

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
05/03/2018	Nominations Deadline for Board Election Approaching
05/14/2018	Chief Investment Officer Ted Eliopoulos to Leave CalPERS
05/17/2018	CalPERS Unveils Direct Investment Model for Private Equity
05/18/2018	CalPERS Announces Candidates for Fall 2018 Board Election
05/24/2018	CalPERS Benefits Education Event in Riverside

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Supervisors Discuss More Budget Balancing maneuvers	05/01/2018	My Motherlode.com		O
Riverside has balanced budget for next two years but cutbacks loom	05/02/2018	Riverside Press Enterprise		O
Water district officials face ratepayers	05/02/2018	Calaveras Enterprise		O
Budget Balanced, but cutbacks loom; City Wants to spend less but boost investments as pension costs balloon	05/03/2018	Chico Enterprise-Record		O
Former Supervisor Norma Santiago back in race	05/04/2018	Mountain Democrat		O
California's most powerful voice on Wall Street? Its pensions	05/06/2018	LA Times		O
Stop investing in companies that make our world more dangerous	05/06/2018	The Modesto Bee		N
Marin retirement fund's average full-career pension: \$96,401	05/06/2018	Marin Independent Journal		O
Budget proposal has deficit attached; Increased pensions in Whittier are the cause of the \$1.8 million amount	05/06/2018	Whittier Daily News		O
California Gubernatorial hopefuls look to health care for election edge*	05/07/2018	San Gabriel Valley Tribune		O
Alert! Major California Course Correction Necessary!	05/07/2018	Daily Republic		N
Facing a deficit, city dips into savings; Officials claim rising pension costs forces them to make move to avoid budget cuts, more taxes	05/11/2018	Whittier Daily News		N
Giant California teacher pension system targets gun sellers**	05/09/2018	The Modesto Bee	John Chiang	O
Santa Monica moves to control staffing costs	05/11/2018	Santa Monica Daily Press		O
Another View: Bad news for local government budgets in November ballot measures	05/12/2018	Colfax Record and Auburn Journal		N
Ross Valley fire board near pivot point on cost-saving deal	05/14/2018	Marin Independent Journal		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Pension Liability a challenge for Solano county, supervisor candidates	05/14/2018	Daily Republic		O
'Crunch time' at CalPERS: Pension confidence drops among city managers***	05/14/2018	The Fresno Bee		N
P.G. lottery for short-term rental licenses will move forward	05/14/2018	Monterey Herald		O
CalPERS investment chief Eliopoulos to step down	05/14/2018	Sacramento Business Journal	Ted Eliopoulos Marcie Frost Ted Eliopoulos	O
Chief investment officer to leave California pension fund* ⁴	05/14/2018	Merced Sun-Star	Marcie Frost	O
California Editorial Rdp	05/15/2018	Monterey Herald		N
Confidence in \$355 billion pension fund falls	05/15/2018	The Modesto Bee		N
Pine Cove Water board approves rate hike	05/15/2018	Idyllwild Town Crier		O
Pomona to dip into savings to stay out of red, but the nasty carpet at library won't get cleaned	05/15/2018	San Gabriel Valley Tribune		O
Victorville officials: Don't be scared by audit, but pensions another story	05/16/2018	Victorville City Press		O
City might tap into savings to stay out of red	05/16/2018	Chico Enterprise-Record		O
Torrance's budget balanced, despite rising pension costs	05/16/2018	Daily Breeze		O
Editorial: The standout pick for California treasure is 31 years old	05/16/2018	San Jose Mercury News		O
Calistoga to pay \$1M toward unfunded CalPERS liability	05/16/2018	Napa Valley Register		O
Letter to the Editor	05/16/2018	Idyllwild Town Crier		N
Woodland's \$2.7M pension payment leaves a sour taste	05/16/2018	Daily Democrat		N
Salinas names new fire chief	05/17/2018	The Californian		O
Arcadia City Council Looks Forward to Unity	05/17/2018	Arcadia Weekly		O
CalPERS Slashed pensions for 200 workers. Their boss is suing to keep his.* ⁵	05/17/2018	Sacramento Bee	Theresa Taylor	O
New Salinas fire chief looks forward to challenges, says position is 'a perfect fit'	05/18/2018	The Californian		O
Editorial: Betty Yee the only qualified option for state controller	05/18/2018	The Mercury News		N
Alarmed by pension costs, city seeks to slash \$4M	05/18/2018	Palo Alto Online		O
Election the end of KPMG contract?; All candidates for supervisor express misgivings; one calls deal 'waste of taxpayer money'	05/18/2018	Chico Enterprise-Record		O

