

CalPERS Office of Public Affairs Strategic Communications Report

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

Date News Releases	
10/03/2017	Miller Wins CalPERS Seat; Bilbrey and Brown in Runoff
10/31/2017	CalPERS Expands Relationship with Canyon Partners Real Estate

Date	Opinions/Letters	CalPERS Representative	Submitted to:
10/08/2017	Re: "Sacramento has done plenty for CalPERS. So when will CalPERS start being a good neighbor to us?"	Brad Pacheco	Sacramento Bee

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

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
We are paying the price for lack of public pension reform	10/01/2017	Marin Independent Journal		N
Policy joint powers agreement reviewed by San Jacinto City Council	10/02/2017	My Valley News		O
Chico department directors could get raises, pick up retirement costs	10/02/2017	Chico Enterprise-Record		O
CalPERS: Pension change to cost Salinas \$14m over seven years	10/02/2017	The Californian	Randy Dziubek	O
New raises lead proposed contract between city, police union	10/02/2017	Pleasanton Weekly		O
Despite some hesitation, Palm Springs business groups support Measure D tax proposal	10/03/2017	The Desert Sun		O
Redlands seeing pension costs rise, braces for continued increases	10/03/2017	San Bernardino Sun	Tara Gallegos	O
Pleasanton council gives initial support to new police raises	10/03/2017	Pleasanton Weekly		O
State science union leader wins CalPERS seat	10/03/2017	Sacramento Bee		O
Sacramento has done plenty for CalPERS. So when will CalPERS start being a good neighbor to us?	10/03/2017	Sacramento Bee		N
Craft brewery, taproom rules changed, department director salaries approved by Chico City Council	10/03/2017	Chico Enterprise Record		O
Pacific Grove has a meeting of the minds over pensions	10/03/2017	Monterey Herald		O
Outgoing chief's pension mystery	10/04/2017	Daily Post		O
Gun Down	10/05/2017	Monterey County Weekly		N
Case Closed	10/05/2017	Monterey County Weekly		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Up in smoke: Audit shows some Sacramento dispensaries aren't paying up	10/05/2017	News Review		O
Council members cut their own pay; Councilors take same 10 percent cut public safety officials had in August	10/06/2017	Oroville Mercury Register		O
Public employee pensions have popped up again. In just one...	10/06/2017	Chico Enterprise-Record		N
Our Voice: Diverse styles of Lisa Middleton, Henry Hampton would benefit Palm Springs Council	10/08/2017	Desert Sun		O
Banning commercial pot activities, raises on butte Board of Supervisors agenda	10/08/2017	Oroville Mercury Register		O
Vacaville faces \$13.3M cost for lowered return on state pension investments	10/10/2017	Daily Republic		N
State Pension costs are crowding out basic services	10/11/2017	Press Enterprise		N
California Editorial Rdp, Los Angeles Daily News on state pension costs crowding out basic services	10/11/2017	Monterey Herald		N
The art of funding	10/11/2017	Santa Maria Sun/News		O
Fired Janitor May Keep \$550,000 FEHA Award – Appeals Court	10/11/2017	Metropolitan News		O
Pension costs are crowding out services	10/11/2017	San Bernardino Sun		N
Study: State pension plan will worsen	10/12/2017	Record Searchlight The Bakersfield Californian		N
Council members clash over tax increase proposal	10/12/2017	Californian		N
Responses at Tuesday's Candidate's Forum Center on Preservation, Safety and Economic Efficiency	10/12/2017	San Marino Tribune		O
Pension tension	10/12/2017	New Times SLO		N
Trump's reversal on public-private partnerships is bad news for California roads	10/12/2017	Press Enterprise		O
Trump reversal is bad news for local roads	10/12/2017	Chico Enterprise-Record		O
The high cost of pensions I have read the...	10/13/2017	Whittier Daily News		N
Bako council broke law in closed session	10/13/2017	Midway Driller		O
'Behind the Headlines'; Palo Alto's pension problem	10/13/2017	Palo Alto Weekly The San Mateo Daily Journal		N
State pension costs crowd out basic services	10/13/2017	Journal		N

