CalPERS Office of Public Affairs Strategic Communications Report

The following items include <u>highlights</u> of strategic communication activities for the period covering March 1, 2018 through March 31, 2018:

Date	News Releases
03/20/2018	CalPERS' 2018 Corporate Engagement Strategy Aimed at Improving Financial Returns
03/21/2018	CalPERS Makes Innovative Health Plan Change for 2019
03/26/2018	CalPERS' Board Incumbents Notice Intention to Run for Re-Election

Date	Opinions/Letters	CalPERS Representative	Submitted to:		
02/28/2018	Re: "The self-destructive behavior of California's pension funds."	Brad Pacheco	Chico Enterprise Record		
Natas Bald Hama Cubmitted and Drintad					

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Watsonville purchasing new ladder truck	03/01/2018	Register-Pajaronian		0
Ribaudo column: The cost of saying 'no' in South Lake Tahoe	03/01/2018	Tahoe Daily Tribune		0
Dan Walters: California's public pension crisis in a nutshell	03/01/2018	Napa Valley Register		Ν
LA Council Up to Its Knees in Pay-for-Play, Mayor Leading in				
Trashopoly Game, and More	03/01/2018	City Watch LA		0
County approves additional wage increases	03/01/2018	Calaveras Enterprise		0
Signal Hill City Council to conduct fee workshop May	03/02/2018	Signal Tribune		0
Good Money: The Heart of the Matter—Gun Stocks and Divestment	03/02/2018	East County Magazine		0
County med-year budget review shows finances on track	03/02/2018	Plumas County News		0
Roseville residents favor tax hike in 'Community Conversation'	03/02/2018	The Press Tribune		0
Budget Surplus Funds Familiar Projects	03/02/2018	Laguna Beach		0
PD Editorial: County takes a lead role on pension reform	03/03/2018	Press Democrat		0
Audit Subcommittee Discusses Independent Draft Compensation				
Study	03/03/2018	Santa Monica Daily Press		0
Permanently Temporary	03/07/2018	East Bay Express		0
Letters: Expect the Worst	03/08/2018	Pasadena Weekly		N
A look at city finances: how Chico manages its \$112 million budget	03/08/2018	Chico Enterprise-Record		0

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
What is local public safety worth to you as a taxpayer	03/08/2018	Record Searchlight		0
New chief, old problems	03/08/2018	News Review Chico		0
Yes Let's Do It But Let's Do It Right	03/08/2018	Culver City Observer		0
Investors pressure gun industry but there are limits	03/09/2018	ABC 7		0
Ventura County taxpayer group joins state Supreme Court case				
challenging 'California Rule'	03/10/2018	Ventura County Star		0
Facing ballooning pensions, Victorville plans to hire 63 city				
employees	03/10/2018	Victorville Daily Press		0
New retirees in Gardena, Pasadena and Riverside make \$200,000	02/42/2040	Danadana Stan Nama		0
pensions*	03/12/2018	Pasadena Star News		0
Board Oks county's midyear budget	03/12/2018	Mountain Democrat		0
Ex-Pasadena deputy chief draws \$215K in retirement; Darryl Qualls' payout is No. 5 for CalPERS, says a pension watchdog group	03/13/2018	Whittier Daily News		0
Benefits rose to nearly \$21 billion last year, a 43 percent	03/13/2018	Chico Enterprise-Record		0
City to help fund the finishing of Rodger's Theater	03/13/2018	Red Bluff Daily News		0
, , ,	03/14/2018	Mountain Democrat		
Don't believe all you see online, supervisor urges chamber crowd	• •			0
Candidate to focus on county's pension liabilities	03/15/2018	Daily Post (Palo Alto, CA)		0
Some making \$200K pensions	03/15/2018	San Bernardino Sun		0
Sheriff candidate collecting large state pension	03/16/2018	Daily Post (Palo Alto, CA)		0
City, county agree on revenue sharing	03/16/2018	Lassen News		0
Horsley defends 'double-dipping'	03/16/2018	Daily Post (Palo Alto, CA)		0
Santa Cruz plots path into and out of city's dire fiscal straits	03/17/2018	Santa Cruz Sentinel		0
Korean investors pitch power plant as electricity scarce for cannabis	03/17/2018	Victorville Daily Press		0
The Tax Watchers: Group keeps eye on city's spending	03/17/2018	Daily Republic		0
How pensions are clobbering small California cities like Santa Cruz	03/18/2018	Daily Breeze		N
Council members are expected to consider:	03/18/2018	Vallejo Times-Herald		0
Oroville City Council may appoint interim city manager	03/18/2018	Oroville Mercury Register		0
CALmatters Commentary: Pension costs clobbered small coastal				
city	03/18/2018	Daily Republic		N
How pensions are clobbering small California cities like Santa	02/10/2010	Diverside Dress Enternalis		N.I
Cruz**	03/19/2018	Riverside Press Enterprise		N

