

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering February 1, 2018 through February 28, 2018:

Date	News Releases
02/07/2018	CalPERS Benefits Education Event in Visalia
02/27/2018	CalPERS Benefits Education Event in Redding

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Gov. Brown is right to focus on pension crisis	02/01/2018	Chico Enterprise-Record		N
Another view of the governor's final address*	02/02/2018	Chico Enterprise-Record		O
How will Riverside County cope with almost \$3 billion pension deficit?	02/01/2018	Press Enterprise		N
Still seeking answers on pension fund deficit; At nearly \$3 billion, it's called 'single biggest threat' to county's finances, with few options for relief	02/02/2018	Chico Enterprise-Record & Press Enterprise		N
Housing, business growth among top priorities for council in 2018	02/02/2018	Simi Valley Acorn		O
California's budget reserves swell but no rebate in sight	02/02/2018	San Luis Obispo Tribune		O
Pension Bills Are soaring and San Diego School Districts Are Bracing for More	02/02/2018	Voice of San Diego		O
Fairfield pension liability climbs by \$25M	02/03/2018	Daily Republic		O
Soaring School District Pension Costs	02/03/2018	Voice of San Diego		O
Pension Costs 'unsustainable,' California cities say	02/03/18	Ventura County Sun		N
Local governments face deficits as pension costs expected to double	02/03/2018	Santa Cruz Sentinel		N
A year of progress in Simi Valley	02/03/2018	Ventura County Star		O
State payroll soars, pension hole deepens	02/04/2018	Chico Enterprise-Record & Press Enterprise		O
California Payroll soars, pension hole deepens**	02/04/2018	San Gabriel Valley Tribune		O
On the Left: Pension problems come home to roost	02/05/2018	Daily Republic		N
PDH recognized for reducing C-section births	02/05/2018	Plumas News		P
Assets of the 1,000 largest U.S. retirement plans hit \$10 trillion	02/05/2018	CBS News 8		O
CalPERS costs 'unsustainable,' CA cities say	02/05/2018	San Luis Obispo Tribune		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Tri-City Medical Center Recognized for Reducing Unnecessary Caesarean Births	02/06/2018	The Vista Press		P
Pension costs threatening California cities	02/06/2018	Record Searchlight		N
The wild swings in the stock market and what it means for your retirement savings	02/06/2018	Airtalk		O
Liberty Property Trust Acquires Commerce Industrial Property for \$93 Million	02/06/2018	LA Business Journal		O
Editorial: Train wreck looming with CalPERS pension shortfall	02/06/2018	Monterey Herald		N
State and local pension crisis	02/06/2018	KUSI San Diego		N
Fairfield council approves comprehensive financial report	02/07/2018	Daily Republic		O
Dan Walters: Surging pension costs push more California cities toward bankruptcy	02/07/2018	Napa Valley Register		N
Unspent Measure Z funds allocated to Humboldt County road repairs	02/07/2018	Eureka Times-Standard		O
State payroll grows; so does pension crisis	02/08/2018	Chico Enterprise-Record		O
Letter: Pension 'train wreck' not a surprise to some of us	02/08/2018	Santa Cruz Sentinel		N
Tri-City Medical Center Recognized for Reducing Unnecessary Caesarean Births	02/08/2018	Oside News		P
Marin Voice: Too many unanswered questions about Kentfield tax	02/08/2018	Marin Independent Journal		N
Oceanside rolls over expenditures, continues to chase PERS increases	02/08/2018	The Coast News		O
Tri-City Medical Center recognized for reducing unnecessary Caesarean Births	02/08/2018	The Vista Press		P
PERS costs rising fast; Noerr wants to start a reserve to ease blow to Taft	02/08/2018	Midway Driller		N
Borenstein: Ain't seen nothing yet; California pension cost rise just starting	02/08/2018	Mercury News		N
Aspire charter school may leave CalPERS	02/09/2018	The Fresno Bee	Wayne Davis	N
Humboldt County deputy sheriff's union anticipates 5 percent wage increase in pending contract	02/09/2018	Eureka Times-Standard		O
Report: Pension costs for cities approaching unsustainable level	02/09/2018	The Reporter Vacaville		N
Pension Cost rise just starting	02/09/2018	Record-Bee		N

