

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering April 1, 2018 through April 30, 2018:

Date	News Releases
04/05/2018	CalPERS Names Beth Richtman Managing Investment Director of Sustainable Investments
04/11/2018	CalPERS Benefits Education Event in Olympic Valley
04/13/2018	CalPERS Names Elisabeth Bourqui Chief Operating Investment Officer
04/18/2018	CalPERS Releases New Pension Rates for State and School Employers

Date	Opinions/Letters	CalPERS Representative	Submitted to:
04/27/2018	Elias column was way off the mark	Brad Pacheco	Napa Valley Register
	<i>Note: Bold Items Submitted and Printed</i>		

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Chiang joins race to state insolvency*	04/01/2018	Chico Enterprise-Record		N
Local tax hikes cleverly packaged	04/02/2018	Record Searchlight Redding		N
Toulumne County officials: 'Drastic changes' needed to reduce future deficits	04/03/2018	Union Democrat		O
Deputy fire chief retires, will coach; Was involved in a disciplinary dispute	04/03/2018	Daily Post (Palo Alto)		O
Limits of City's Quarter Cent Sales Tax Measure	04/04/2018	Good Times (Santa Cruz)		N
These 13 California legislators are getting two government checks a month**	04/04/2018	LA Times		O
Santa Maria residents call for gun buffer zone around schools at City Council meeting	04/04/2018	Santa Maria Times		O
Guest Editorial: California's city halls must take action on pensions	04/05/2018	Press Democrat		O
La Verne ponders borrowing money to cover employee pensions	04/06/2018	San Gabriel Valley Tribune		O
San Carlos hotel tax hike and cannabis tax up for review	04/06/2018	San Mateo Daily Journal		O
Fire district to make case to community for more funding	04/07/2018	Valley Center		O
Assemblywoman Aguiar-Curry: Going to bat for Napa County	04/07/2018	Napa Valley Register		O
CalPERS may join union foes of 401(k) option	04/09/2018	Capitol Weekly	Theresa Taylor	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Almost half of Santa Monica City Hall Retirees Receive Six-Figure Pensions, New Data show	04/09/2018	Santa Monica Lookout		O
CalPERS weighs push for sexual-harassment corporate disclosure***	04/11/2018	Riverside Press Enterprise	Priya Mathur	O
City Council to hold budget workshop on Wednesday	04/11/2018	Chico Enterprise-Record	Megan White	O
San Carlos set to pay down pension debts	04/11/2018	San Mateo Daily Journal		O
Timbisha Shoshone casino update: NEPA required for gaming contract	04/11/2018	The Daily Independent		O
Budget includes funds for one more officer	04/11/2018	Selma Enterprise		O
CalPERS puts investments over lives	04/13/2018	Daily Post (Palo Alto)	Bill Slaton	
Thomas Elias: Biggest California investor puts money over lives	04/13/2018	The Union	John Chiang	N
Council to discuss pension contributions	04/15/2018	Chico Enterprise-Record	Bill Slaton	O
The Balancing Act: Burning through cash	04/16/2018	Mountain Democrat	John Chiang	N
Questions about new CalPERS CFO's background and experience should be taken seriously by the pension fund* ⁴	04/16/2018	Burbank Leader	Marcie Frost, Charles Asubonten, Priya Mathur, Margaret Brown	N
Holley to be sworn in as City Manager at Tuesday's American Canyon City Council meeting	04/16/2018	Times Herald Online		O
Grand Jury report calls Oroville a "city in turmoil"	04/16/2018	Chico Enterprise Record		O
Oroville called 'city in turmoil'; Grand Jury interim report paints bleak picture	04/17/2018	Oroville Mercury Register		O
Chico PD Employees to Pay More into Own Pensions	04/17/2018	Action News Now		O
Thomas D. Elias: Biggest California investor puts money over lives	04/17/2018	Napa Valley Register	Bill Slaton, John Chiang	N
California's largest pension fund sends next year's invoice to state government: \$6.3 billion	04/17/2018	LA Times		O
With city manager fired, who's in charge of Riverside?	04/18/2018	Press Enterprise		O
Santa Maria City Council approves agreement for contract extension with police management, public safety officers	04/18/2018	Santa Maria Times		O