¹P – Positive tone

N – Negative tone

O – Neutral tone

The Latest: Pension fund not divesting from gun retailers CalPERS won't pull its money out of gun sellers. Here's what it's doing instead 03/19/2018 San Luis Obispo.com Henry Jones 0 Victims' families urge California to end gun investments*** 03/19/2018 Fresno Bee Theresa Taylor OBIS San Luis Obispo.com Henry Jones 0 Victims' families urge California to end gun investments*** 03/19/2018 Fresno Bee Theresa Taylor OBIS San Luis Obispo.com Henry Jones 0 OBIS San Luis Obispo.com Henry Jones 1 Obispo.com Disharch Indiana 0 OBIS San Luis Obispo.com Henry Jones 1 Obispo.com Disharch Indiana 0 OBIS San Luis Obispo.com Henry Jones 1 Obispo.com Disharch Indiana 0 OBIS San Luis Obispo.com Henry Jones 1 Obispo.com Disharch Indiana 0 OBIS San Luis Obispo.com Disharch 1 Obispo.com Disharch Indiana 0 OBISPO.Com Henry India	CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
doing instead 03/19/2018 San Luis Obispo.com Henry Jones O Victims' families urge California to end gun investments*** 03/19/2018 Fresno Bee Theresa Taylor O California retirement board won't divest from retailers of assault rifles** 03/19/2018 Burbank Leader John Chiang O The Latest: Pension fund not divesting from gun retailers 03/19/2018 Pasadena Star News John Chiang O California pension problems are far from over*6 03/19/2018 Pasadena Star News N N California teaders' Forum for March 20 03/20/2018 Journal Fresno Bee Richard Costigan O Wictims' families urge state to end gun investments 03/20/2018 Journal Hournal The Press Enterprise The Press Enterprise O State pension problems are far from over 03/20/2018 Riverside D O Fund urged to drop gun retailer stocks; Shooting victims' families make plea; calPERS board declines action for now 03/20/2018 Riverside The Press Enterprise Theresa Taylor O Victims' families urge state to end gun investments 03/20/2018 Chico Enterprise-Record	The Latest: Pension fund not divesting from gun retailers	03/19/2018	Merced Sun Star	John Chiang	0
Victims' families urge California to end gun investments*** California retirement board won't divest from retailers of assault rifles** The Latest: Pension fund not divesting from gun retailers O3/19/2018 Burbank Leader John Chiang O The Latest: Pension fund not divesting from gun retailers O3/19/2018 Pasadena Star News California pension problems are far from over* O3/19/2018 Persono Bee John Chiang O Aldifornia pension problems are far from over* O3/19/2018 Marin Independent O3/20/2018 Marin Independent O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 The Press Enterprise Riverside The Press Enterprise Make plea; CaliPERS board declines action for now O7/20/2018 Victims' families urge state to end gun investments O3/20/2018 Normal and appointed interim Oroville city administrator O7/20/2018 California teacher pensions are not sustainable O3/20/2018 California teacher pensions are not sustainable* California teacher pensions are not sustainable* California teacher pensions are not sustainable* O3/20/2018 Chico Enterprise-Record O7/2018 Chico Enterprise-Record O7/20	CalPERS won't pull its money out of gun sellers. Here's what it's			John Chiang	
California retirement board won't divest from retailers of assault rifles** O3/19/2018 Burbank Leader John Chiang O The Latest: Pension fund not divesting from gun retailers O3/19/2018 Fresno Bee John Chiang O California pension problems are far from over** O3/19/2018 Pasadena Star News NCAIPERS retirees are suddenly worried about their pensions. What Happened?** Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments O3/20/2018 Vallejo Times-Herald The Press Enterprise State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now O3/20/2018 Riverside Tom Lando appointed interim Oroville city administrator O3/20/2018 Chico Enterprise-Record Oroville City Council appoints interim city administrator O3/20/2018 Enterprise California teacher pensions are not sustainable O3/20/2018 Chico Enterprise-Record Oa/20/2018 Enterprise California teacher pensions are not sustainable O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018 Enterprise-Record California teacher pensions are not sustainable* O3/20/2018	doing instead	03/19/2018	San Luis Obispo.com	Henry Jones	0
rifles** The Latest: Pension fund not divesting from gun retailers O3/19/2018 Fresno Bee John Chiang O O O O O O O O O O O O O O O O O O		03/19/2018	Fresno Bee	•	0
The Latest: Pension fund not divesting from gun retailers California pension problems are far from over*6 California pension problems are far from over that Happened?*5 Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 California teacher pensions are not sustainable O3/20/2018 Victims' families urge california to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stock					
