

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights 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
<i>Note: Bold Items Submitted and Printed</i>			

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

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		O
New chief, old problems	03/08/2018	News Review Chico		O
Yes Let's Do It But Let's Do It Right	03/08/2018	Culver City Observer		O
Investors pressure gun industry but there are limits	03/09/2018	ABC 7		O
Ventura County taxpayer group joins state Supreme Court case challenging 'California Rule'	03/10/2018	Ventura County Star		O
Facing ballooning pensions, Victorville plans to hire 63 city employees	03/10/2018	Victorville Daily Press		O
New retirees in Gardena, Pasadena and Riverside make \$200,000 pensions*	03/12/2018	Pasadena Star News		O
Board Oks county's midyear budget	03/12/2018	Mountain Democrat		O
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		O
Benefits rose to nearly \$21 billion last year, a 43 percent ...	03/13/2018	Chico Enterprise-Record		O
City to help fund the finishing of Rodger's Theater	03/14/2018	Red Bluff Daily News		O
Don't believe all you see online, supervisor urges chamber crowd	03/14/2018	Mountain Democrat		O
Candidate to focus on county's pension liabilities	03/15/2018	Daily Post (Palo Alto, CA)		O
Some making \$200K pensions	03/15/2018	San Bernardino Sun		O
Sheriff candidate collecting large state pension	03/16/2018	Daily Post (Palo Alto, CA)		O
City, county agree on revenue sharing	03/16/2018	Lassen News		O
Horsley defends 'double-dipping'	03/16/2018	Daily Post (Palo Alto, CA)		O
Santa Cruz plots path into and out of city's dire fiscal straits	03/17/2018	Santa Cruz Sentinel		O
Korean investors pitch power plant as electricity scarce for cannabis	03/17/2018	Victorville Daily Press		O
The Tax Watchers: Group keeps eye on city's spending	03/17/2018	Daily Republic		O
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		O
Oroville City Council may appoint interim city manager	03/18/2018	Oroville Mercury Register		O
CALmatters Commentary: Pension costs clobbered small coastal city	03/18/2018	Daily Republic		N
How pensions are clobbering small California cities like Santa Cruz**	03/19/2018	Riverside Press Enterprise		N

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
The Latest: Pension fund not divesting from gun retailers	03/19/2018	Merced Sun Star	John Chiang	O
CalPERS won't pull its money out of gun sellers. Here's what it's doing instead	03/19/2018	San Luis Obispo.com	John Chiang	O
Victims' families urge California to end gun investments***	03/19/2018	Fresno Bee	Henry Jones	O
California retirement board won't divest from retailers of assault rifles* ⁴	03/19/2018	Fresno Bee	Theresa Taylor	O
The Latest: Pension fund not divesting from gun retailers	03/19/2018	Burbank Leader	Bill Slaton	O
California pension problems are far from over* ⁶	03/19/2018	Fresno Bee	John Chiang	O
CalPERS retirees are suddenly worried about their pensions. What Happened?* ⁵	03/19/2018	Pasadena Star News	John Chiang	N
Marin IJ Readers' Forum for March 20	03/19/2018	Fresno Bee	Richard Costigan	O
Victims' families urge state to end gun investments	03/19/2018	Marin Independent Journal		O
State pension problems are far from over	03/20/2018	Vallejo Times-Herald		O
Fund urged to drop gun retailer stocks; Shooting victims' families make plea; CalPERS board declines action for now	03/20/2018	The Press Enterprise		O
Victims' families urge state to end gun investments	03/20/2018	Riverside		O
Tom Lando appointed interim Oroville city administrator	03/20/2018	The Press Enterprise	Theresa Taylor	O
Oroville City Council appoints interim city administrator	03/20/2018	Riverside	John Chiang	O
California teacher pensions are not sustainable	03/20/2018	Chico Enterprise-Record	John Chiang	O
How pension costs clobbered one small city	03/20/2018	Chico Enterprise-Record	Theresa Taylor	O
Victims' families urge California to divest gun stocks; CalPERS board declines to take action this year	03/20/2018	Oroville Mercury Register		O
California teacher pensions are not sustainable* ⁷	03/20/2018	Riverside Press		O
Honest conversation on guns needed: Letters* ⁸	03/20/2018	Enterprise		N
Interim city administrator appointed	03/20/2018	Record-Bee		N
CalSTRS Pensions are not sustainable* ⁹	03/20/2018	Chico Enterprise-Record	John Chiang	O
Letter: Pension crisis hardly a brave new world	03/20/2018	Whittier Daily News		N
Dan Walters: How pension costs clobbered one small city* ¹⁰	03/20/2018	Redlands Daily Facts		O
Survey: Majority of voters support sales tax increase	03/21/2018	Oroville Mercury Register		O
	03/21/2018	Press Enterprise		O
	03/21/2018	Riverside		N
	03/21/2018	The Mercury News		N
	03/22/2018	Napa Valley Register		N
	03/22/2018	The Bakersfield Californian		N