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Deputies' union eyes 5% raise	02/10/2018	Eureka Times-Standard		O
Taft mayor wants to bank money against an expensive future; TAFT	02/10/2018	The Daily Independent		N
Cuesta College facing budget deficit as teachers seek raise	02/10/2018	The Tribune		O
California cities should fess up about taxes and pensions***	02/11/2018	San Bernardino Sun		N
Opinion: California Cities Should Be Honest About Growing Pension Crisis	02/11/2018	Times of San Diego		N
Dixon councilman eyes 4 th District supervisor seat	02/11/2018	Daily Republic		O
Ed Clandaniel: How California governor's race could impact 2020 presidential race	02/11/2018	Times Herald		O
CalMatters Commentary: Cities should fess up about taxes, pensions	02/11/2018	Daily Republic		N
Cities should fess up about the taxes and the lack of funds for pensions	02/11/2018	The Fresno Bee		N
Kairos Public School Academy directors to discuss state's budget tonight	02/12/2018	The Reporter		O
The pension nightmare for California cities is getting scarier	02/12/2018	The Fresno Bee		N
CalPERS says it's in the black for next 20 years	02/12/2018	San Luis Obispo Tribune		P
La Verne City Council authorizes city administrators to move forward on measure to address pension obligation	02/12/2018	San Gabriel Valley Tribune & Daily Bulletin		O
Pension fund hits milestone: it's earning more money than it's paying out	02/13/2018	Ventura County Star		P
Letters to the Editor: Retirement problems falling on taxpayers	02/13/2018	Register Pajaronian		N
PD Editorial: Petaluma may face a tough sell on pension tax	02/13/2018	Press Democrat		N
Cities should fess up about taxes and pensions	02/13/2018	Record-Bee		N
Cities like Modesto must do a lot of digging to exit pension hole	02/13/2018	The Modesto Bee		N
CalPERS says it's in the black for next 20 years	02/13/2018	Sierra Star		P
Petaluma 360	02/13/2018	The Press Democrat		O
CalPERS speeds up pension debt payments	02/14/2018	The Modesto Bee	Theresa Taylor, Margaret Brown, Bill Slaton	O
Dan Walters: Cities should fess up about taxes and pension	02/14/2018	Napa Valley Register		N
Finance report delivers good news, bad news	02/14/2018	The Daily Independent		O
Dan Walters: Cities should fess up about taxes, pension	02/14/2018	The Davis Enterprise		N