California pension problems are far from over*6 CalPERS retirees are suddenly worried about their pensions. What Happened?*5 Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments O3/20/2018 Riverside The Press Enterprise Theress Enterprise Theresa Taylor The Press Enterprise Victims' families urge state to end gun investments O3/20/2018 Riverside John Chiang John Chiang John Chiang John Chiang John Chiang Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge california torim city administrator O3/20/2018 Victims' families urge california to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teache				-	0
CalPERS retirees are suddenly worried about their pensions. What Happened?*5 Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments O3/20/2018 Vallejo Times-Herald The Press Enterprise State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Riverside The Press Enterprise Theresa Taylor The Press Enterprise Theresa Taylor Theresa Taylor Tom Lando appointed interim Oroville city administrator O3/20/2018 Chico Enterprise-Record Oroville City Council appoints interim city administrator O3/20/2018 Chico Enterprise Riverside Press Letter: Riverside Press Letterprise-Record California teacher pensions are not sustainable Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Nenost conversation on guns needed: Letters*8 O3/20/2018 California teacher pensions are not sustainable*7 O3/20/2018 California teacher pensions are not sustainable*7 O3/20/2018 Redlands Daily Facts O1/2018 California teacher pensions are not sustainable*7 O3/20/2018 Redlands Daily Facts O1/2018 CalSTRS Pensions are not sustainable*9 O3/21/2018 Riverside N N Letter: Pension crisis hardly a brave new world O3/21/2018 The Mercury News N N Dan Walters: How pension costs clobbered one small city*10 O3/22/2018 The Mercury News N N N Napa Valley Register The Bakersfield		• •		John Chiang	0
Happened?*5 Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments 03/20/2018 Riverside The Press Enterprise Theresa Taylor John Chiang John C	·	03/19/2018	Pasadena Star News		N
Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments Victims' families urge california teacher pensions are not sustainable Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable* Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable* Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year O3/20/2018 Record-Bee Victims' Redlands Daily News Honest conversation on guns needed: Letters* O3/20/2018 Redlands Daily Facts O1/20/2018 Redlands Daily Facts O2/20/2018 Redlands Daily Facts O2/20/2018 Redlands Daily Facts O3/20/2018 Norville Mercury Register Press Enterprise CalSTRS Pensions are not sustainable* O3/21/2018 Norville Mercury Register Norvill	· · · · · · · · · · · · · · · · · · ·				
Marin IJ Readers' Forum for March 20 Victims' families urge state to end gun investments 03/20/2018 Vallejo Times-Herald The Press Enterprise State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Victims' families urge state to end gun investments 03/20/2018 Chico Enterprise-Record Victims' families urge California teacher pensions are not sustainable 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California teacher pensions are not sustainable* 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California teacher pensions are not sustainable* 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California teacher pensions are not sustainable* 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year 03/20/2018 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year	Happened?*5	03/19/2018		Richard Costigan	0
Victims' families urge state to end gun investments State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Oroville City Council appoints interim city administrator O3/20/2018 Chico Enterprise-Record Oroville City Council appoints interim city administrator O3/20/2018 Chico Enterprise-Record Oroville Mercury Register Riverside Press California teacher pensions are not sustainable How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable* Honest conversation on guns needed: Letters*8 O3/20/2018 Interim city administrator appointed O3/21/2018 Chico Enterprise-Record Oily Chico Enterprise-Record Nhittier Daily News No Redlands Daily Facts Oalifornia teacher pensions are not sustainable*		02/22/2240	•		•
State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments Victims' families urge california titerim city administrator O3/20/2018 Chico Enterprise-Record O7 or ville Mercury Register Riverside Press California teacher pensions are not sustainable Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Whittier Daily News N Napa Valley Register N Letter: Pension crisis hardly a brave new world O3/21/2018 Napa Valley Register The Mercury News N Napa Valley Register The Bakersfield					_