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

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
New fire chief says position is 'a perfect fit'	05/19/2018	The Californian		O
Brown's comments on city pension funds fall short* ⁶	05/19/2018	The San Diego Union-Tribune		N
CalSTRS to fund ventures in tech hubs	05/20/2018	Chico Enterprise-Record		O
After Questions raised about CalPERS CFO's background and experience, he's 'no longer with' the pension fund* ⁷	05/21/2018	LA Times	Marcie Frost	N
Pension fund's CFO 'no longer works' for CalPERS after hiring review* ⁸	05/21/2018	The Fresno Bee	Marcie Frost, Wayne Davis	N
Council to review annual budget report	05/21/2018	Santa Monica Daily Press		O
California's Message To Hospitals: Shape Up Or Lose 'In-Network' Status* ⁹	05/23/2018	KALW.Org		O
Letter to the Editor: Upcoming county election doesn't offer much hope	05/23/2018	Chico Enterprise-Record		N
No red ink here: San Dimas looks to slightly grow its reserves with 2018-19 budget	05/23/2018	San Gabriel Valley Tribune		O
CALmatters Commentary: CalPERS' new investment plan-wise or risky?* ¹⁰	05/24/2018	Daily Republic	Ted Eliopoulos Dana Hollinger	N
ANCA-WR Endorses Gavin Newsom for California Governor	05/24/2018	The California Courier		O
Letner, former Hesperia Chamber CEO, named acting city manager in Adelanto	05/24/2018	Victorville Daily Press		O
Walters: CalPERS new plan what could possibly go wrong?	05/24/2018	The Mercury News	Ted Eliopoulos Dana Hollinger	N
Rivas for Assembly	05/24/2018	San Benito.com		O
Editorial: Rivas for Assembly	05/25/2018	Morgan Hill Times		O
Buellton discusses reduced payoff schedule for unfunded CalPERS liability	05/25/2018	Santa Ynez Valley News		O
There's actually good news – for a change – for Riverside County's budget	05/25/2018	Press Enterprise		O
Richmond will not conduct business with ICE data vendors; 'Feel-good ordinance that has no substantive effect,' how mayor describes it	05/25/2018	Chico Enterprise-Record		O
Piedmont schools and city's funding disparity unfair	05/25/2018	Chico Enterprise-Record		O
Three-way race for mayor in Torrance reveals split among council colleagues	05/25/2018	Daily Breeze		O
County budget picture brightens; Turnaround credited to belt-tightening and additional savings from hiring freeze	05/27/2018	Chico Enterprise-Record		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Letter: What's behind Oroville's proposed tax increases?	05/27/2018	Oroville Mercury Register		N
Letter to the Editor: What's behind Oroville's proposed tax increases?	05/27/2018	Chico Enterprise-Record		N
Cari Thomas tapped to lead Hesperia Chamber of Commerce	05/28/2018	Victorville Daily Press		O
Rising pension costs looming for Watsonville	05/29/2018	Register-Pajaronian		O
Fire Protection District business on tap for meeting	05/29/2018	Vallejo Times Herald		O

*Article also printed in the San Bernardino Sun; Long Beach Press Telegram; Riverside Press Enterprise; LA Daily News; and Santa Monica Daily Breeze

**Article also printed in the San Luis Obispo; Chico enterprise Record; Eureka Times Standard; Vallejo Times Herald; Daily Democrat; Fresno Bee; and Merced Sun Star

***Article also printed in the Modesto Bee; San Luis Obispo Tribune; and Merced Sun Star; and the Santa Monica Daily Press

*⁴Article also printed in the San Luis Obispo Tribune; The Fresno Bee; The Modesto Bee

*⁵Article also printed in the Modesto Bee; Merced Sun Star; The Fresno Bee; San Luis Obispo Tribune

*⁶Article also printed in the Hanford Sentinel and Chico Enterprise-Record

*⁷Article also printed in the Daily Pilot and Coastline Pilot

*⁸Article also printed in the Merced Sun-Star; Modesto Bee; and San Luis Obispo Tribune

*⁹Article also printed in KAZU.org; KCBX.org; KCLU.org; KPBS.org; KVCNnews.org; radio.kvcb.org; and scpr.org