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Roseville to spend extra \$500K a year on capital improvements; City's chief financial officer says Roseville spends \$4.1M less on this than it should each year	02/15/2018	The Press-Tribune		O
Letter: Sacramento, don't pass your problems onto us	02/16/2018	Santa Cruz Sentinel Riverside Press		N
Why does California's Secure Choice program still exist?*	02/16/2018	Enterprise		O
City strives to show tolerance, inclusiveness	02/16/2018	Chico Enterprise-Record		N
Public pension nightmare getting worse	02/16/2018	San Mateo Journal		N
Climbing water rates, farmers market gone among American Canyon City Council tasks	02/17/2018	Times Herald Online		O
City ponders CalPERS liability	02/17/2018	The Daily Independent		O
City Employees frustrated with pay stagnation as demand for services increases	02/18/2018	The Bakersfield Californian		O
Why does secure choice still exist?	02/18/2018	Chico Enterprise-Record		O
PD Editorial: Santa Rosa school district faces urgent need to make cuts	02/18/2018	Press Democrat		O
Nevada City Police chief Tim Foley resigns	02/18/2018	The Union		O
Oroville voters may get the decision about commercial cannabis	02/18/2018	Oroville Mercury Register		O
Why does California's Secure Choice Program still exist?	02/19/2018	Daily Press		O
New Glazer bills take on state pensions, renter support, pet safety	02/19/2018	Pleasanton Weekly		O
New fire chief for Rincon Valley, Windsor, up for the challenges	02/20/2018	Press Democrat		O
The self-destructive behavior of California's state pension systems*	02/20/2018	Press Telegram		N
CALmatters Commentary: State's public pension crisis a fiscal headache*	02/21/2018	Daily Republic		N
Palo Alto mulls more transparency in labor talks	02/21/2018	Palo Alto Weekly Metropolitan News-		O
Why Does California's Secure Choice Program Still Exist?	02/21/2018	Enterprise		O
State's public pension crisis in a nutshell	02/21/2018	Record Bee		N
West Basin Municipal Water District hires Irvine water executive as new general manager	02/21/2018	Daily Breeze		O
Palo Alto mulls more transparency in labor talks	02/21/2018	Palo Alto Online		O
Palo Alto seeks disclosures in labor talks	02/21/2018	Palo Alto Online		O
For a new director, board reaches out to a younger generation	02/22/2018	Valley Center		P
Audit delivers clean opinion	02/22/2018	Del Norte Triplicate		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
City faces \$20M deficit over decade; Personnel costs, pension liabilities drive shortfall	02/23/2018	Record Searchlight (Redding, California)		O
On pension debt, CalPERS does the right thing – sort of	02/23/2018	Record Bee	Scott Terando	N
Scrivner talks county financial health at EDC Breakfast	02/23/2018	Mojave Desert News		O
Cash Flow: City Wage Focus Median Management Salaries Soar Above Peer Cities	02/23/2018	Santa Monica Mirror		O
Los Angeles: In Pension Denial	02/23/2018	City Watch		O
Pension Crisis coming to a head	02/24/2018	Chico Enterprise-Record		N
Nap-To-Go gets rude awakening as Ontario rejects business plan	02/24/2018	Daily Bulletin		O
Pension costs are city finance director's nightmare	02/24/2018	Chico Enterprise-Record		N
Editorial, More bad news for cities, counties on public pensions	02/24/2018	Monterey Herald		N
Hospital recognized by state for maternity care	02/25/2018	Eureka Times-Standard		O
Pension crisis coming to a head	02/25/2018	Oroville Mercury Register		N
Ventura to weigh Thomas Fire rebuilding rules, begin prepping next year's budget	02/25/2018	Ventura County Star		O
Court case could 'financially cripple' California unions	02/26/2018	The Fresno Bee		O
Pension Funds Under Pressure to Sell Off Investments In Gun-Makers ^{*7}	02/26/2018	KPBS	John Chiang	O

*Article also printed in the Press Telegram; Daily Breeze; San Gabriel Valley Tribune; Pasadena Star News; Redlands Daily Facts; Press Telegram; San Bernardino Sun; and Press Enterprise.

**Article also printed in the San Gabriel Valley Times; Daily Breeze; Press Telegram; Redlands Daily Facts; Pasadena Star News; Press Enterprise; and Daily News

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*4Article also printed in the San Gabriel Valley Tribune; Press Telegram; Redlands Daily Facts; San Bernardino County Sun; Pasadena Star News; and Daily Breeze

*5Article also printed in the San Bernardino Sun; Enterprise Record; Whittier Daily News

*6Article also printed in the Fresno Bee; San Gabriel Valley Tribune; Daily Breeze; LA Daily News; Riverside Press Enterprise; and Pasadena Star News