State pension problems are far from over Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now Victims' families urge state to end gun investments O3/20/2018 Victims' families urge state to end gun investments O3/20/2018 Chico Enterprise-Record Theresa Taylor O John Chiang O John Chiang O O John Chiang O O O O O O O O O O O O O O O O O O O	Victims' families urge state to end gun investments	03/20/2018	•		0
Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now 03/20/2018 Riverside John Chiang John Chiang Victims' families urge state to end gun investments 03/20/2018 Chico Enterprise-Record Theresa Taylor O Tom Lando appointed interim Oroville city administrator 03/20/2018 Chico Enterprise-Record O O Oroville City Council appoints interim city administrator 03/20/2018 Oroville Mercury Register Riverside Press Enterprise Press Press Enterprise Press Press Enterprise Press Enterprise Press Press Enterprise Press Press Ente	Chaha manaian muahlama aya fay fuana ayay	02/20/2010	•		0
make plea; CalPERS board declines action for now 03/20/2018 Riverside John Chiang Chico Enterprise-Record Theresa Taylor 0 0 03/20/2018 Chico Enterprise-Record Riverside Press Chico Enterprise Chico Enterp	· · · · · · · · · · · · · · · · · · ·	03/20/2018		Thoroca Taylor	U
Victims' families urge state to end gun investments O3/20/2018 Chico Enterprise-Record Theresa Taylor O7 Tom Lando appointed interim Oroville city administrator O3/20/2018 Chico Enterprise-Record O7 Oroville City Council appoints interim city administrator O3/20/2018 California teacher pensions are not sustainable O3/20/2018 California teacher pensions are not sustainable O3/20/2018 California teacher pensions are not sustainable O3/20/2018 Chico Enterprise Chico Enterprise N N Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Chico Enterprise-Record O3/20/2018 Chico Enterprise-Record John Chiang O California teacher pensions are not sustainable*7 O3/20/2018 Chico Enterprise-Record John Chiang O California teacher pensions are not sustainable*7 O3/20/2018 Chico Enterprise-Record Fress Enterprise O3/20/2018 Chico Enterprise-Record Chico Enterprise-Record Chico Enterprise-Record O California teacher pensions are not sustainable*7 O3/20/2018 Chico Enterprise-Record Chico Enterprise-Record O California teacher pensions are not sustainable*7 O3/20/2018 Chico Enterprise-Record O Chic		02/20/2019	•	•	0
Victims' families urge state to end gun investments O3/20/2018 Chico Enterprise-Record Theresa Taylor O Tom Lando appointed interim Oroville city administrator O3/20/2018 Chico Enterprise-Record O Oroville City Council appoints interim city administrator O3/20/2018 Oroville Mercury Register Riverside Press California teacher pensions are not sustainable How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Honest conversation on guns needed: Letters*8 O3/20/2018 Redlands Daily Facts O3/20/2018 Redlands Daily Facts O3/20/2018 Redlands Daily Facts O OINTERING PRESS CalSTRS Pensions are not sustainable*9 CalSTRS Pensions are not sustainable*9 Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/22/2018 Napa Valley Register The Bakersfield	make plea, can this board declines action for now	03/20/2018	Miverside	•	O
Tom Lando appointed interim Oroville city administrator Oroville City Council appoints interim city administrator Oroville City Council appoints interim city administrator O3/20/2018 California teacher pensions are not sustainable How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable* Honest conversation on guns needed: Letters* O3/20/2018 Chico Enterprise Caloria teacher pensions are not sustainable* O3/20/2018 Chico Enterprise-Record John Chiang O California teacher pensions are not sustainable* N Honest conversation on guns needed: Letters* O3/20/2018 Redlands Daily Facts O Interim city administrator appointed O3/21/2018 Oroville Mercury Register Press Enterprise CalSTRS Pensions are not sustainable* N Letter: Pension crisis hardly a brave new world O3/21/2018 The Mercury News N Dan Walters: How pension costs clobbered one small city* N Napa Valley Register The Bakersfield	Victims' families urge state to end gun investments	03/20/2018	Chico Enterprise-Record	•	0
Oroville City Council appoints interim city administrator O3/20/2018 California teacher pensions are not sustainable How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable* Honest conversation on guns needed: Letters* O3/20/2018 CalSTRS Pensions are not sustainable* CalSTRS Pensions are not sustainable* O3/21/2018 Chico Enterprise-Record John Chiang O3/20/2018 Whittier Daily News N Addinate Daily Facts O3/20/2018 Coroville Mercury Register O3/20/2018 Redlands Daily Facts O4/2018 O7 Oroville Mercury Register O8/20/2018 Chico Enterprise-Record John Chiang O8/20/2018 Chico Enterprise-Record John Chiang O8/20/2018 Chico Enterprise-Record John Chiang O8/20/2018 Redlands Daily Facts O9/2018 Oroville Mercury Register O9/2018 CalSTRS Pensions are not sustainable* O3/21/2018 CalSTRS Pension crisis hardly a brave new world O3/21/2018 O3/21/2018 O3/21/2018 O3/22/2018 O			· ·	, .	
