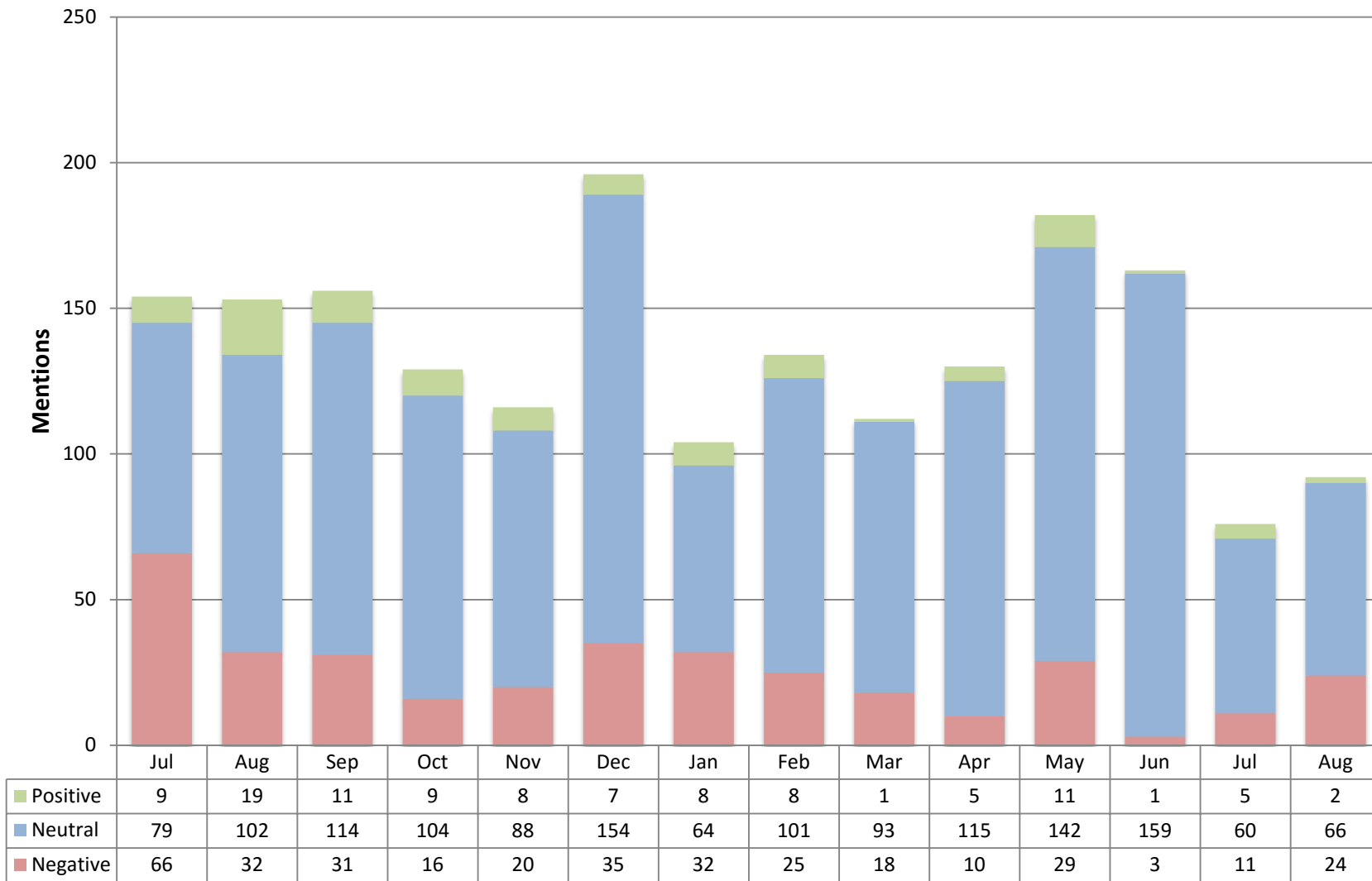
- How You Lead Matters: A Conversation with CalPERS Chief Executive Officer, Marcie Frost (live event & replay)
- CalPERS GASB 68 Employer Tool – Video Walkthrough (webinar)
- CalPERS Board Highlights | Progress Noted in CalPERS Push for Corporate Governance Reform
- CalPERS Supports Thousand Strong Intern Program
- Board of Administration Meetings - August 2017 (webcast & replays)
- CalPERS Member-at-Large Position A Board Election – David Miller
- CalPERS Member-at-Large Position A Board Election – Michael Flaherman
- CalPERS Member-at-Large Position B Board Election – Michael Billbrey
- CalPERS Member-at-Large Position B Board Election – Margaret Brown
- CalPERS Member-at-Large Position B Board Election – Bruce H. Jennings
- Board Elections PSA
- 2017 Health Plan Statement
- 2018 Health Rates – A Smarter Way to Choose Your Health Plan
- Health Benefits for Public Agency & School Members (webinar)
- Health Program Guide - A Smarter Way to Choose Your Health Plan
- Health Benefit Summary - A Smarter Way to Choose Your Health Plan
- Serving with a Purpose | Sgt. Stephen Meece
- Serving with a Purpose | Len Gonzales
- Serving with a Purpose | Laurence Herrera
- CalPERS LIVE | Music Video
- CalPERS LIVE (live event, webcast, & replay)

