

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering January 1, 2018 through January 31, 2018:

Date	News Releases
01/09/2018	CalPERS Benefits Education Event in San Luis Obispo
01/16/2018	CalPERS Board Elects Priya Mathur as President, Rob Feckner as Vice President
01/16/2018	CalPERS Benefits Education Event in Sacramento

CalPERS Print/Broadcast/Radio News				
Pajaro Valley school district pushes back against salary demands	01/02/2018	Santa Cruz Sentinel		O
Chipping away at Proposition 13	01/02/2018	Monterey County Herald		O
		Sacramento News & Review		O
Mayor's report: Year one	01/04/2018	Marin Independent Journal		N
Clarifying Beaumont's view, for the record...	01/04/2018	Record Gazette		O
Las Gallinas sanitary board split over GM severance deal	01/05/2018	Marin Independent Journal		O
CalPERS seeks help to run \$40 billion portfolio	01/05/2018	Chico Enterprise-Record	Joe DeAnda	O
Supervisors should repeal their own automatic pay increases	01/06/2018	Register-Pajaronian		O
Tiny Calimesa's firefighter changes should be model for state*	01/06/2018	Pasadena Star News		N
A small city pioneering big changes in firefighting	01/07/2018	Chico Enterprise-Record		N
Ballooning pension costs affecting recent education financial gains	01/07/2018	Monterey Herald		O
Novato's next fire chief will be internal hire	01/07/2018	Marin Independent Journal		O
Budget crunch threatens savings; Reserves could go down to \$8 million if nothing is done, according to a report. A hiring freeze is in effect.	01/09/2018	Chico Enterprise-Record		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Riverside County's budget crunch could burn through its savings, officials warn	01/08/2018	Press Enterprise		O
Marijuana, Homelessness Among Top Issues for RivCo in 2018**	01/09/2018	Palm Desert Patch		N
Teacher pensions, Apple & teen mental health	01/09/2018	Turlock Journal		N
A dollar saved is a dollar earned	01/09/2018	San Luis Obispo Tribune		O
New York City to Exxon: Pay up for climate change costs	01/10/2018	KESQ News 2		O
New York City to Exxon: Pay up for climate change costs	01/10/2018	KVIA News 7		O
New York City Files Lawsuit Against Oil Companies Including Exxon Over Climate Change Costs and Risks	01/10/2018	KTLA News 5		O
The good and bad of Jerry Brown's budget***	01/10/2018	Pasadena Star News		N
California Lawmakers have a \$190.3-billion state budget plan to consider. Here's some of what it would pay for	01/11/2018	Daily Pilot		O
Lincoln hasn't paid water bill in years	01/11/2018	Lincoln News Messenger		O
La Verne may pursue pension bonds as one of a number of strategies to address employee retirement costs	01/11/2018	Inland Valley Daily Bulletin		O
Walnut Creek moves to stabilize city parking fund	01/12/2018	Chico Enterprise-Record		O
Challenges ahead for the city in 2018	01/12/2018	Chico Enterprise-Record		N
Employee pension debt aside, San Ramon is financially sound	01/13/2018	San Jose Mercury News		O
Jerry Brown predicts CA pension cuts in next recession	01/13/2018	Fresno Bee		O
City Council to confirm new fire chief	01/14/2018	Chico ER		O
La Mesa Mayor Delivers Upbeat State of the City Address	01/16/2018	East County Magazine		O
City of Santa Monica's Unfunded Pension Costs Jump 20 Percent	01/16/2018	Santa Monica Lookout		O
Chico has new fire chief	01/16/2018	Chico Enterprise-Record		O
Split decision reached on Hillview rebuild	01/17/2018	Los Altos Town Crier		O
City Council confirms new fire chief	01/17/2018	Enterprise Record (Chico)		O
Democrats running for California governor need to stop talking about Trump and start talking about public Pensions* <sup>4</sup>	01/18/2018	Coastline Pilot		N
Getting Answers Road Tour: Hotels in Sacramento Land Development	01/19/2018	CBS13 Sacramento		N
Pension debt aside, San Ramon is financially sound	01/19/2018	Chico Enterprise-Record		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>
Aliso Viejo The City Council on Wednesday unanimously...	01/20/2018	Chico Enterprise-Record		O
The two most insightful responses to the governor's budget* <sup>5</sup>	01/20/2018	Daily Breeze		O
The Tax Watchers: New year presents old problems	01/20/2018	Daily Republic		N
Budget in good shape, but Gov. Brown missed vast opportunities* <sup>6</sup>	01/20/2018	Daily Breeze		N
Insights on the California budget	01/21/2018	Chico Enterprise-Record		O
Budget in good shape, but missed chances	01/21/2018	Chico Enterprise-Record		N
Skelton: State Democrats need to stop talking Trump, start talking pensions	01/21/2018	Press Democrat		N
Millbrae Officials question, criticize pension cost report	01/22/2018	San Mateo Daily Journal		O
Higher taxes aren't the solution to California's problems* <sup>7</sup>	01/22/2018	Orange County Register		N
California state payroll increased by \$1 billion in 2017, twice as fast as previous year	01/22/2018	San Luis Obispo Tribune		O
CA state payroll went up by \$1B in 2017, twice as fast as 2016	01/22/2018	KFIAM640		O
CalPERS seeks legislation to fix pension error	01/22/2018	Capitol Weekly	Richard Costigan Brad Pacheco	O
Higher taxes aren't the solution to state's problems	01/23/2017	Chico Enterprise-Record		N
Kentfield officials deny parcel tax pays for pensions	01/23/2018	Marin Independent Journal		O
Glazer, Baker join for discussion on state pension debt	01/23/2018	Pleasanton Weekly Metropolitan News-		N
The Two Most Insightful Responses to the Governor's Budget	01/23/2018	Enterprise		O
Letters to the Editor: Doctor, doctor	01/24/2018	Union Democrat		N
Letters to the Editor: CalPERS Analysis	01/24/2018	Lake-County Record Bee		N
City's community services director Andrade-Wax stepping down	01/24/2018	Pleasanton Weekly		O
Solano County's pension liability jumped \$100M last fiscal year	01/25/2018	Daily Republic		O
Police, fire sign 3-year contracts	01/25/2018	The Coast News		O
Employee Pension Costs Poised to Soar in Santa Monica Malibu Public School System	01/26/2018	Santa Monica Lookout		O
Dr. Maria Papaspyrou Mouratoff recalled; A native of Greece, Mouratoff survived both Nazi occupation during World War II and the Greek Civil War that followed	01/26/2018	Chico Enterprise-Record		O
With pension costs skyrocketing, Modest investigates ways to keep services running	01/27/2018	The Modesto Bee		O
Valley Transportation Authority Board	01/27/2018	Daily Post		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
District could see more money	01/27/2018	Del Norte TriPLICATE		O
Ventura officials set path for year ahead; Thomas Fire recovery tops priorities	01/29/2018	Ventura County Star		O
Pension Costs to Climb Almost 75 Percent at Santa Monica City Hall, Think Tank Estimates	01/29/2018	Santa Monica Lookout		N
Stability of County's Pension System Under Scrutiny* <sup>8</sup>	01/30/2018	Palm Desert Patch		N