*¹⁰Article also printed in the Press Democrat

Online Enhancements, Videos, Social Media and Webcasts

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

- Public Service Recognition Week 2018 | Secretary Karen Ross, CFDA
- We Serve CA | El Dorado County Library, City of Sacramento, City of La Habra Heights
- We Serve CA | City of Grass Valley, Governor's Office of Emergency Services
- We Serve CA | El Dorado County Library, Alameda County Water Dist.
- We Serve CA | City of Sacramento, California State Parks
- We Serve CA - The Faces of Public Service
- Employer Advisory Committee (EAC) Meeting (webcast & replay)
- School Employer Advisory Committee (SEAC) Meeting (webcast & replay)
- CalPERS Wellness Festival 2018 | Highlights
- Understanding Career Paths: Mapping Your Future (webcast & replay)
- Mentoring The CalPERS Way (webcast & replay)
- Basics of Writing a Strong Statement of Qualifications (webcast & replay)
- Planning Your Retirement (webinar)
- Board of Administration Meetings | May 2018 (webcast & replays)
- CEO Report | May 16, 2018
- Service Credit Purchase (webinar)
- Educational Forum 2018 – Promo #1, Registration
- Bike to Work 2018 | Highlights
- APEX Awards Presentation (deliverables for event playback)
- APEX Awards Presentation (webcast and replay)
- Unfunded Accrued Liabilities (webinar)