Social Media

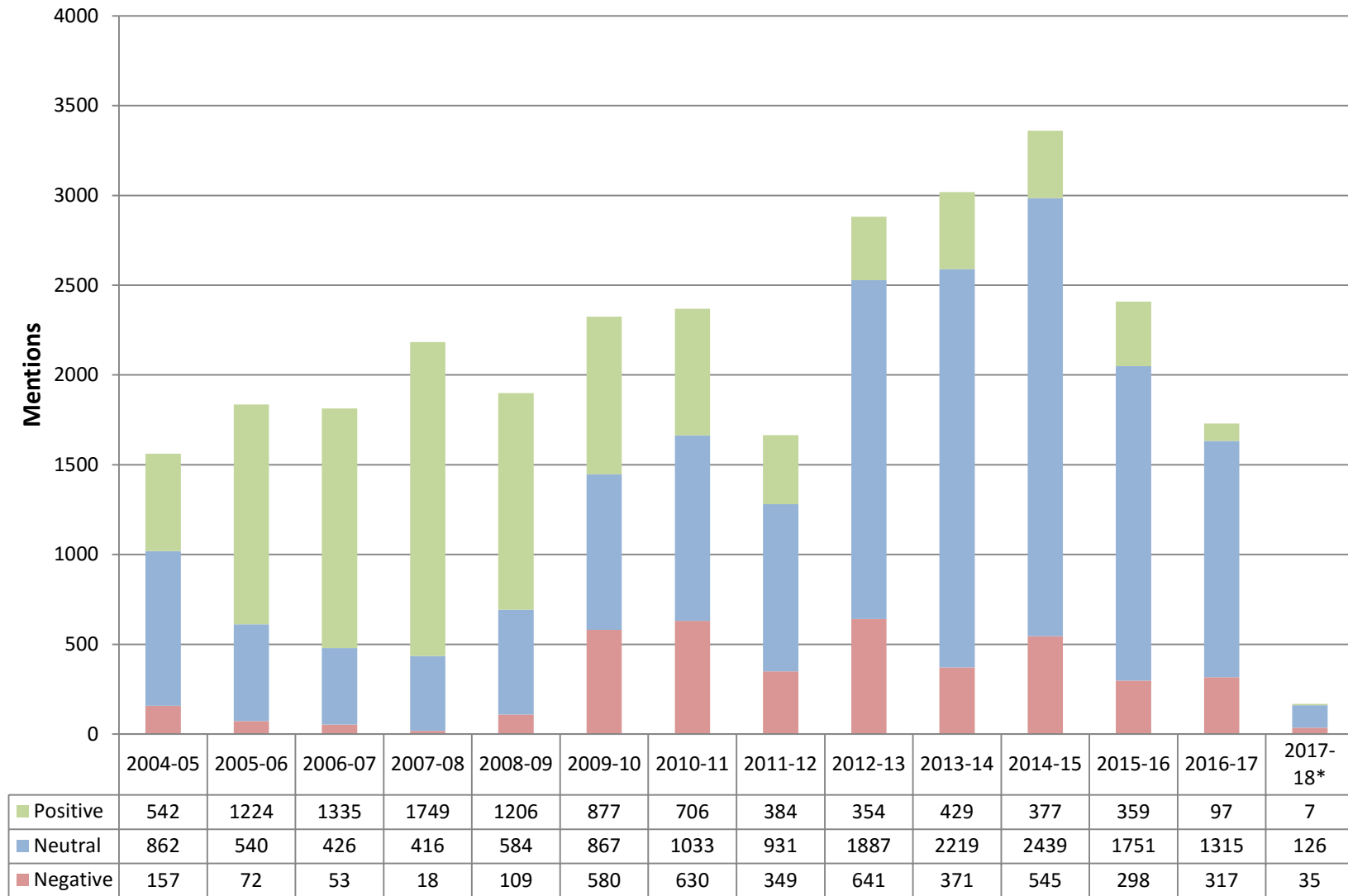
Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,306	115	--	--	166 (12 RTs*)
Facebook	14,762	161	--	--	73
LinkedIn	7,370	131	--	--	10
YouTube	2,452	103	880,032	45,362	15
Instagram	1,341	26	--	--	13