\*Article also printed in the Riverside Press Enterprise; Press Telegram; Daily Breeze; Redlands Daily Facts; San Bernardino County Sun.

\*\*Article also printed in the Murrieta Patch; Lake Elsinore Wildomar Patch; and Temecula Patch.

\*\*\*Article also printed in the San Bernardino County Sun; Daily Breeze; Press Telegram; Redlands Daily Facts; Riverside Press Enterprise; Gabriel Valley Tribune; and the Chico Enterprise-Record.

\*<sup>4</sup>Article also printed in the Burbank Leader and the Daily Pilot.

\*<sup>5</sup>Article also printed in the San Gabriel Valley Tribune; Press Telegram; Press Enterprise; Redlands Daily Facts; Pasadena Star News; San Bernardino Sun; and the Enterprise Record.

\*<sup>6</sup>Article also printed in the Pasadena Star News; San Gabriel Valley Tribune; Redlands Daily Facts; Press Enterprise; Press Telegram; San Bernardino Sun.

\*<sup>7</sup>Article also printed in Redlands Daily Facts; San Gabriel Valley Tribune; Pasadena Star News; Press Enterprise; Daily News; and the San Bernardino Sun.

\*<sup>8</sup> Article also printed in Lake Elsinore Patch and Murrieta Patch.

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

**Videos, webcasts, webinars, and live events that were completed/released during the month of January.**

- Get a Head Start on Your APEX Nomination
- Board of Administration Offsite - January 16-18, 2018
- CalPERS Board Highlights | Health Belief Discussion
- CalPERS Human Resources Leadership Development
- A Guide to CalPERS Amortization Policy (webinar, replay)
- CalPERS Member - Early Career Basics (webinar)
- Leadership Forum - Answering the Challenge
- Leadership in Action | An Ongoing Conversation with CalPERS Chief Executive Officer Marcie Frost (live event, replay)
- 2017 Spotlight on Excellence Recipient - Jeanne Amos | Acceptance
- CalPERS Data Privacy Day