California teacher pensions are not sustainable How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 California teacher pensions are not sustainable*7 Honest conversation on guns needed: Letters*8 CalSTRS Pensions are not sustainable*9 CalSTRS Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/22/2018 Riverside Press Enterprise N N Accord-Bee N Chico Enterprise-Record John Chiang O Aphroliang O O3/20/2018 Redlands Daily Facts O O3/20/2018 Redlands Daily Facts O Oroville Mercury Register Press Enterprise N Letter: Pension crisis hardly a brave new world O3/21/2018 The Mercury News N Napa Valley Register The Bakersfield	·	· · · ·	•		0
How pension costs clobbered one small city Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 Honest conversation on guns needed: Letters*8 Interim city administrator appointed CalSTRS Pensions are not sustainable*9 CalSTRS Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/20/2018 Record-Bee N Record-Bee N Chico Enterprise-Record John Chiang O O3/20/2018 Redlands Daily Facts O Ovoville Mercury Register Press Enterprise N Riverside N N N N N N D3/21/2018 Riverside N N N D3/21/2018 N D3/21/2018 N D3/21/2018 N D3/21/2018 N D3/22/2018 N D3/22/2018 N D3/22/2018 N D3/22/2018 N D3/22/2018 N D3/22/2018 N The Bakersfield		,,			
Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Honest conversation on guns needed: Letters*8 O3/20/2018 Redlands Daily Facts O3/21/2018 Oroville Mercury Register Press Enterprise CalSTRS Pensions are not sustainable*9 CalSTRS Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 O3/22/2018 Napa Valley Register The Bakersfield	California teacher pensions are not sustainable	03/20/2018	Enterprise		N
declines to take action this year California teacher pensions are not sustainable*7 O3/20/2018 Whittier Daily News N Honest conversation on guns needed: Letters*8 O3/20/2018 Redlands Daily Facts O Interim city administrator appointed O3/21/2018 CalSTRS Pensions are not sustainable*9 CalSTRS Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/22/2018 Chico Enterprise-Record John Chiang O N Redlands Daily Facts O Oroville Mercury Register Press Enterprise N N N N N N Napa Valley Register The Bakersfield	How pension costs clobbered one small city	03/20/2018	Record-Bee		N
California teacher pensions are not sustainable*7 Honest conversation on guns needed: Letters*8 Interim city administrator appointed CalSTRS Pensions are not sustainable*9 CalSTRS Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 California teacher pensions are not sustainable*7 O3/20/2018 Redlands Daily Facts O Oroville Mercury Register Press Enterprise N N O3/21/2018 Riverside N N O3/21/2018 Napa Valley Register The Bakersfield	Victims' families urge California to divest gun stocks; CalPERS board				
Honest conversation on guns needed: Letters*8 Interim city administrator appointed O3/21/2018 CalSTRS Pensions are not sustainable*9 Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 Redlands Daily Facts Oroville Mercury Register Press Enterprise N Riverside N O3/21/2018 The Mercury News N Napa Valley Register The Bakersfield	declines to take action this year	03/20/2018	Chico Enterprise-Record	John Chiang	0
Interim city administrator appointed 03/21/2018 Oroville Mercury Register Press Enterprise CalSTRS Pensions are not sustainable*9 Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 Riverside N The Mercury News N Napa Valley Register The Bakersfield	California teacher pensions are not sustainable*7	03/20/2018	Whittier Daily News		N
Press Enterprise CalSTRS Pensions are not sustainable*9 Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 O3/21/2018 The Mercury News N Napa Valley Register The Bakersfield	Honest conversation on guns needed: Letters*8	03/20/2018	Redlands Daily Facts		0
CalSTRS Pensions are not sustainable*9 Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 O3/21/2018 The Mercury News N Napa Valley Register The Bakersfield	Interim city administrator appointed	03/21/2018	Oroville Mercury Register		0
Letter: Pension crisis hardly a brave new world Dan Walters: How pension costs clobbered one small city*10 O3/21/2018 The Mercury News N N The Bakersfield					
Dan Walters: How pension costs clobbered one small city* 10 03/22/2018 Napa Valley Register N The Bakersfield	CalSTRS Pensions are not sustainable*9	03/21/2018	Riverside		N
The Bakersfield	Letter: Pension crisis hardly a brave new world	03/21/2018	The Mercury News		N
The Bakersfield	Dan Walters: How pension costs clobbered one small city*10	03/22/2018			N
Survey: Majority of voters support sales tax increase 03/22/2018 Californian 0	·		The Bakersfield		
	Survey: Majority of voters support sales tax increase	03/22/2018	Californian		0