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		O
City approves new contract with Encinitas Firefighters; Association	03/22/2018	Del Mar Times Record Searchlight		O
Bill would move state away from pension disaster	03/23/2018	Redding		O
City Council approves new contract with Pleasanton Garbage	03/23/2018	Pleasanton Weekly.com		O
Letter: Government estimates are always too little	03/24/2018	Santa Cruz Sentinel		O
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		O
Members of Temporary Citizens Panel on Santa Monica City Finances Resist Being Disbanded	03/27/2018	Surf Santa Monica		O
Your Letters	3/28/2018	Victorville Daily Press Marin Independent		O
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 The Press Enterprise		O
State city halls, take action on pensions	03/29/2018	Riverside San Bernardino County		O
California city halls must take action on pensions* ¹²	03/29/2018	Sun		N
Guns and gas investments prompt CalPERS bid by police union leader	03/29/2018	Sierra Star		O
'A tough day': Apple Valley Council approves cuts to employees amid budget shortfall	03/29/2018	Victorville Daily Press		O
Council Adopts Revised Community Grant Program: hears Enforcement Options for Dockless Bicycles	03/30/2018	Coronado News		O
Signal Hill City Council selects new mayor	03/30/2018	Signal Tribune		O
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

*⁴Article also printed in the Coastline Pilot and Daily Pilot

*⁵Article also printed in San Luis Obispo.com

*⁶Article 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

*⁷Article also printed in the San Bernardino County Sun; Daily Breeze; San Gabriel Valley Tribune; and the Pasadena Star News