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Gov. Jerry Brown says Trump administration will fund his National Guard mission – without immigration duties	04/18/2018	LA Times		O
Cabrillo foundation comes through for young scientists	04/18/2018	Half Moon Bay Review		O
Oroville Takes Preventative Measures to Avoid Bankruptcy in Near Future	04/18/2018	Action News Now		O
Cabrillo foundation comes through for young scientists	04/18/2018	Half Moon Bay Review		O
Who’s in charge at City Hall?; State rules might make veteran administrator tapped to replace fired city manager ineligible* ⁵	04/19/2018	Chico Enterprise Record		O
Giving groopers a break? How California state workers stay employed after big payouts	04/19/2018	The Modesto Bee		O
Letter: Is Oroville trying to raise taxes for pensions?* ⁶	04/20/2018	Chico Enterprise Record		O
McDougal takes over as interim city manager	04/21/2018	Chico Enterprise Record	Tara Gallegos	O
Dan Walters: The dimensions of California’s pension crisis* ⁷	04/22/2018	Marin Independent Journal		N
Sales tax on your local ballot: California’s pension crisis may have nominated it	04/22/2018	The Modesto Bee		N
Letter: Services will be cut without Measure S	04/23/2018	Santa Cruz Sentinel		N
The realities of California’s pension crisis* ⁸	04/23/2018	Record Searchlight		N
Letter: Go back to what works with CalPERS pensions	04/24/2018	Mercury News		O
Are pension funds choosing money over lives?* ⁹	04/24/2018	The Californian	Bill Slaton, John Chiang	N
County faces unfunded liability concerns	04/24/2018	Red Bluff Daily News		O
Letter to the Editor: There they go again	04/24/2018	Union Democrat		O
Facing \$7M budget gap, Oxnard poised to cut positions	04/25/2018	Ventura County Star		O
Oroville City Council votes to hire sales tax consultant	04/25/2018	Oroville Mercury Register		O
St. Helena is overdue for a recession	04/25/2018	Napa Valley Register		O
Utility lacked overtime monitor, but no fraud found	04/26/2018	Press Enterprise Riverside		O
Milpitas controversial ex-city manager hired by Millbrae for same job	04/26/2018	The Mercury News		O
Sales tax hike still possible for city; Council Ok \$40,000 contract to hire consultant to work on public opinion poll, measure	04/26/2018	Oroville Mercury Register		O
Dixie parcel tax funds not exclusively for classrooms	04/26/2018	Marin Independent Journal		O
Raising taxes may not help	04/26/2018	Calaveras Enterprise		O
Nevada City to hire interim police chief	04/26/2018	The Union		O

*Article also printed in the San Bernardino Sun

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

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

*⁴Article also printed in the Coastline Pilot and Los Angeles Times

*⁵Article also printed in the Press Enterprise (Riverside)

*⁶Article also printed in the Oroville Mercury Register

*⁷Article also printed in the Daily Republic

*⁸Article also printed in the Riverside Press Enterprise; San Bernardino Sun; Inland Valley Daily Bulletin; press Telegram; Los Angeles Daily News; Daily Breeze; Redlands Daily Facts; Pasadena Star News; and Whittier Daily News

*⁹Article also printed in the Visalia Times and the Record Searchlight (Redding, California)