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Jeanne Amos earns statewide honor	10/13/2017	Mountain Democrat		P
Rios is second to announce for Davis City Council	10/14/2017	Davis Enterprise		O
Fairfield projects Police Managers Association pact to cost \$1.3M	10/14/2017	Daily Republic		O
Vacaville seeks to cope with rising pension costs	10/15/2017	Daily Republic		N
Funding for Oroville public services on the line	10/15/2017	Oroville Mercury Register		O
Pot law returns to council; indoor grow requirement could be reconsidered	10/15/2017	Chico Enterprise-Record Marin Independent		O
Town and ex-staffer resolve pension battle	10/16/2017	Journal		O
MPUSD wants to cut \$5 million from its budget	10/18/2017	Monterey Herald		O
Raises approved for city management, police officers	10/18/2017	Pleasanton Weekly Marin Independent		O
Marin Voice: Is California facing a second taxpayer revolt?	10/18/2017	Journal		O
Supervisors argue over revenue, cuts, deficit in budget hearings	10/19/2017	Santa Maria Sun		O
Riverside County's pension costs could rise \$303.4 million by 2023	10/20/2017	Press Enterprise	Rob Feckner	O
State pensions crowd out services	10/20/2017	Hanford Sentinel		N
Butte County Board of Supervisors to consider services for homeless	10/22/2017	Chico Enterprise-Record		O
Chico improving technology, creating CalPERS reserve with \$1 million	10/23/2017	Chico Enterprise-Record		O
\$303M surge in pension costs expected; Advisory committee puts county's unfunded pension liability at \$2.8B, up from \$1B in 2013	10/23/2017	Chico Enterprise-Record	Rob Feckner	O
Marysville to preview options for leaving CalPERS	10/24/2017	Appeal Democrat		O
Paying more and getting less with pension crowd-out	10/24/2017	Chico Enterprise-Record		O
The Inland Empire's pension problem	10/24/2017	Press Enterprise		O
Letter: Measure C needs to be rewritten, vote 'no' (opinion)	10/25/2017	Tahoe Daily Tribune		N
Junior Achievement to Induct 5 Leaders Into the San Diego Business Hall of Fame	10/25/2017	San Diego Metro		O
Fire Board declines to up stipend	10/27/2017	Mountain Democrat		O
YMCA Boys and Girls Club have a 'huge call to action' for Oroville	10/29/2017	Oroville Mercury Register		O
Port Hueneme police union sues city over contract dispute	10/30/2017	Ventura County Star		O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS for the Record

10/31/2017 Who Pays? The CalPERS Pension Buck Identifies the Income Sources of Public Employee Pensions

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

- CalPERS 11th Annual Diversity & Inclusion Day | Real Talk. Real Connections (replay)
- Power of Attorney (webinar)
- Customer Service at CalPERS
- 2017 CalPERS Educational Forum | Opener
- CalPERS Spotlight on Excellence 2017 | Jeanne Amos
- CalPERS Tim Skillman: Strengthening the Fund (Facebook Live & replay)
- 2017 Educational Forum Attendee Retrospect
- Educational Forum (live event)