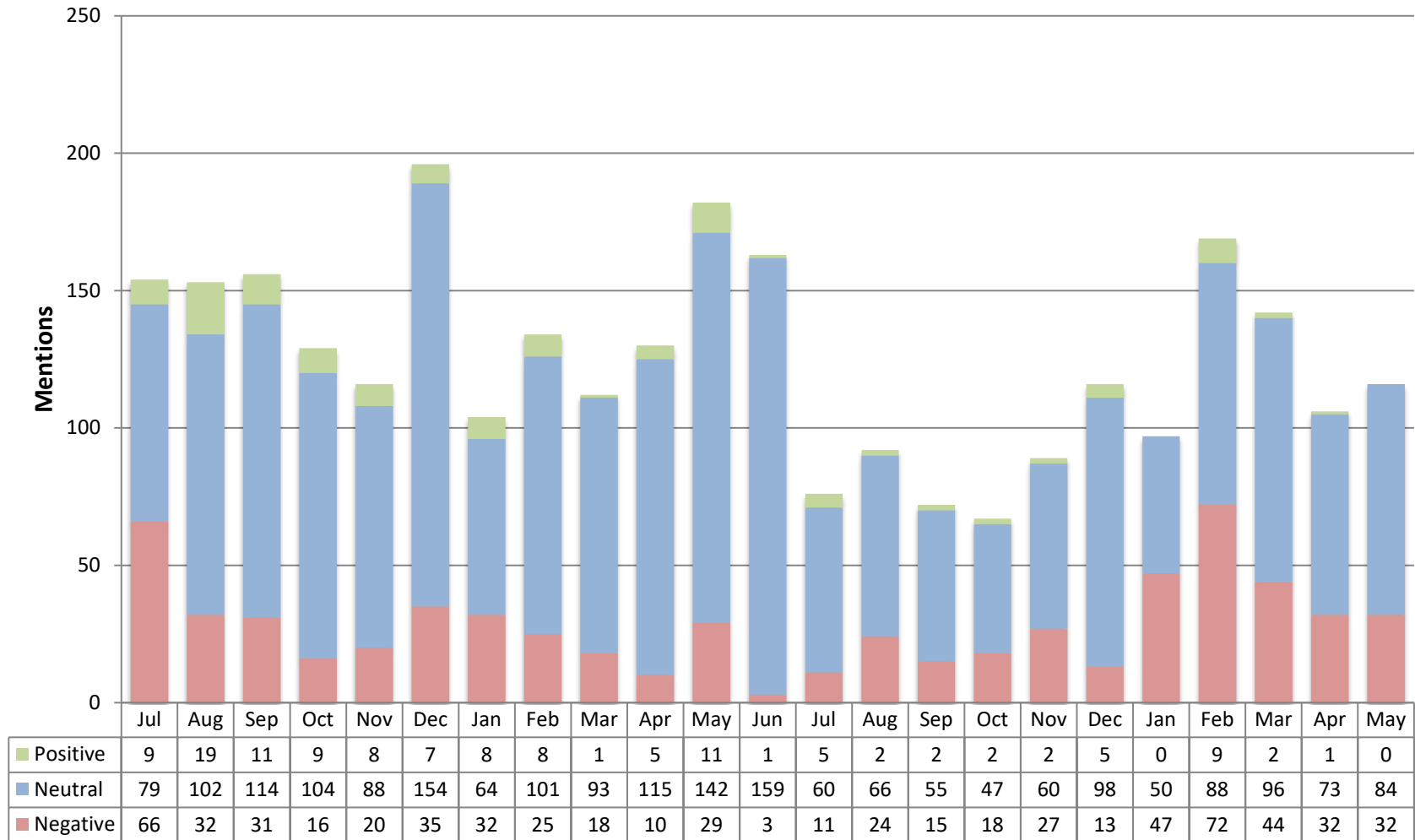
Followers and Growth

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	16,254	169	--	--	193 (20 RTs*)
Facebook	15,652	85	--	--	54
LinkedIn	9,788	312	--	--	8
YouTube	3,433	92	1,173,900	24,974	16
Instagram	1,623	27	--	--	11

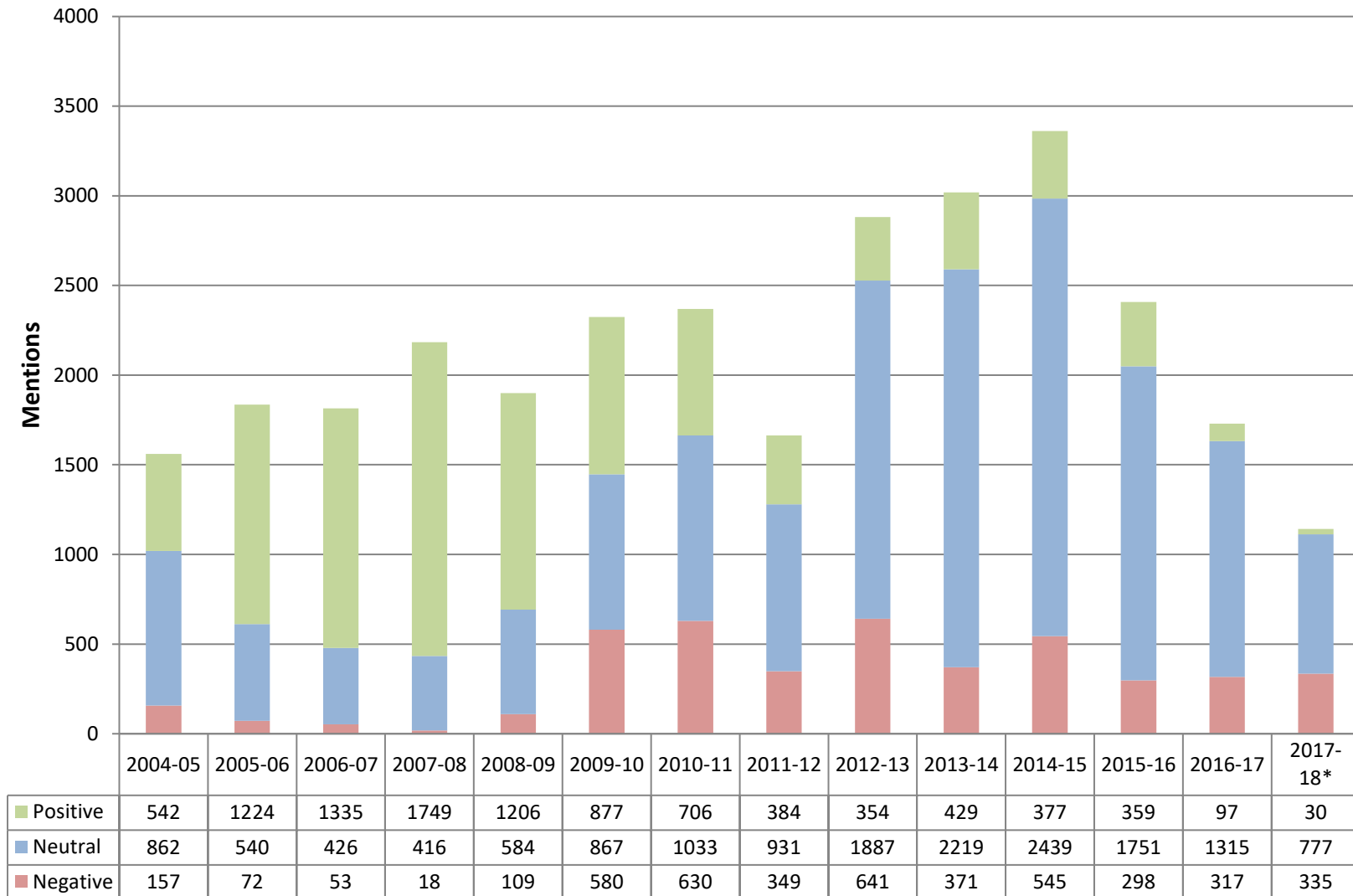
* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2017-18