*7Also aired on KCBX; KCLU; and KVCR

Online Enhancements, Videos, Social Media and Webcasts

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

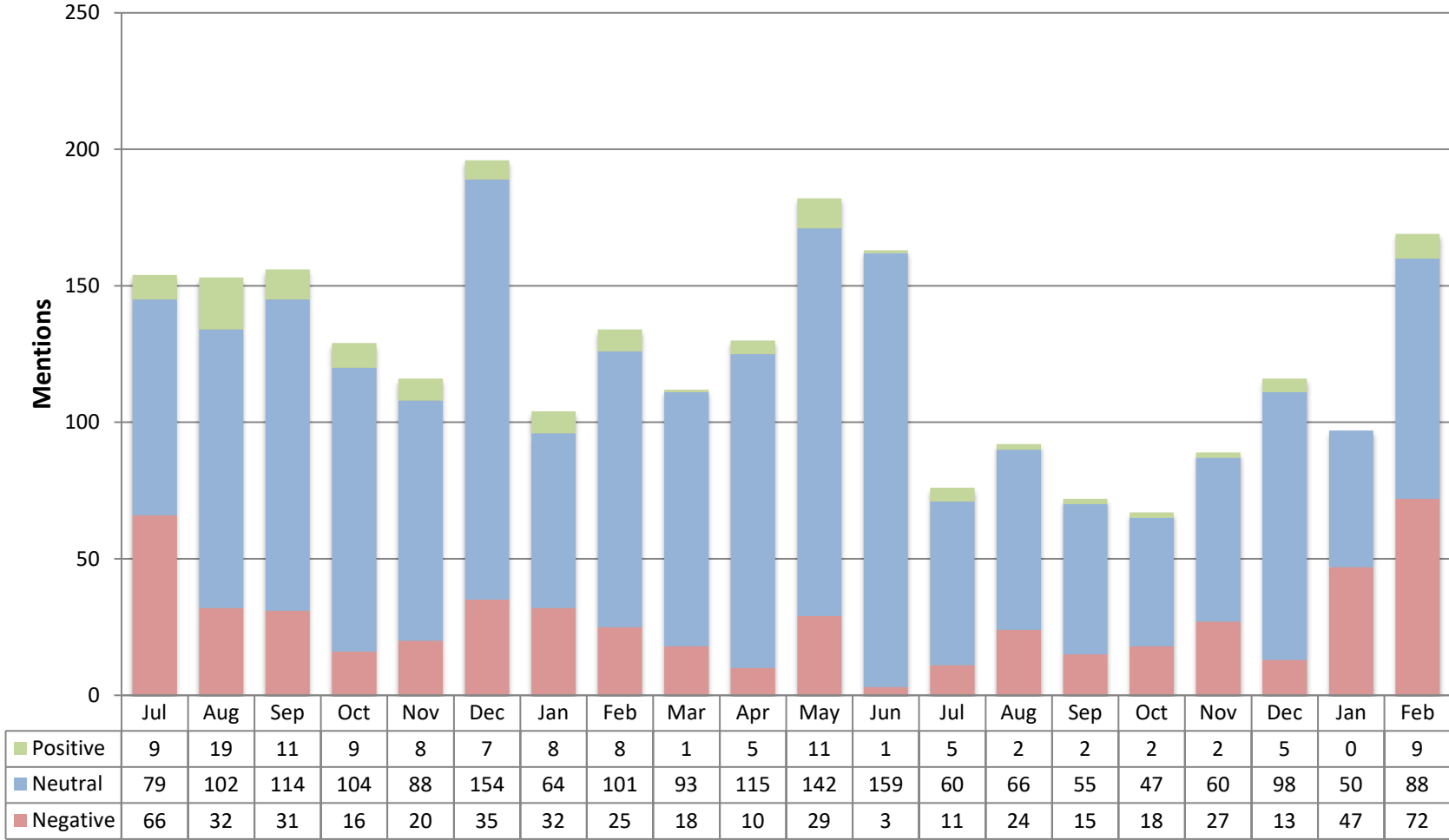
- Don't Wait! APEX Nomination Period Ends March 1
- Sunshine Week 2018
- CalPERS Board Highlights | How Diversity and Inclusion Make a Difference at CalPERS
- Board of Administration Meetings (webcasts & replays)
- CEO Report | February 14, 2018
- Converting Your State Second Tier Service (webinar)
- School Employer Advisory Committee Meeting | CalPERS (webcast & replay)
- Employer Advisory Committee Meeting | CalSTRS (webcast & replay)