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Colton Weighs placing tax measure on November ballot to address				
financial concerns	03/22/2018	Colton Courier		0
City approves new contract with Encinitas Firefighters; Association	03/22/2018	Del Mar Times		0
		Record Searchlight		
Bill would move state away from pension disaster	03/23/2018	Redding		0
City Council approves new contract with Pleasanton Garbage	03/23/2018	Pleasanton Weekly.com		0
Letter: Government estimates are always too little	03/24/2018	Santa Cruz Sentinel		0
Local tax hikes cleverly packaged	03/26/2018	Fresno Bee		N
CALmatters Commentary: Local tax hikes cleverly packaged	03/26/2018	Daily Republic		N
Nuns, funds and guns: the firearms debate on Wall Street*11	03/26/2018	San Luis Obispo.com		0
Members of Temporary Citizens Panel on Santa Monica City		·		
Finances Resist Being Disbanded	03/27/2018	Surf Santa Monica		0
Your Letters	3/28/2018	Victorville Daily Press		0
		Marin Independent		
California Voice: Voters are seeing more cleverly packaged tax hikes	03/28/2018	Journal		N
Guns and gas investments prompt CalPERS bid by police union				
leader	03/28/2018	San Luis Obispo.com		0
	00/00/00/0	The Press Enterprise		•
State city halls, take action on pensions	03/29/2018	Riverside		0
California city halls must take action on pensions*12	03/29/2018	San Bernardino County Sun		N
Guns and gas investments prompt CalPERS bid by police union	03/29/2016	Sull		IN
leader	03/29/2018	Sierra Star		0
'A tough day': Apple Valley Council approves cuts to employees	03, 23, 2010	Sierra Star		Ü
amid budget shortfall	03/29/2018	Victorville Daily Press		0
Council Adopts Revised Community Grant Program: hears		,		
Enforcement Options for Dockless Bicycles	03/30/2018	Coronado News		0
Signal Hill City Council selects new mayor	03/30/2018	Signal Tribune		0
Local tax hikes cleverly packaged	03/31/2018	Chico Enterprise-Record		N
		•		

