

## CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
11/08/2017	CalPERS to Hold Asset Liability Management Workshop
11/30/2017	CalPERS' Real Assets Program to Purchase Stake in Wind Farms

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
City releases records that detail ex-city managers alleged abusive conduct	11/01/2017	Mercury News		O
Letter: Measure C sets a bad precedent, vote 'no' (opinion)	11/01/2017	Tahoe Daily Tribune		O
CVS and Aetna eye competition from Amazon, but the real race is with UnitedHealth	11/01/2017	LA Times		O
California Public Employees' Retirement System Has \$2.32 Million Stake in Alon USA Energy, Inc. (ALJ)	11/01/2017	Ledger Gazette		O
California Public Employees' Retirement System Raises Position in Rambus, Inc. (RMBS)	11/01/2017	The Olympia Report		O
Santa Maria high schools begin installing solar panels	11/02/2017	Santa Maria Sun		O
City's top dogs up for raise	11/03/2017	Daily Post-Palo Alto		O
Released records detail ex-city manager's alleged abuses; Reports note claims of Tom Williams' unethical behavior toward developers, harassment of former city department head, staffers	11/03/2017	Chico Enterprise-Record		O
Political Road Map: Trump and gun investments spark debate for California pension funds	11/05/2017	LA Times		O
PK Diffenbaugh: MPUSD taking proactive measures to respond to fiscal challenges	11/05/2017	Monterey Herald		O
San Rafael: sewer district general manager resigns following staff insurrection	11/06/2017	Marin Independent Journal		O
Pension deadline unreasonable; Redding, Shasta County Grand Jury to continue tackling liabilities at meeting	11/06/2017	Record Searchlight-Redding		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Letter: Keep an eye on new gas tax, vehicle fee revenue	11/07/2017	Chico Enterprise-Record		N
4 state workers net \$902,000 in bonuses	11/08/2017	Turlock Journal		N
On Retired Teachers Week, follow their footsteps Retired...	11/08/2017	Chico Enterprise-Record		N
Governor candidate Delaine Eastin releases tax returns, gets most of income from public pension	11/08/2017	The Mercury News		O
\$303M surge in pension costs expected; Advisory committee puts county's unfunded pension liability at \$2.8B, up from \$1B in 2013	11/09/2017	Chico Enterprise-Record	Rob Feckner	O
San Rafael sewer district manager placed on leave following comment	11/09/2017	Marin Independent Journal		O
State Controller posts pay info on some K-12 staff	11/09/2017	The Reporter		O
State needs to tackle its pension problems	11/09/2017	Chico Enterprise-Record		N
Measure C failed: What now for South Lake Tahoe's roads?	11/10/2017	Tahoe Daily Tribune		O
State Controller posts pay info on some K-12 staff	11/10/2017	Vallejo Times-Herald		O
California pension costs could hurt SLO County	11/10/2017	San Luis Obispo Tribune		N
Internal Affairs: Is Columbus statue headed to the San Jose airport?	11/11/2017	The Mercury News		O
Letter: Read gas tax legislation to get the real story	11/12/2017	Chico Enterprise-Record		O
Letter: Read gas tax legislation to get the real story	11/12/2017	Oroville Mercury Register		O
Chico State values profits over environment? In 2016,...	11/13/2017	Chico Enterprise-Record		O
CalPERS urges law to notify at-risk pensioners	11/13/2017	San Luis Obispo Tribune	Richard Costigan	N
Riverside County 'struggling' with new year budget, as labor and healthcare costs balloon	11/14/2017	Desert Sun		O
EID approves new five year CIP program	11/15/2017	Mountain Democrat		O