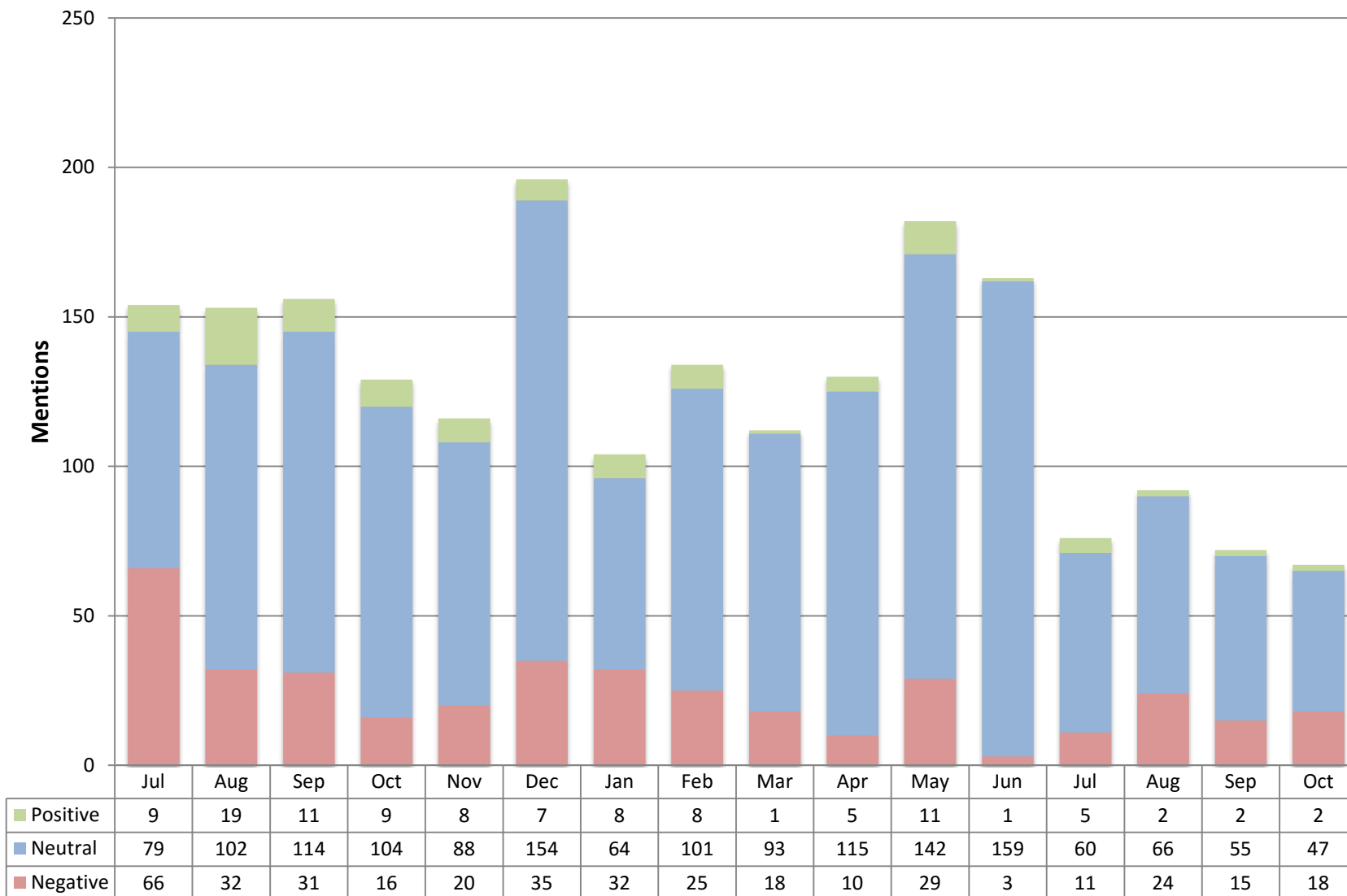
Followers and Growth

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,479	87	--	--	224 (6 RTs*)
Facebook	14,971	69	--	--	60
LinkedIn	7,659	185	--	--	12
YouTube	2,713	97	985,813	43,449	2
Instagram	1,424	47	--	--	14