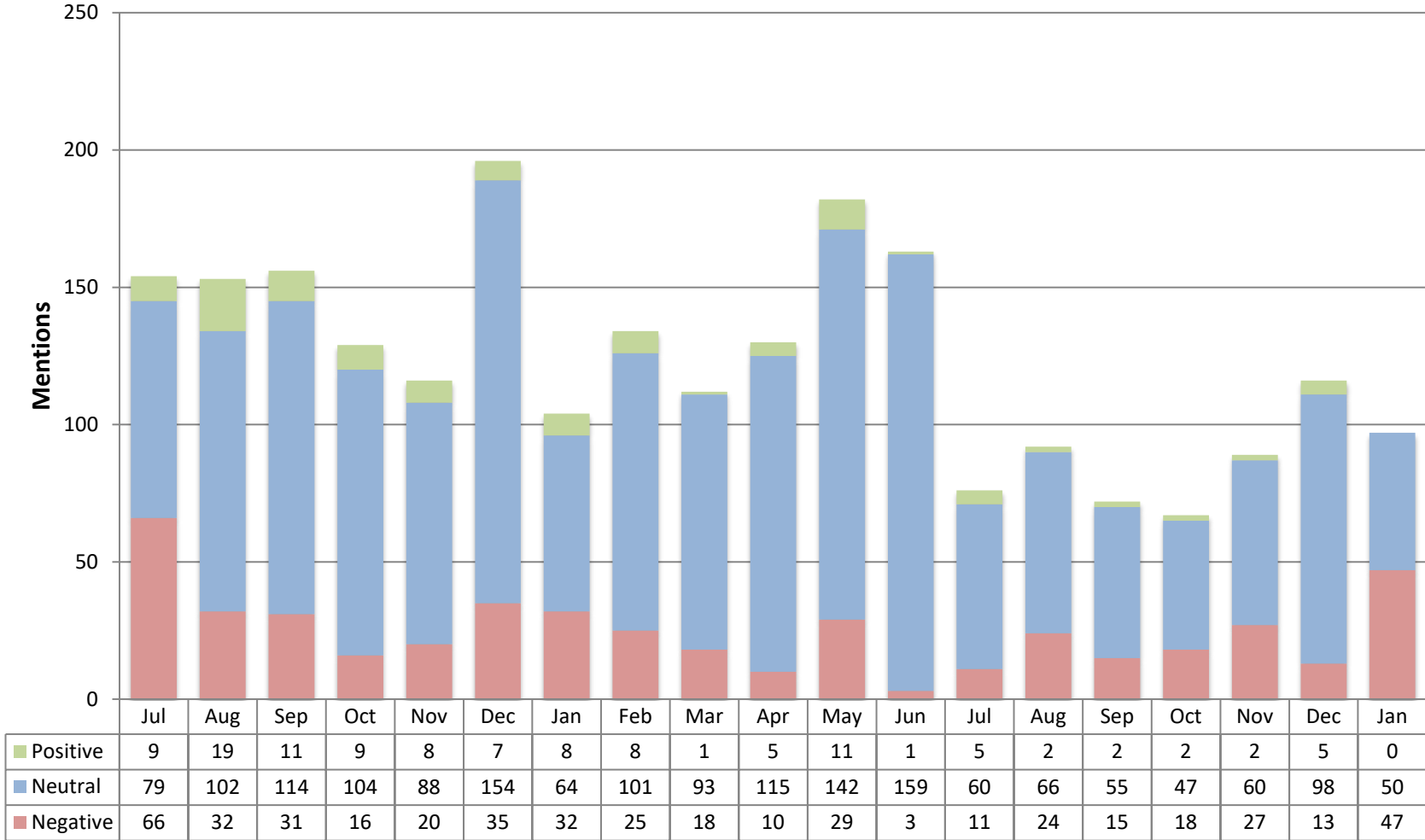
**Followers and Growth**

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,791	140	--	--	185 (29 RTs*)
Facebook	15265	102	--	--	61