Healthy state revenues seen for schools	11/16/2017	Daily Democrat		O
Commercial Real Estate Industry Continues to Make Progress in Reducing Energy Consumption, Carbon Emission and Water Usage, Says New Analysis from Urban Land Institute's Greenprint Center	11/16/2017	CBS News 8		O
City Council Approves Plan to Put City on Sound Financial Footing	11/16/2017	Monrovia Weekly		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>
Commercial Real Estate Industry Continues to Make Progress in Reducing Energy Consumption, Carbon Emission and Water Usage, Says New Analysis from Urban Land Institute’s Greenprint Center	11/16/2017	KUSI News		O
Addressing the real problem of pension liabilities	11/17/2017	San Mateo Daily Journal		N
County supervisors recognize public employees and talk retirement funding	11/17/2017	Plumas News		O
Proposed cuts draw letter of concern from Burbank Unified School District	11/17/2017	Burbank Leader		O
CalPERS’ reckless pension debt repayment plans must be ended	11/17/2017	Chico Enterprise	Scott Terando	N
Signal Hill City Council approves pay raises	11/17/2017	Signal Tribune		O
Losing your pension? CalPERS wants to shift blame to cities*	11/17/2017	Pasadena Star News		N
Chino Valley fire chief annual salary raised to \$259,333	11/18/2017	Chino Champion		O
CalPERS wants to shift pension blame to cities	11/19/2017	San Bernardino Sun		N
‘Pension millionaires’ focus distorts benefits picture, retired probation officer says	11/19/2017	Daily Republic		O
CalPERS wants to shift pension blame to cities	11/19/2017	Chico Enterprise-Record		N
112.2M Pension Shortfall	11/20/2017	Manteca Bulletin		N
Oroville City council sends letter to FERC, addresses dangerous intersection improvements	11/21/2017	Oroville Mercury Register		O
FERC letter, pay raise OK’d	11/22/2017	Oroville Mercury Register		O
Jerry Brown defends pension reform law	11/22/2017	San Luis Obispo Tribune		O
Jerry Brown defends pension reform law	11/22/2017	The Fresno Bee		O
Palo Alto to reap revenues from new state bills	11/22/2017	Palo Alto Online		O
Don’t bail out CalPERS: Letters**	11/22/2017	Press Enterprise San Gabriel Valley		N
California’s pension reform has been left unfinished***	11/23/2017	Tribune		O
Port Hueneme prepares for recreational cannabis businesses	11/23/2017	Ventura County Start		O
Stop Playing the pension blame game	11/24/2017	LA Times Editorial Board		O
A city fights with CalPERS’ costs	11/27/2017	Capitol Weekly		O
Investors buy Fremont business park for \$72M	11/27/2017	Silicon Valley Business		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Editorial: Brown comes to taxpayers defense on pensions	11/27/2017	The Mercury News		O
City expects a shortfall of \$2.6 million	11/27/2017	Daily Post Palo Alto		O
Diabetes hits hard in California	11/28/2017	Record Bee		P
Daily Business Report	11/28/2017	San Diego Metro		P
SLO seeks public input on pension budget challenges	11/28/2017	San Luis Obispo Tribune		O
Brown comes to taxpayers' aid on pensions	11/28/2017	Enterprise Record Chico		O
'Something's got to give,' sales tax panel member says of Fairfield pension costs	11/28/2017	Daily Republic		O
CALmatters Commentary: Brown, with nothing to lose, defies unions on pensions	11/29/2017	Daily Republic		N
Jerry Brown, with nothing to lose, defies union on pensions	11/29/2017	Fresno Bee		N
San Francisco's pension fund enriches President Trump	11/29/2017	San Francisco Examiner		N