Followers and Growth

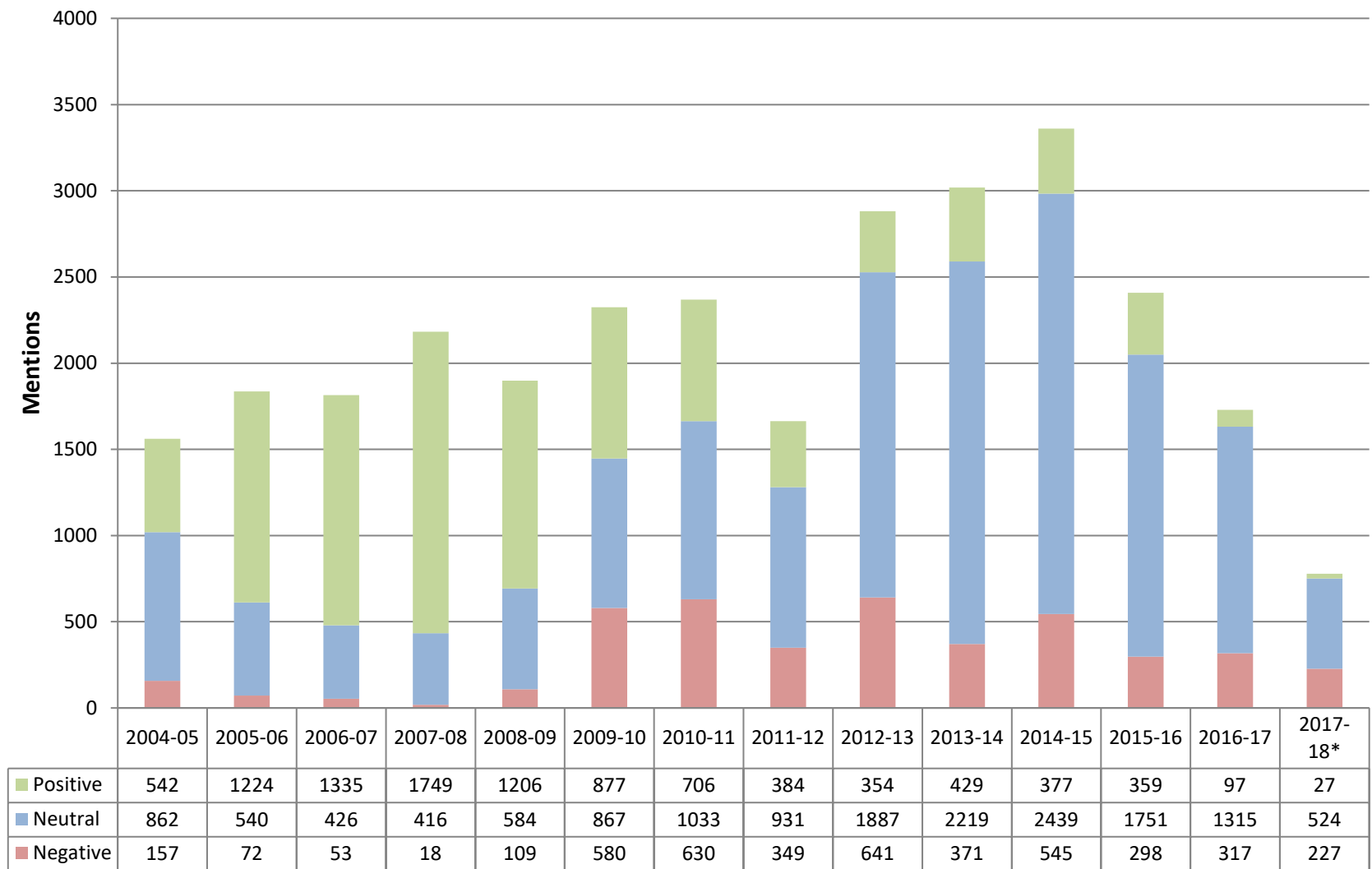
Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,885	94	--	--	160 (13 RTs*)
Facebook	15,358	93	--	--	52
LinkedIn	8,826	241	--	--	5
YouTube	3,116	116	1,090,318	24,447	14
Instagram	1,511	14	--	--	6