LinkedIn	8,585	227	--	--	11
YouTube	3,000	144	1,064,682	31,864	11
Instagram	1,497	30	--	--	9

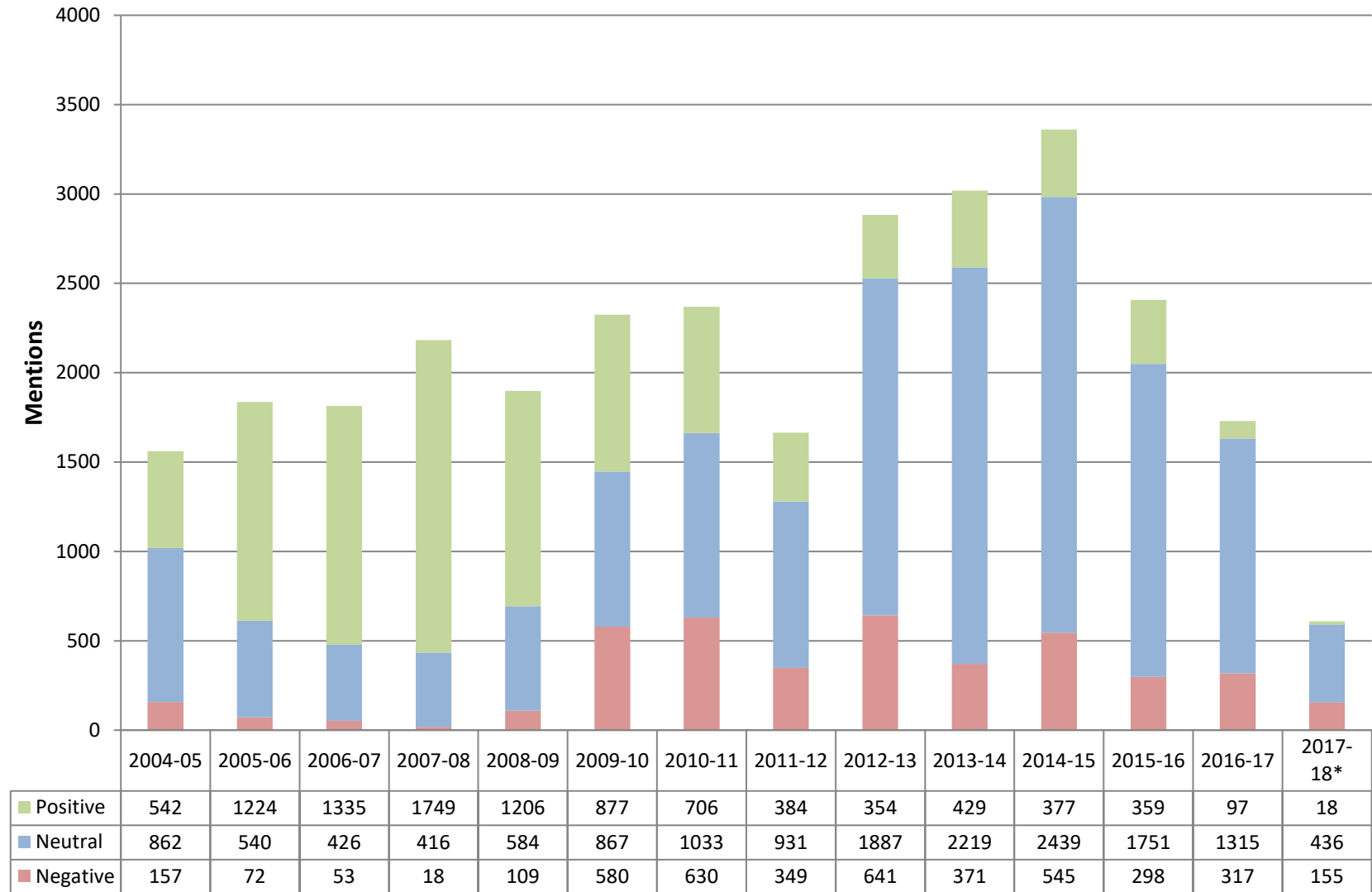
\* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