\*Article also printed by San Bernardino Sun; Redlands Daily; Daily News; Press Enterprise; Daily Breeze; San Gabriel Valley Tribune

\*\*Article also printed by San Bernardino Sun; Redlands Daily Facts; Chico Enterprise-Record

\*\*\*Article also printed by Press Enterprise; Daily News; San Bernardino Sun; Redlands Daily Facts; Pasadena Star News; Daily Breeze

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

**CalPERS for the Record**

11/21/2017 Critics Pick Their Facts but Ignore the Truth

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

- 2017 Our Promise Fundraising Event Highlights
- 2017 Educational Forum Keynote Speaker (replay)
- CalPERS Board Highlights | Private Equity Delivers a Year of Strong Earnings
- CalPERS Board Highlights | CalPERS Real Assets Bolster Portfolio Performance
- Board of Administration Meetings (webcast and replays)
- CEO Report | November 15, 2017
- Working After Retirement (webinar)
- Turkey Drop 2017 | Highlights
- ITSB All Staff Meeting (webcast)

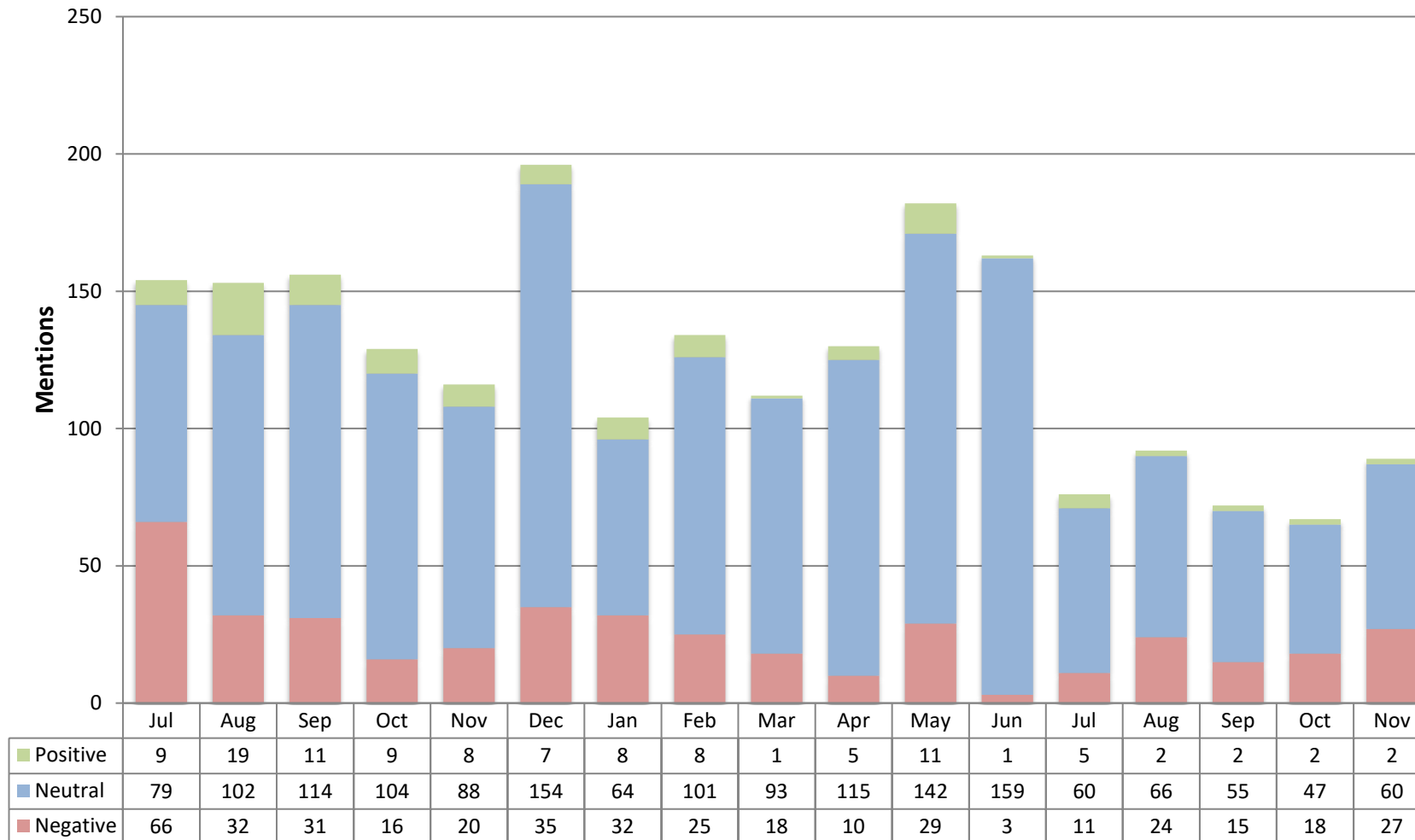
**Followers and Growth**

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,554	75	--	--	160 (21 RTs*)
Facebook	15,100	129	--	--	55
LinkedIn	8,102	443	--	--	14
YouTube	2,792	79	1,012,331	26,416	11
Instagram	1,441	17	--	--	10