Online Enhancements, Videos, Social Media and Webcasts

CalPERS for the Record

04/10/2018 CalPERS Issues New Report on the Long-Term Future of the Fund

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

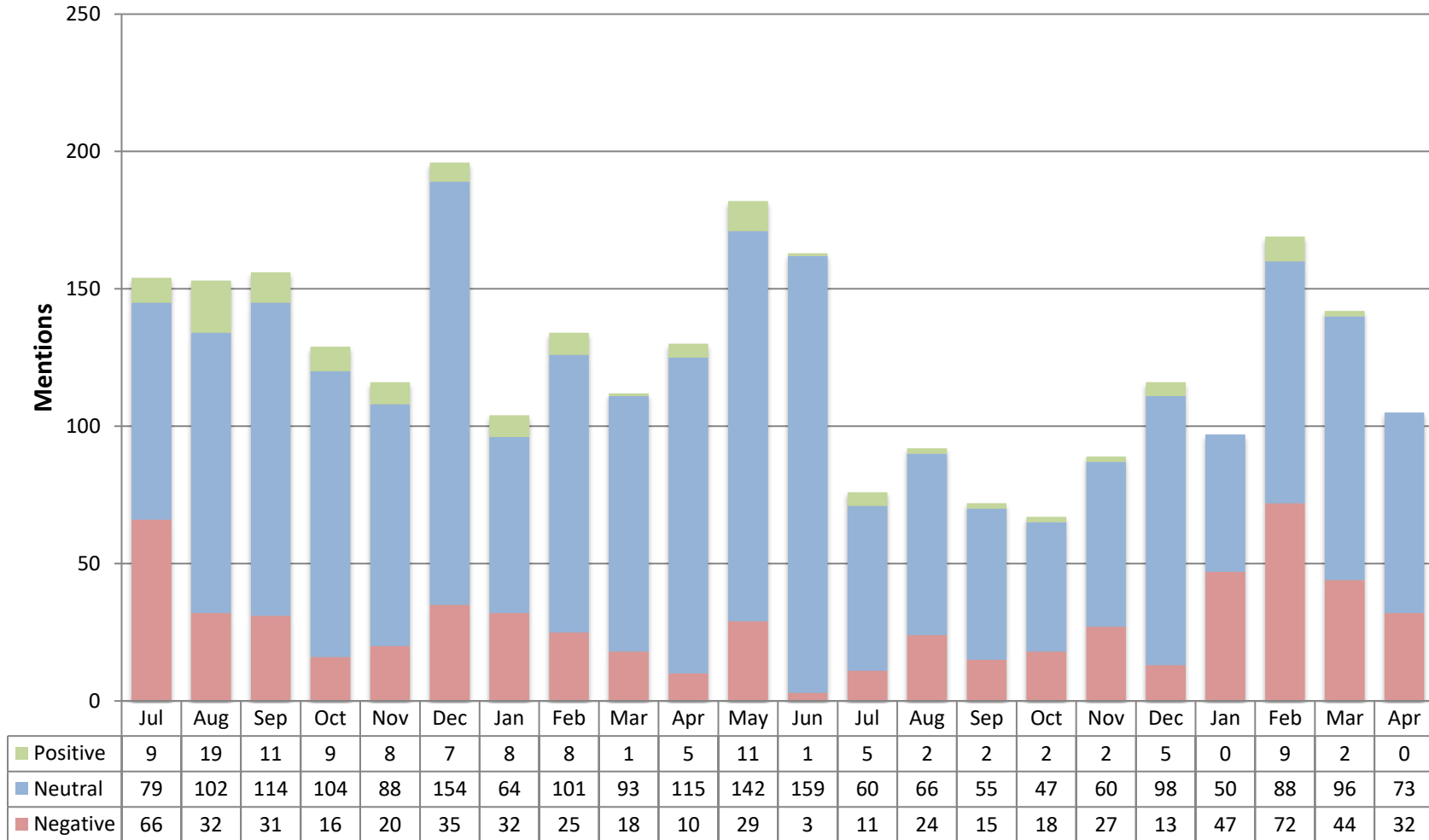
- We Serve CA Mashup
- We Serve CA | Laurence Herrera
- Retirement Tip - Retirement Planning Classes | Roger Bauer
- Retirement Tip - Retirement Estimate Calculator | Xochitl Camarillo
- Retirement Tip - CalPERS YouTube Channel | Laurie Daniels
- Retirement Tip - Service Credit | Larry Lomascola
- Retirement Tips - After Retirement | Jim Cale
- Retiree Refresher (webinar)
- CalPERS Board Highlights | CalPERS Adopts Health Beliefs – PAOF
- Board of Administration Meetings | April 2018 (webcasts & replays)
- CEO Report | April 18, 2018