^{*}Article also printed in the Press Telegram; Daily Breeze; Los Angeles Daily News; and Riverside Press Enterprise.

^{**}Article also printed in the San Luis Obispo Daily News and Fresno Bee

^{***}Article also printed in the Redlands Daily Facts; and Riverside Press Enterprise; Inland Valley Daily Bulletin; San Mateo Daily Journal; San Bernardino County Sun; Woodland Daily Democrat; Modesto Bee; Merced Sun Star; and San Luis Obispo.com

^{*4}Article also printed in the Coastline Pilot and Daily Pilot

^{*5}Article also printed in San Luis Obispo.com

^{*6}Article also printed in the Daily Breeze; San Gabriel Valley Tribune; Whittier Daily News; San Bernardino County Sun; Redlands Daily Facts; Press Telegram; and Riverside Press Enterprise

^{*&}lt;sup>7</sup>Article also printed in the Sn Bernardino County Sun; Daily Breeze; San Gabriel Valley Tribune; and the Pasadena Star News

^{*8} Article also printed in the Riverside Press Enterprise and San Bernardino Sun

Online Enhancements, Videos, Social Media and Webcasts

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

- Preview of the 2018 Career & Education Fair | Payam Ahmadi
- Preview of the 2018 Career & Education Fair | Craig Mar
- Preview of the 2018 Career & Education Fair | Scotty Sameuchay
- We Serve CA | Laurence Herrera
- We Serve CA | Sgt Stephen Meece
- ITSB All Staff Meeting (webcast & replay
- Planning Your Retirement (webinar)
- CalPERS Board Highlights | CalPERS Approves Value Based Insurance Design Pilot
- Board of Administration Meetings (webcasts & replays)
- CEO Report | March 21, 2018
- CalPERS' Divestment Policy

Followers and Growth

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,975	90			202 (11 RTs*)
Facebook	15,534	171			44
LinkedIn	9,140	314			10
YouTube	3,227	111	1,120,747	29,958	17
Instagram	1,551	40			8

^{*} Retweets are counted as a portion of the total.

^{*9}Article also printed in the Whittier Daily News and Chico Enterprise Record

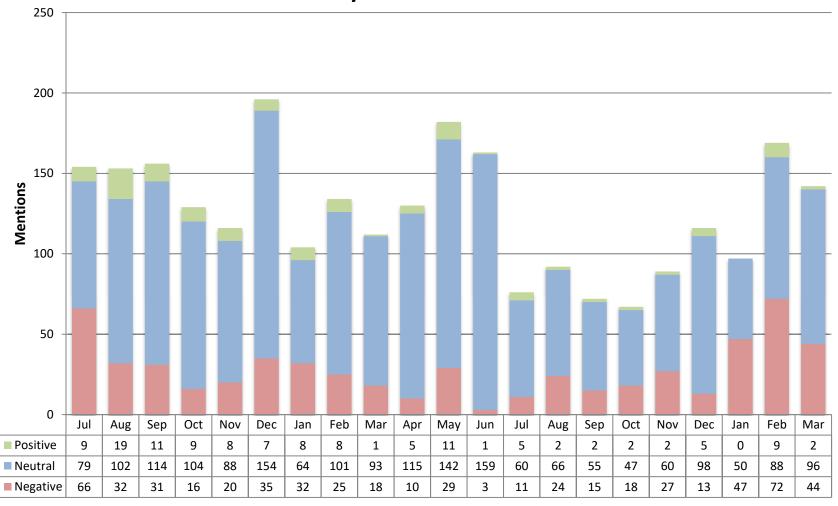
^{*10} Article also printed in the Monterey Herald; Oroville Mercury Register; and the Chico Enterprise Record