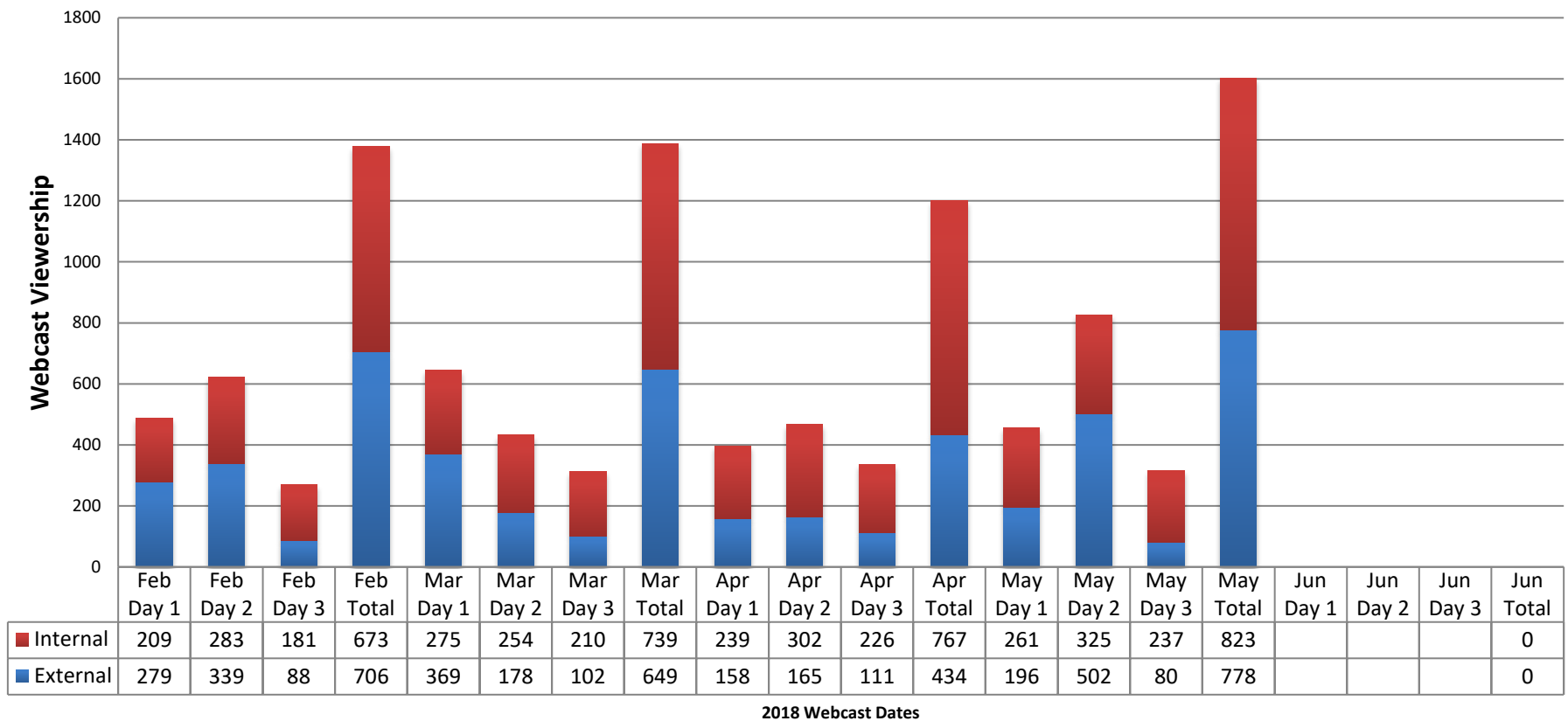


Mentions by Fiscal Year



*Data through May 2018

2018 Board Meeting Webcast Viewership



No Board meeting webcast in January, July, and October