### Monthly Mentions 2017-18

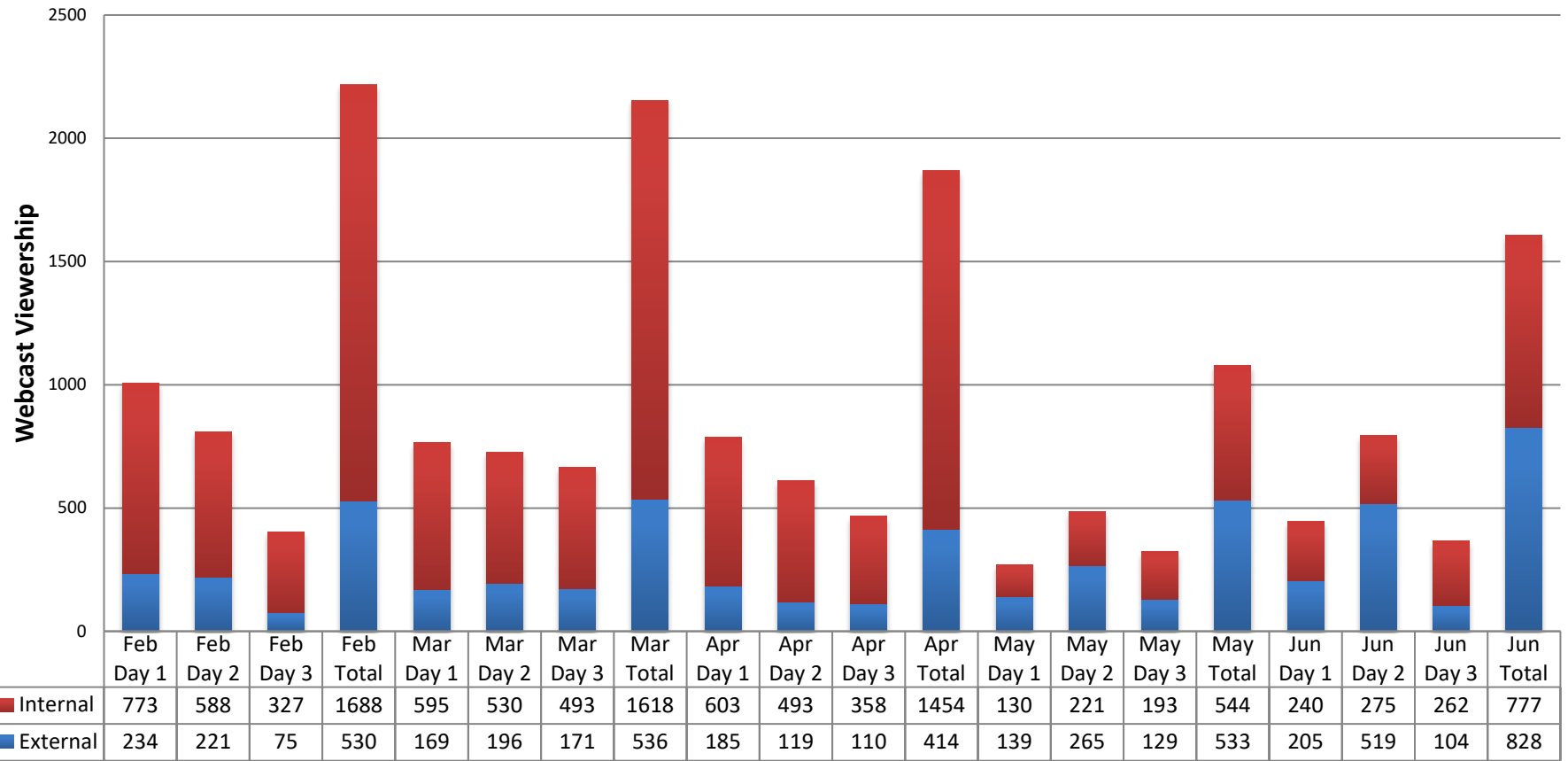


### Mentions by Fiscal Year



\*Data through January 2018