^{*11}Article also printed in the Modesto Bee and Merced Sun Star

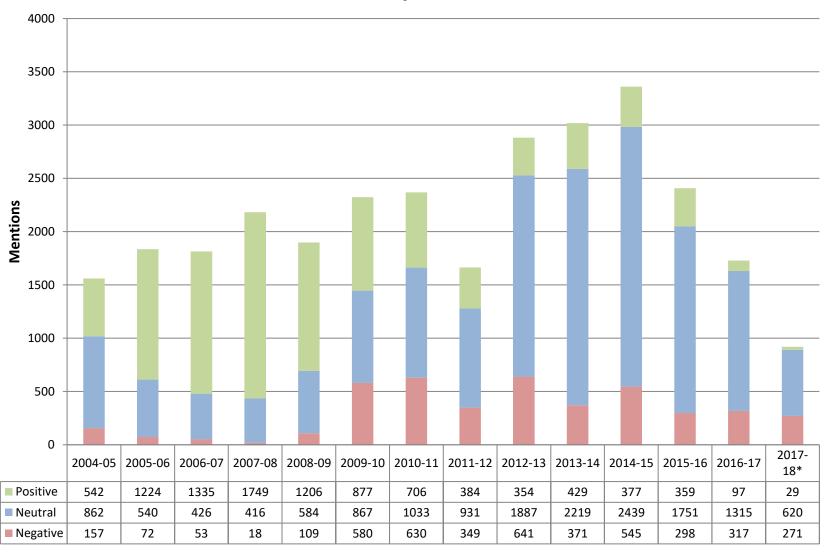
^{*12}Article also printed in the Pasadena Star News; Daily Breeze; Whittier Daily News; Press Telegram; Victorville Daily Press; and Redlands Daily Facts

⁻⁻ indicates that category does not apply for channel.

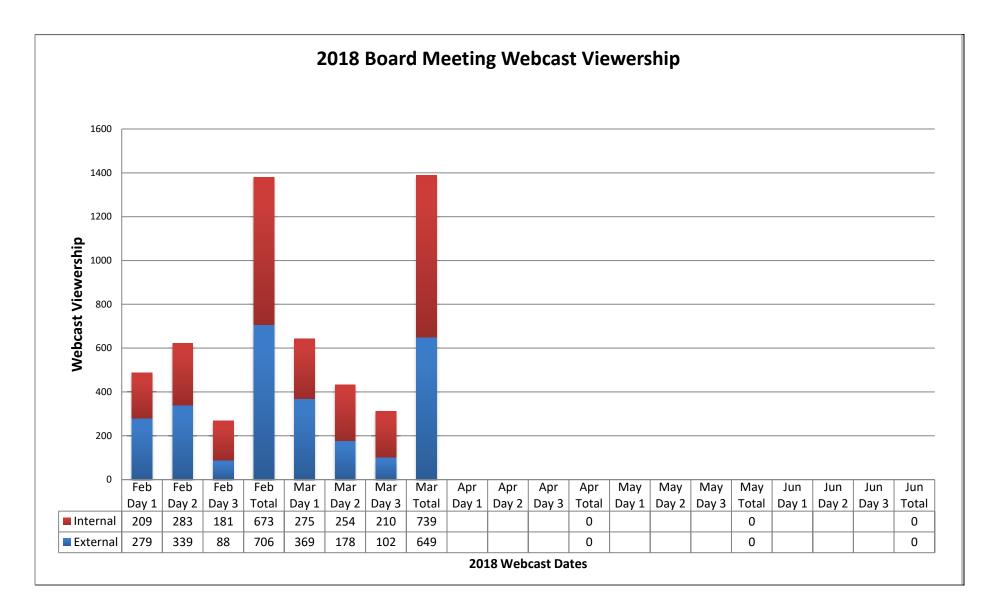
Monthly Mentions 2017-18



Mentions by Fiscal Year



^{*}Data through March 2018



No Board meeting webcast in January, July, and October