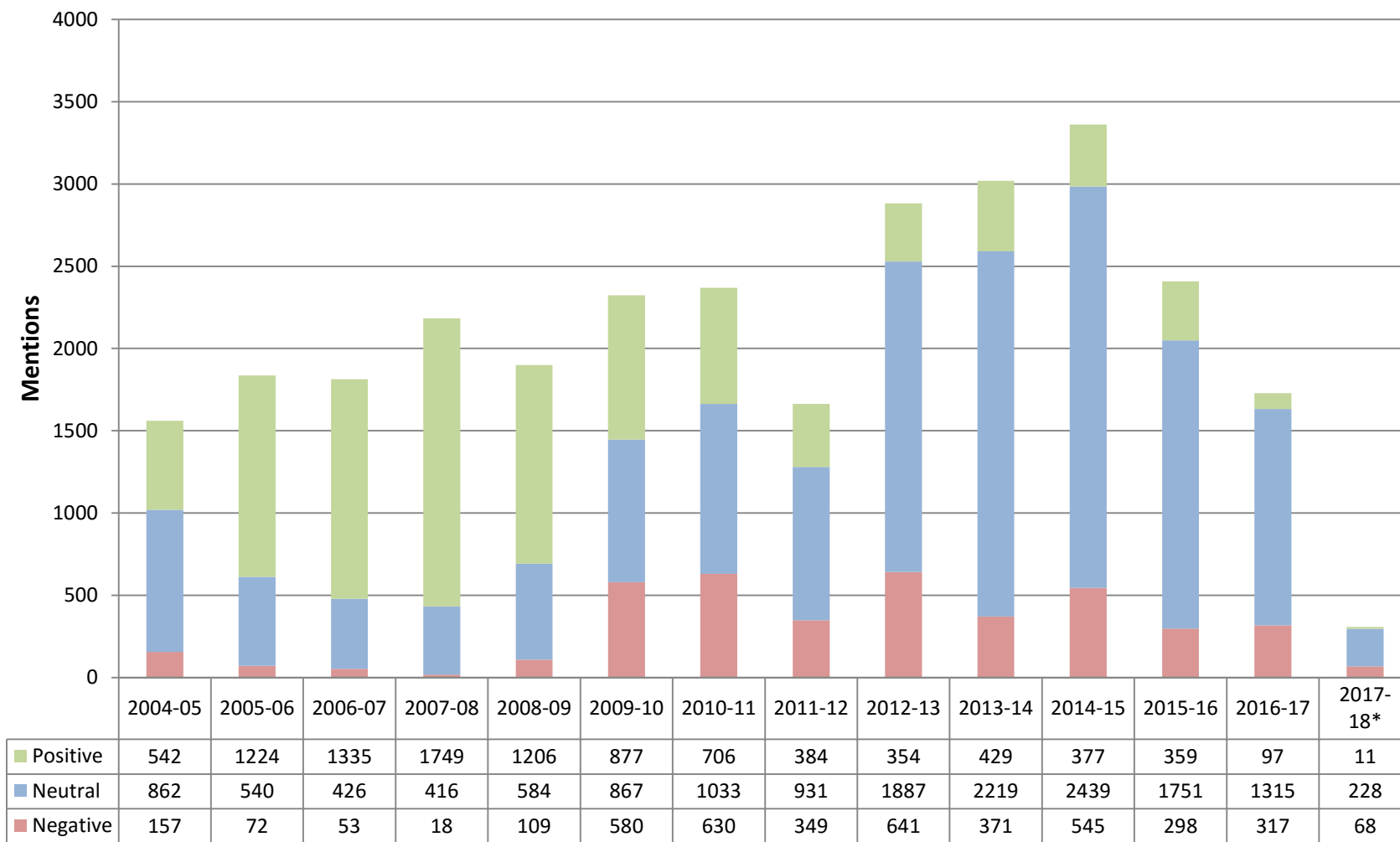
* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2016-17