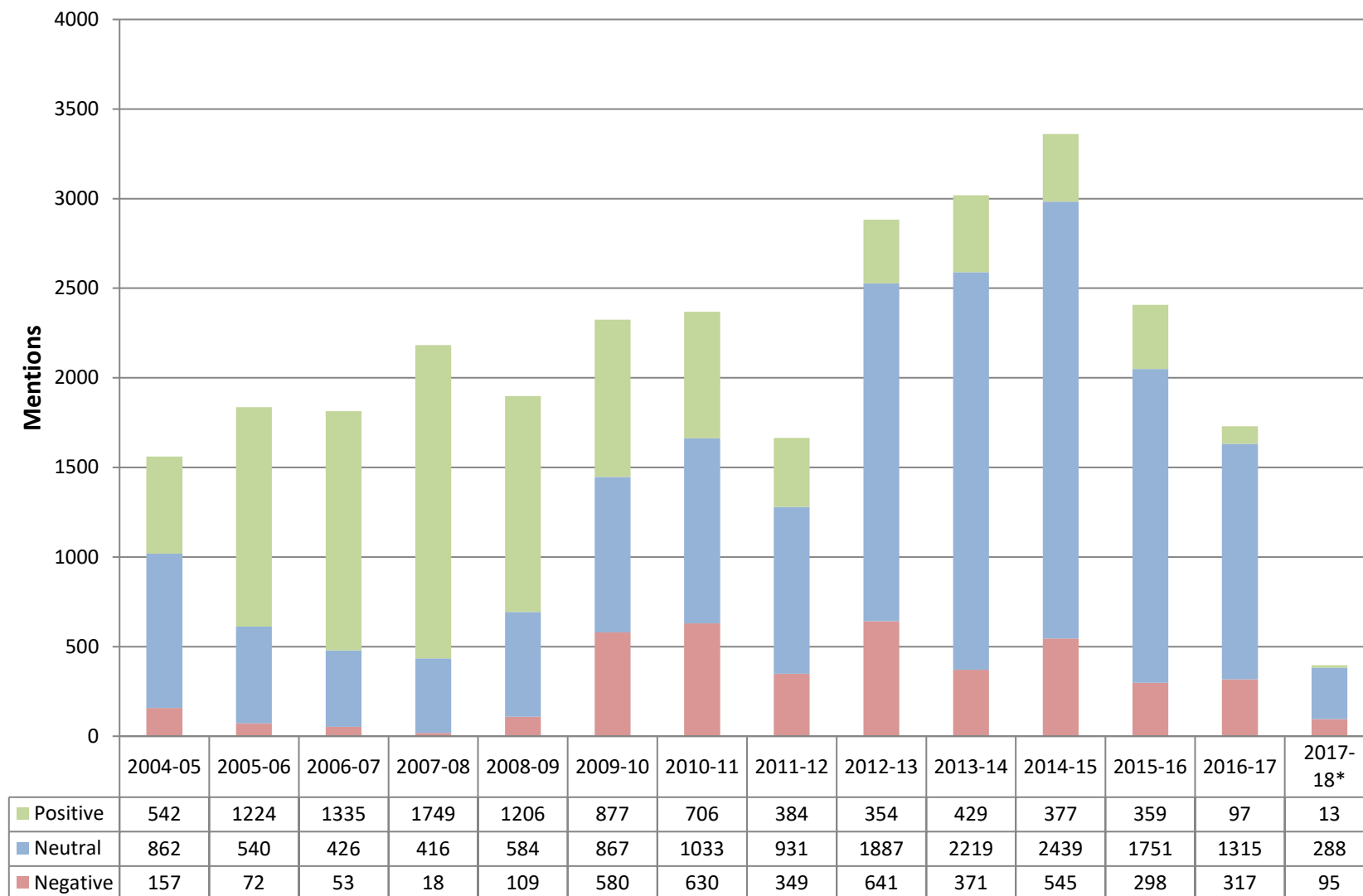
\* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