Followers and Growth

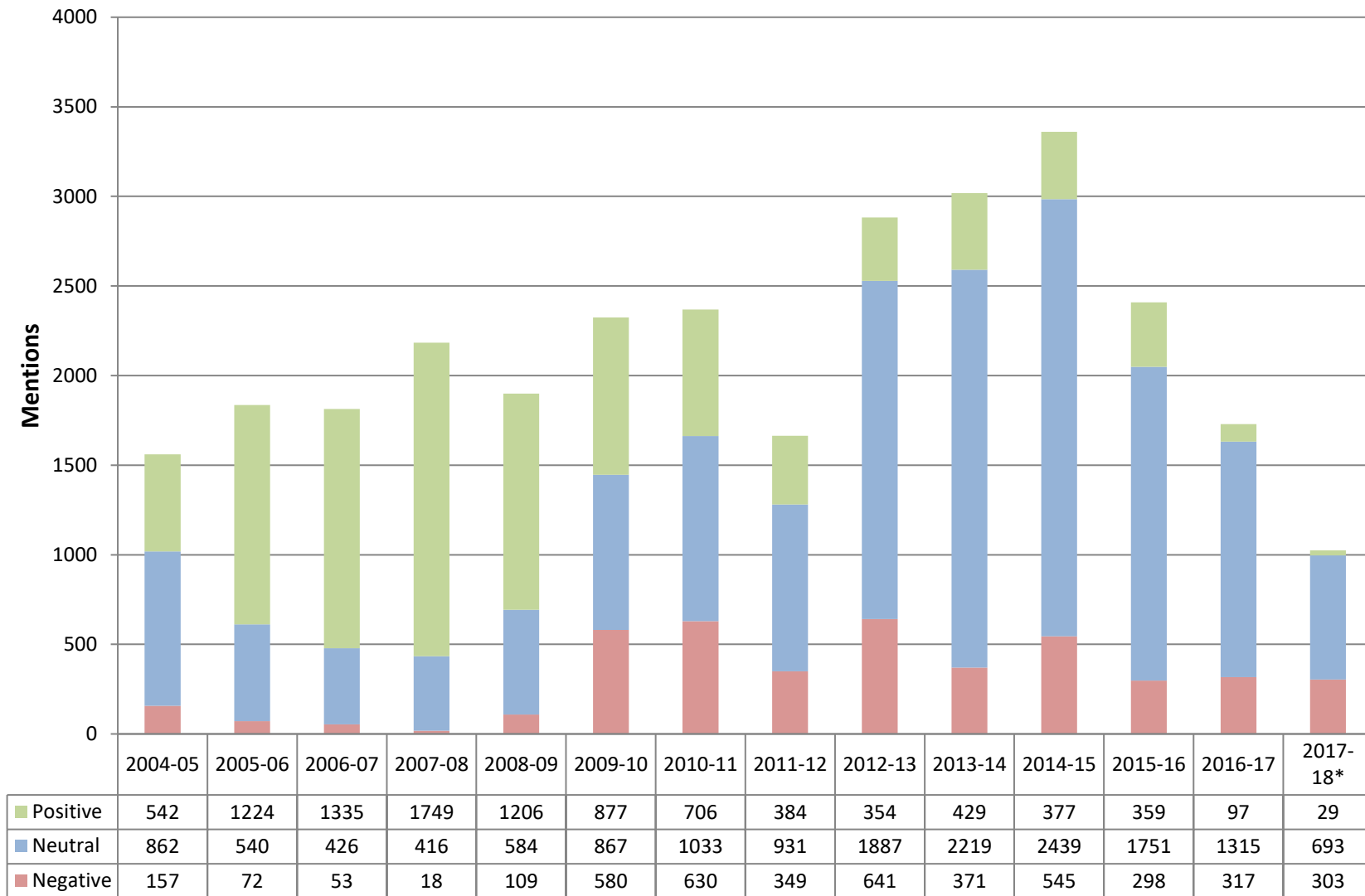
Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	16,085	90	--	--	183 (18 RTs*)
Facebook	15,567	33	--	--	50
LinkedIn	9,476	336	--	--	4
YouTube	3,341	114	1,146,976	26,059	11
Instagram	1,596	45	--	--	11