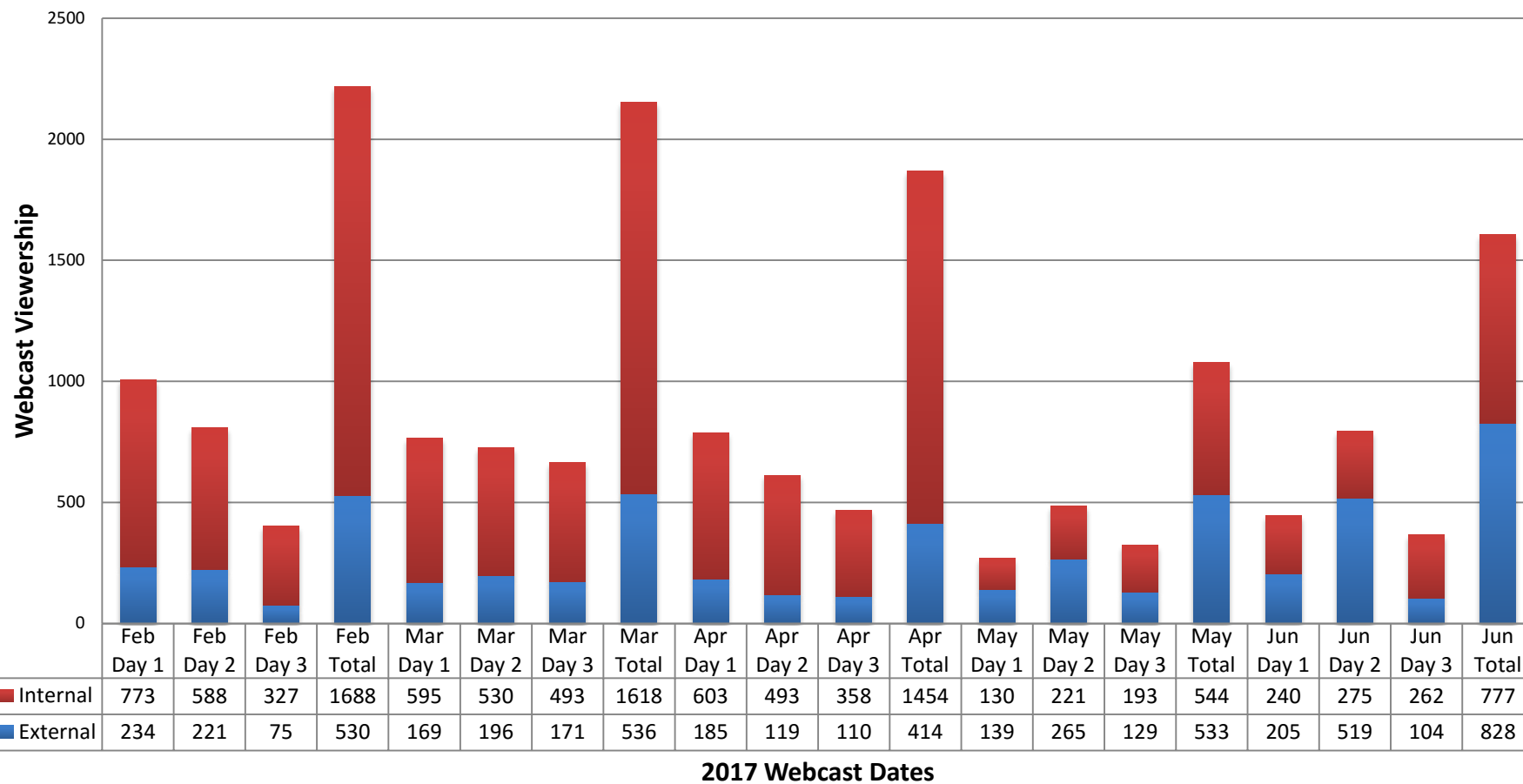


Mentions by Fiscal Year



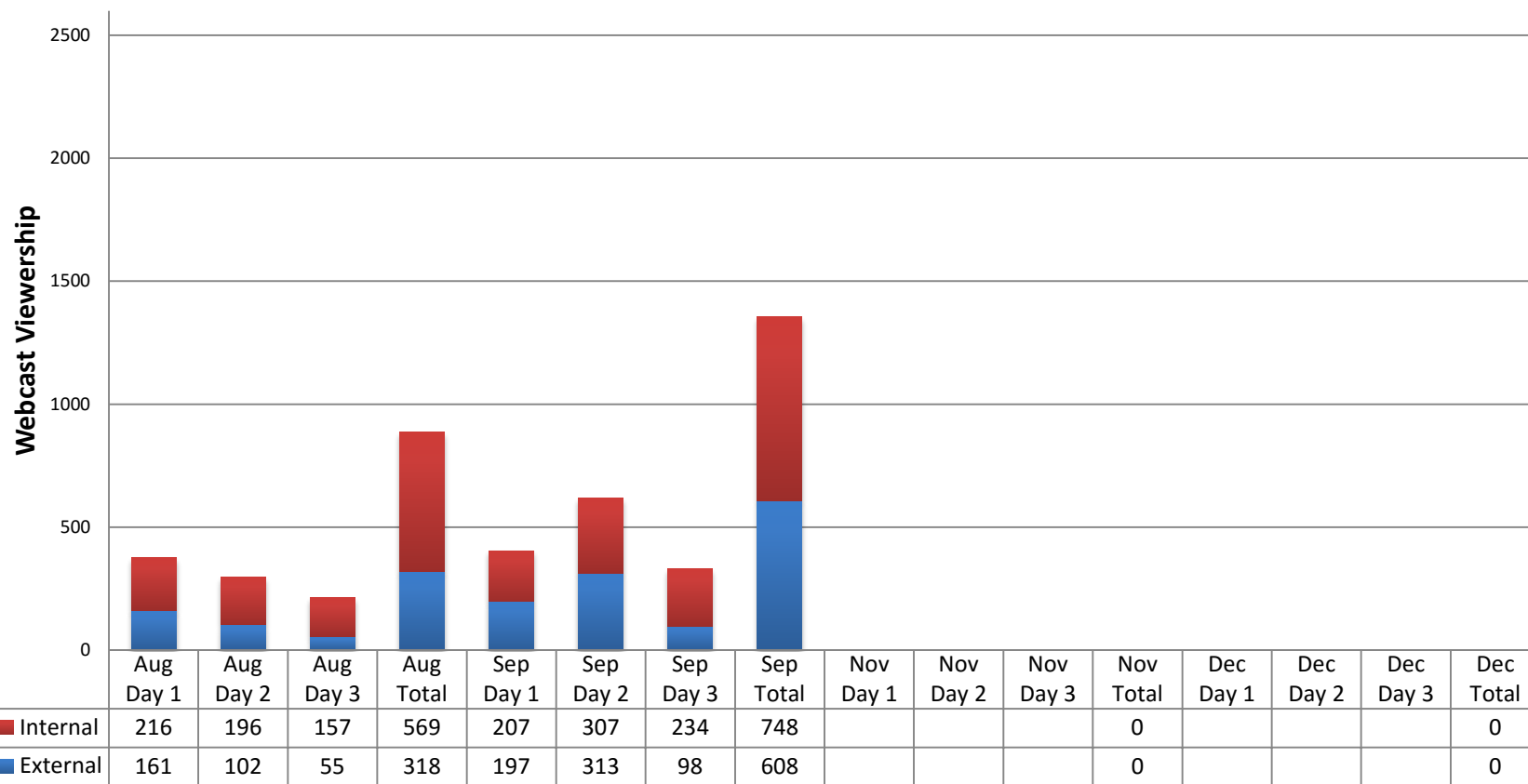
*Data through October 2017

2017 Board Meeting Webcast Viewership



No Board meeting webcast in January, July, and October

2017 Board Meeting Webcast Viewership



2017 Webcast Dates

No Board meeting webcast in January, July, and October