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

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

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

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

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

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

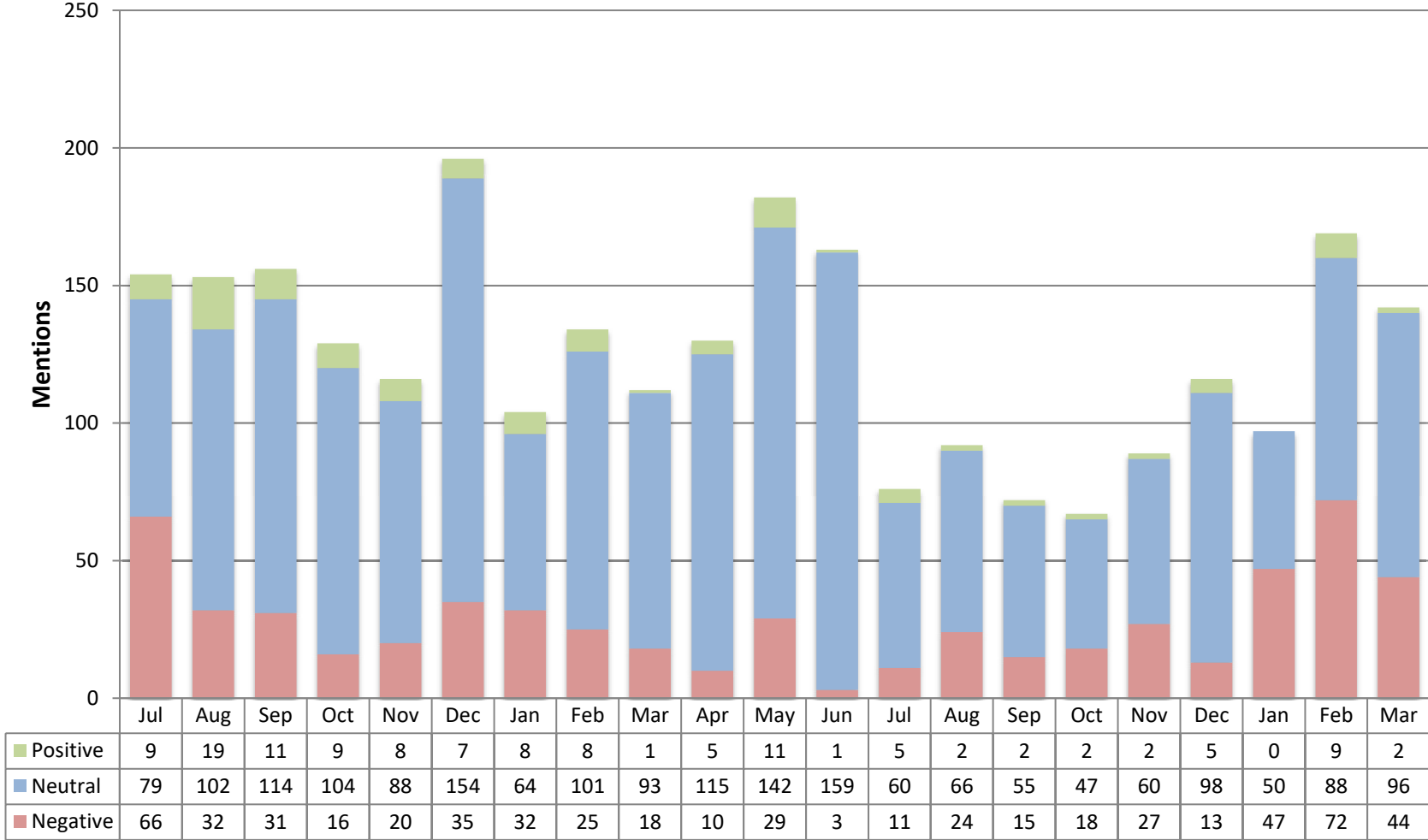
Followers and Growth

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

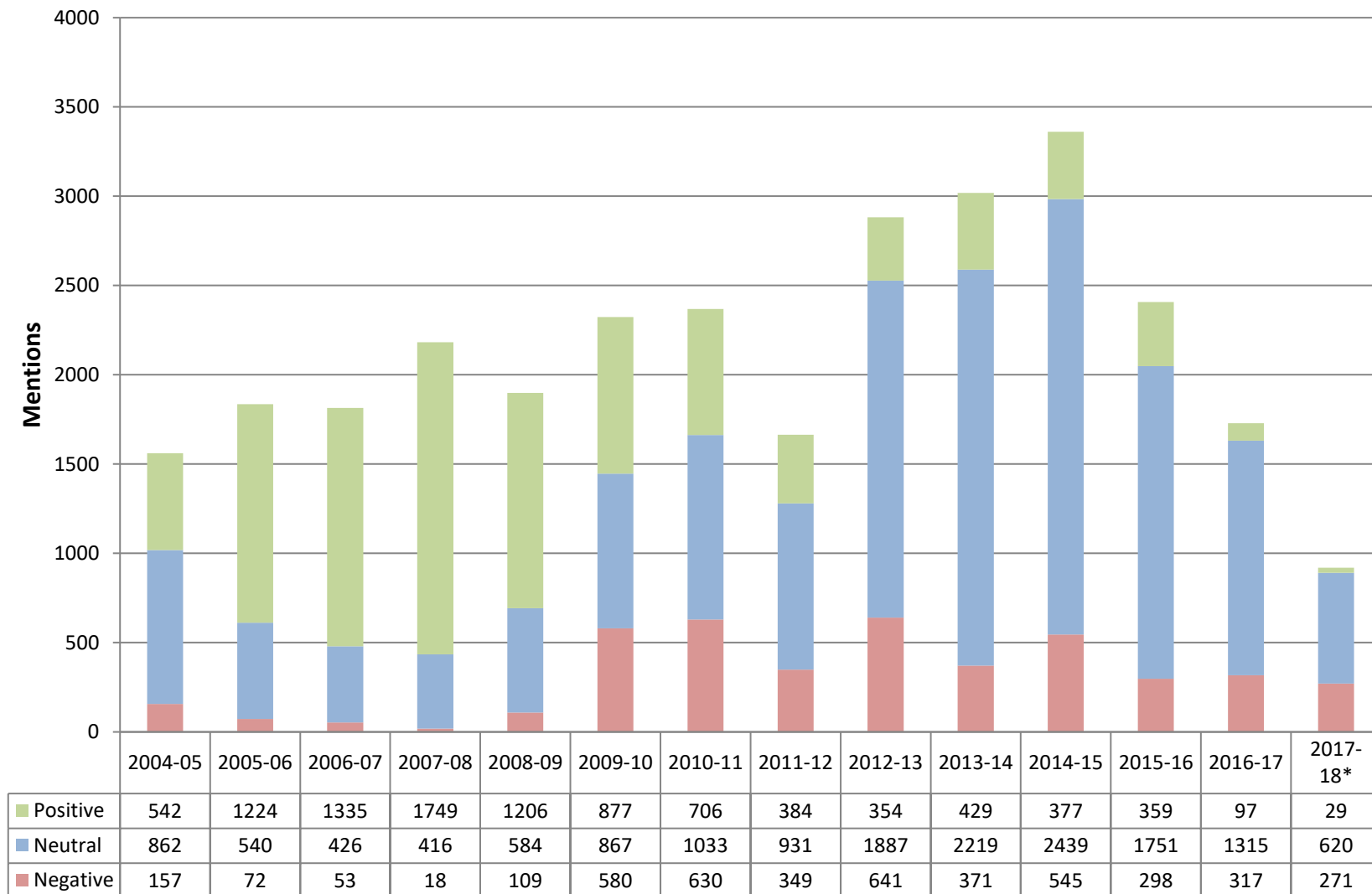
* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2017-18