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

Monthly Mentions 2017-18

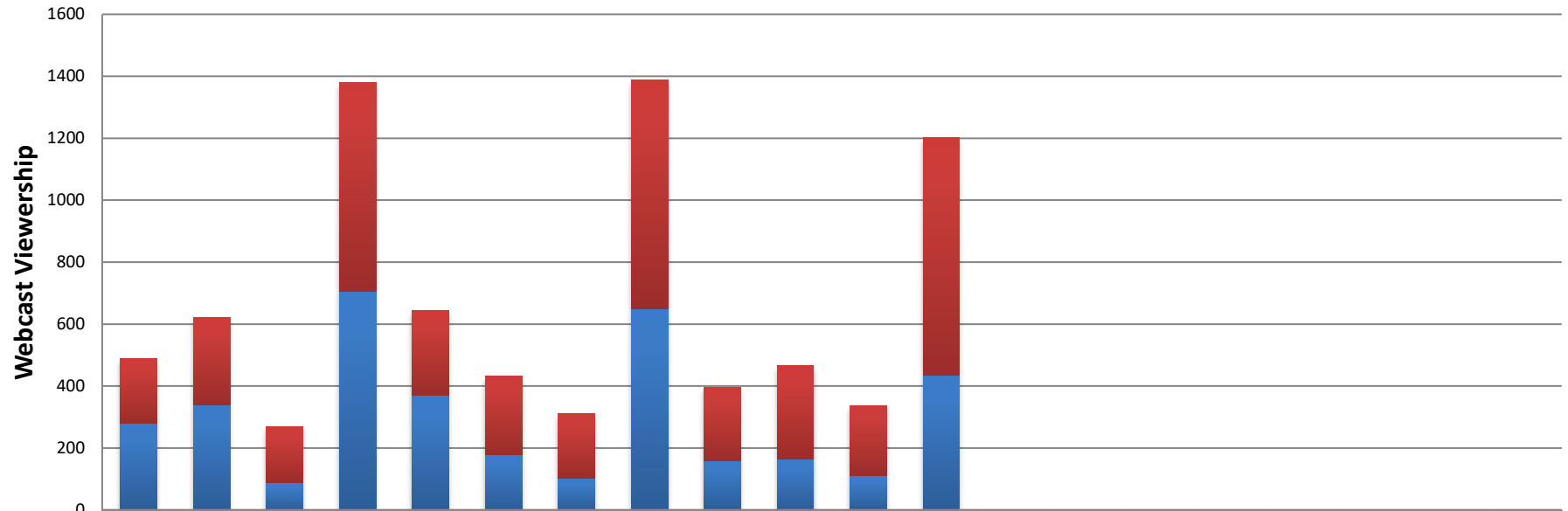


Mentions by Fiscal Year



*Data through April 2018

2018 Board Meeting Webcast Viewership



	Feb Day 1	Feb Day 2	Feb Day 3	Feb Total	Mar Day 1	Mar Day 2	Mar Day 3	Mar Total	Apr Day 1	Apr Day 2	Apr Day 3	Apr Total	May Day 1	May Day 2	May Day 3	May Total	Jun Day 1	Jun Day 2	Jun Day 3	Jun Total
Internal	209	283	181	673	275	254	210	739	239	302	226	767				0				0
External	279	339	88	706	369	178	102	649	158	165	111	434				0				0

No Board meeting webcast in January, July, and October