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

Monthly Mentions 2017-18

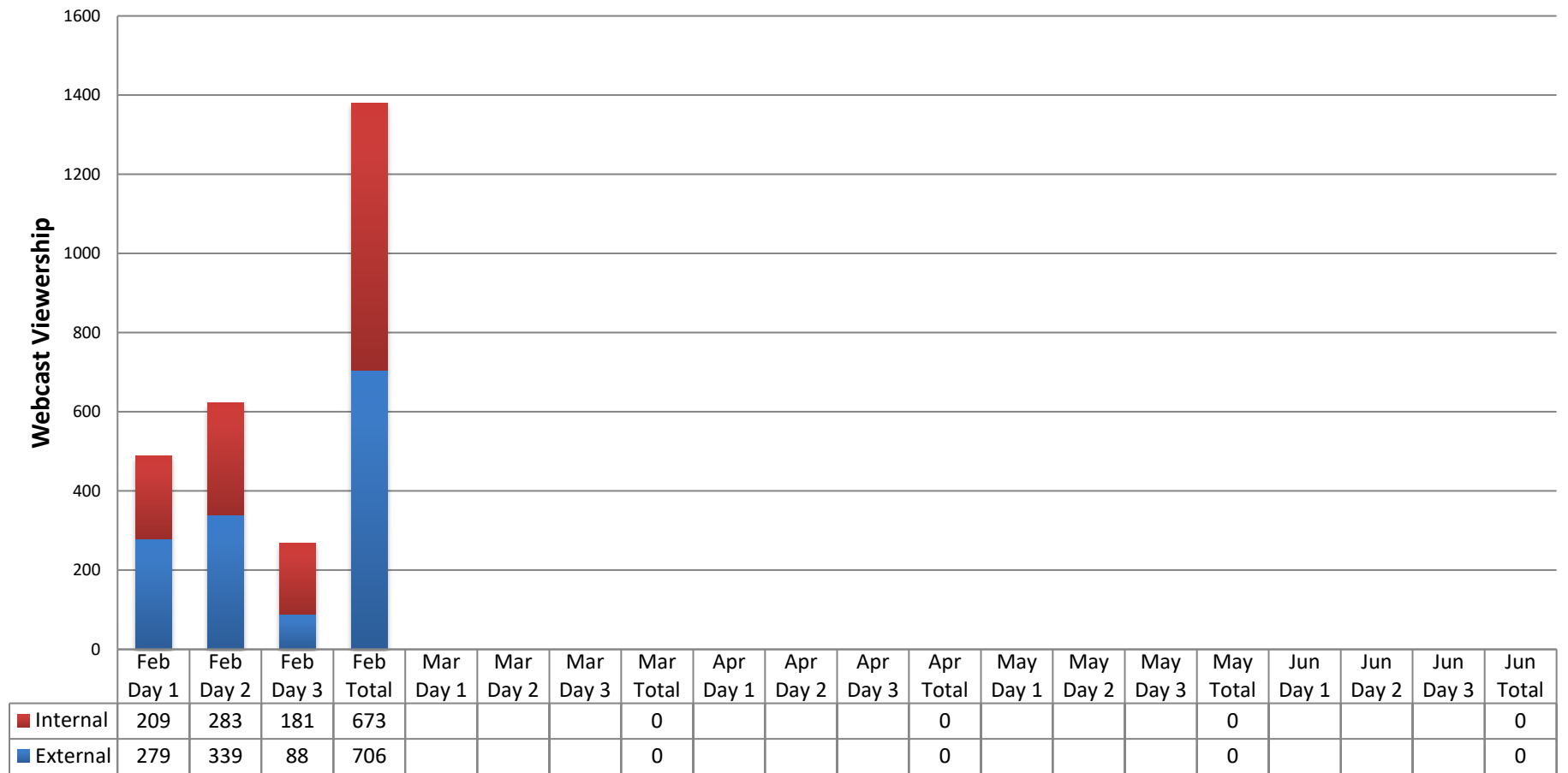


Mentions by Fiscal Year



*Data through February 2018

2018 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast in January, July, and October