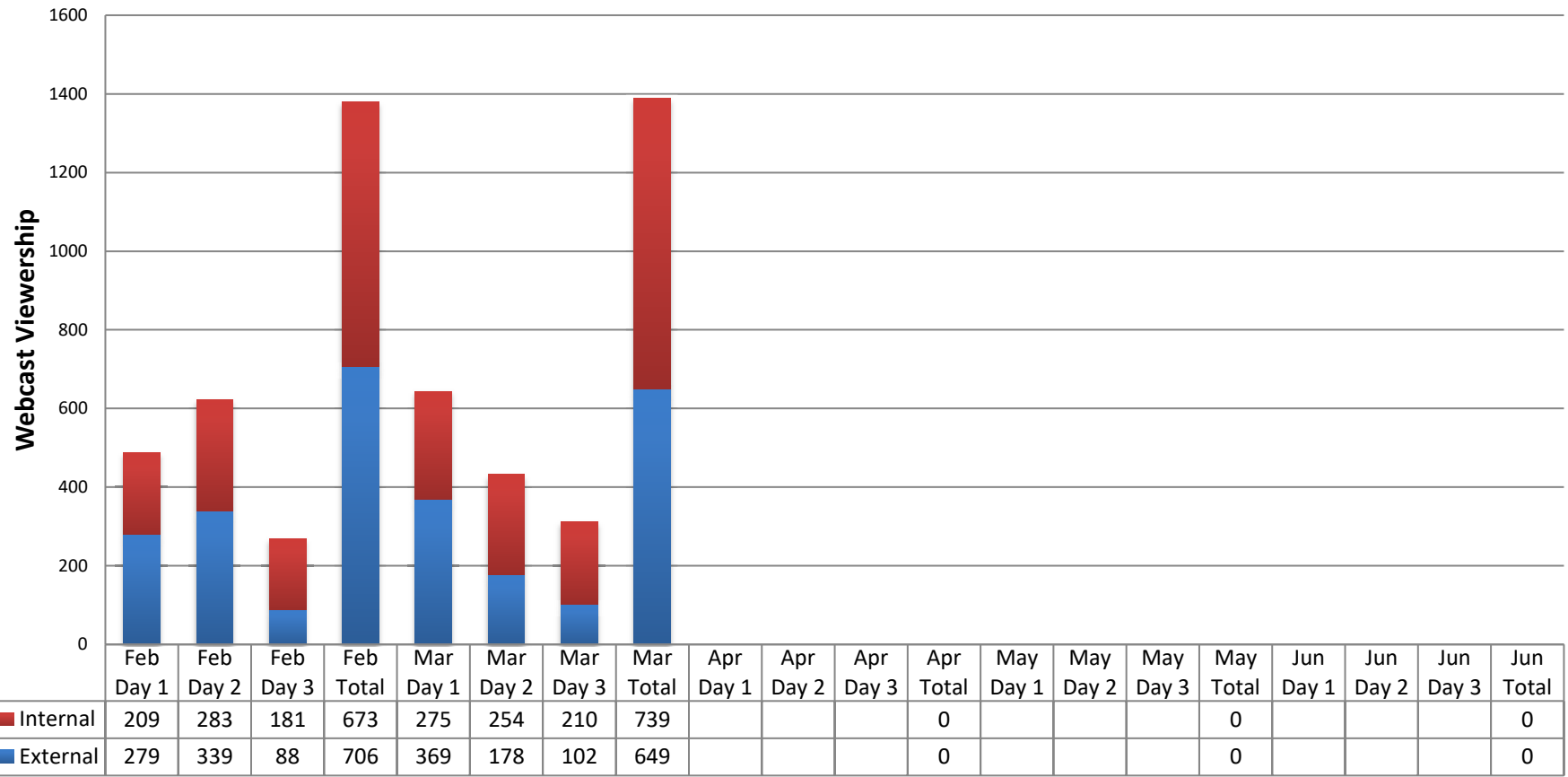


Mentions by Fiscal Year



*Data through March 2018

2018 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast in January, July, and October