### 2017 Board Meeting Webcast Viewership

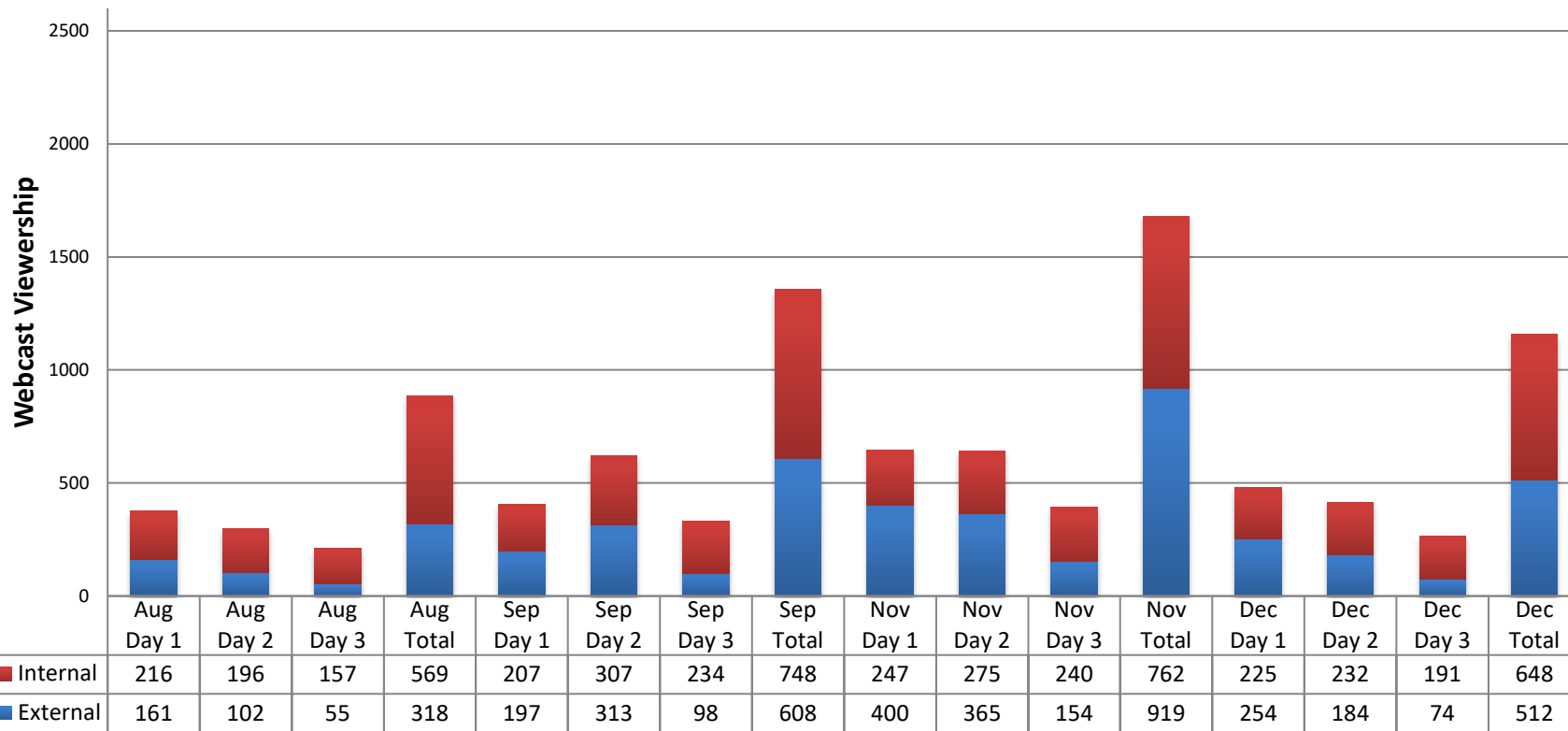


2017 Webcast Dates

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