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

Monthly Mentions 2016-17

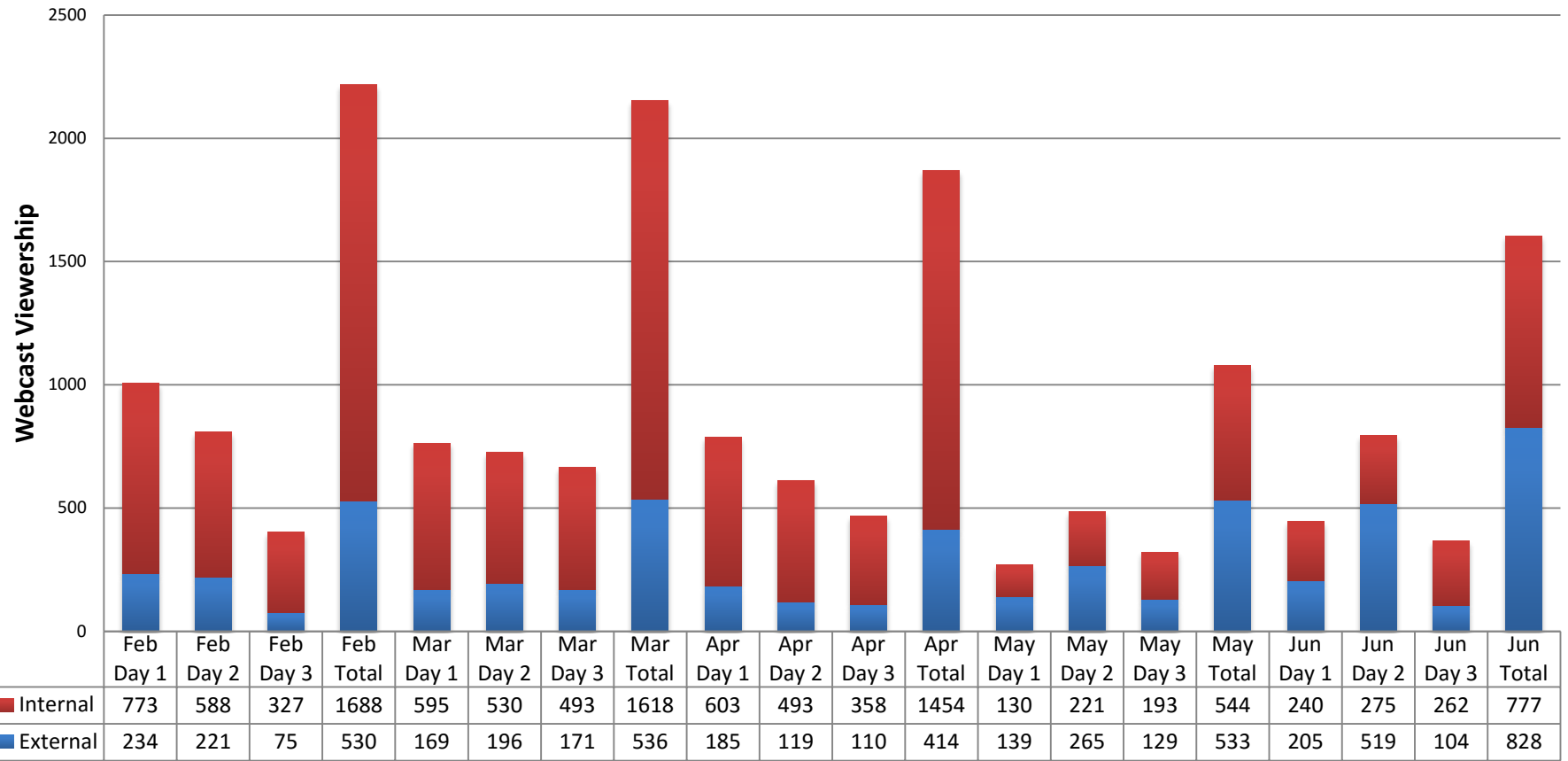


Mentions by Fiscal Year



*Data through August 2017