### Monthly Mentions 2016-17

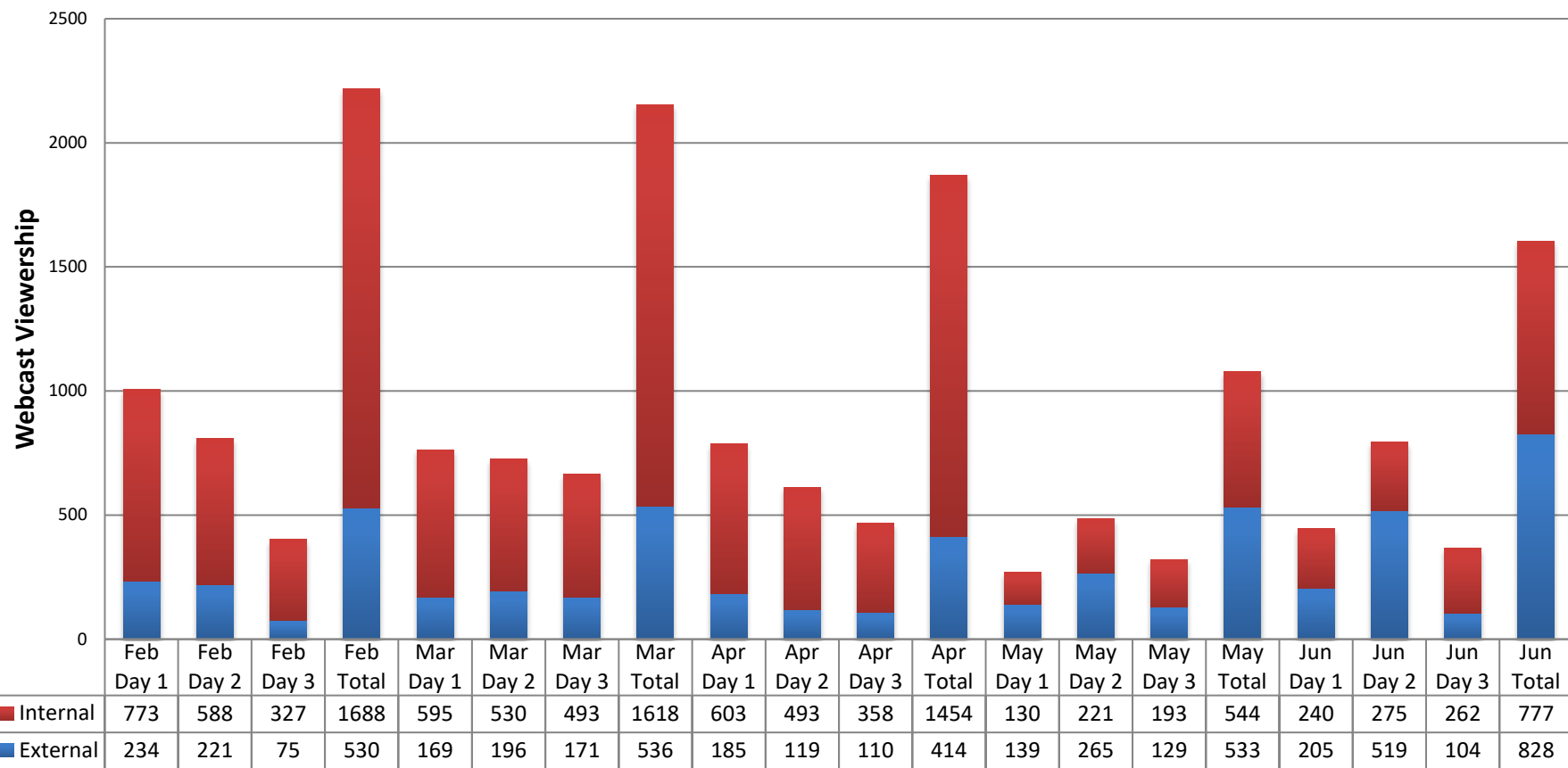


### Mentions by Fiscal Year



\*Data through November 2017

### 2017 Board Meeting Webcast Viewership

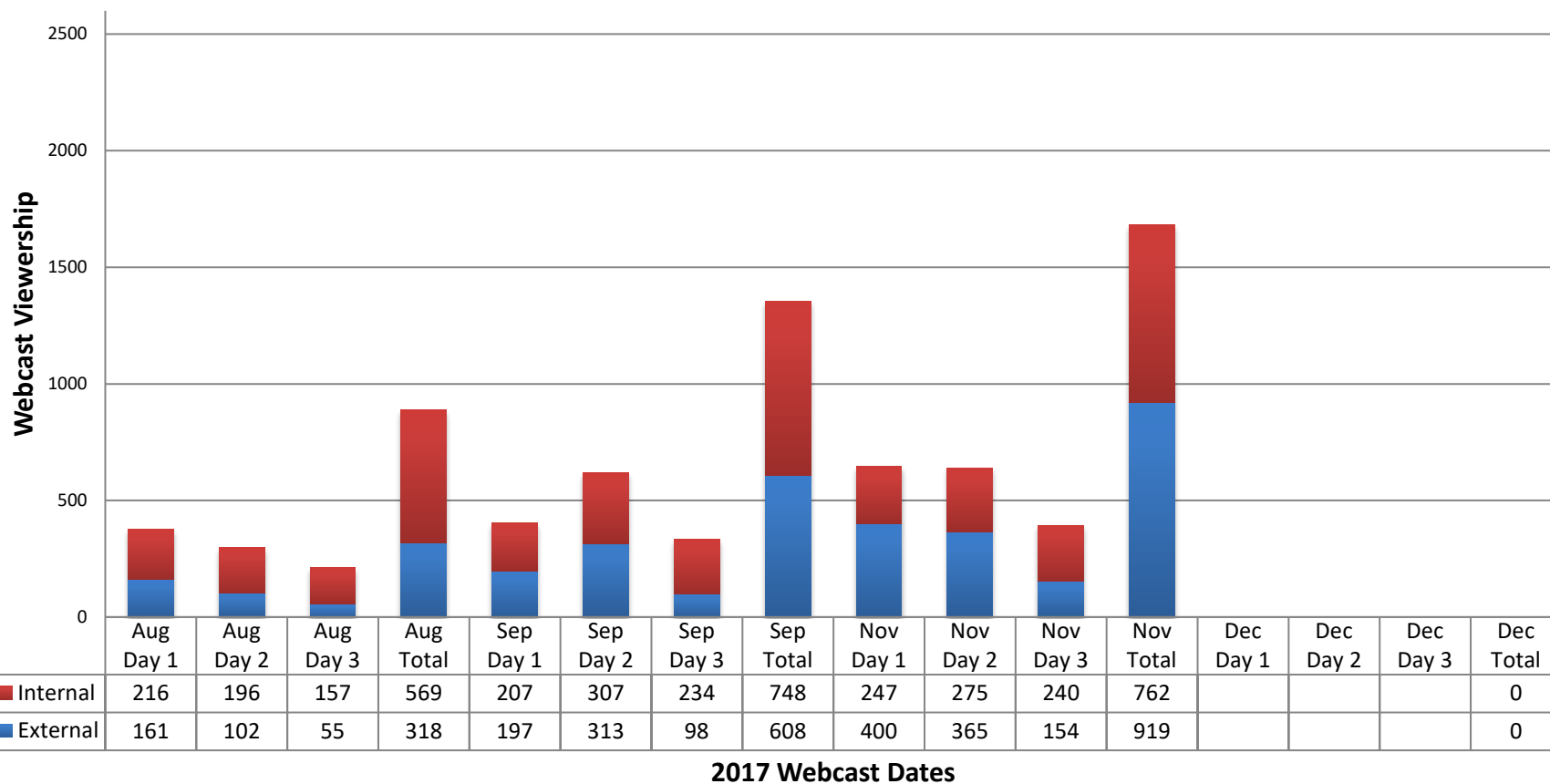


2017 Webcast Dates

No Board meeting webcast in January, July, and October



### 2017 Board Meeting Webcast Viewership



No Board meeting webcast in January, July, and October