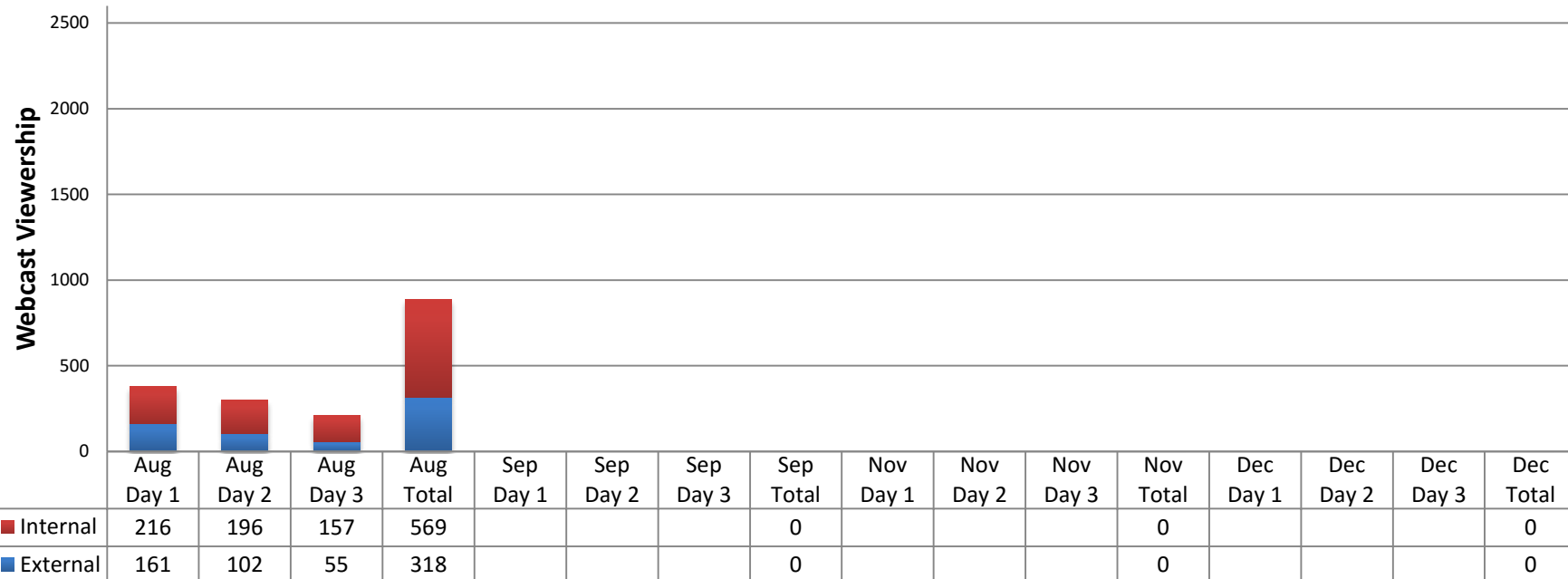
2017 Board Meeting Webcast Viewership



2017 Webcast Dates

No Board meeting webcast in January and July

2017 Board Meeting Webcast Viewership



2017 Webcast Dates