

CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
07/12/2018	CalPERS Reports Preliminary 8.6 Percent Investment Return for Fiscal Year 2017-18
07/20/2018	CalPERS Benefits Education Event in San Diego

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Port Hueneme City Council to consider putting sales tax increase on November ballot	07/01/2018	Ventura County Star		O
Pension Trust Fund an idea that can work	07/01/2018	Chico Enterprise-Record		N
Officials OK \$752 million budget plan	07/02/2018	San Mateo Daily Journal		O
Grand jury finds high risk in Santa Maria, Lompoc pension plans*	07/03/2018	Santa Maria Times		O
American Canyon city budget includes funding for new sidewalks	07/03/2018	Napa Valley Register		O
Expect city services to deteriorate more	07/03/2018	The Davis Enterprise		O
Possible sales tax increase heads to Port Hueneme voters	07/04/2018	Ventura County Star		O
In wake of financial trouble, Oroville mayor will address city tonight	07/05/2018	KCRA TV		O
Shasta Lake could show what may come in Oroville	07/06/2018	Chico Enterprise-Record		O
Herald Fire borrows \$460,000 to end CalPERS contract	07/06/2018	Lodi News		N
Walters: Californians need more candor about rising pension costs	07/08/2018	The Mercury News		N
CALmatters Commentary: Coy about taxes and pension costs***	07/08/2018	Daily Republic Solano County		N
Local governments coy about taxes and pension costs	07/08/2018	Marin Independent Journal		N
Will Proposition 47 be reversed?	07/10/2018	Newsbank-California News		O
TUHS classified management and staff get early retirement offers	07/10/2018	Taft Midway Driller		O
Homeless coordinator continues as volunteer	07/12/2018	San Bernardino Sun		O
California Pension fund's 8.6 percent return beats target**	07/12/2018	Merced Sun-Star		P
SH City Council approves engineering contracts for infrastructure projects	07/12/2018	Signal Tribune		O
Is the Not-So-Golden State Actually Drowning in Debt	07/13/2018	City Watch LA		N
More cuts coming to TUHS	07/13/2018	Newsbank-California News		O
Long Beach City College slashes deficit, looks to balance budget by fall	07/13/2018	Press Telegram-Long Beach		O
Homeless coordinator continues as volunteer after funding is cut ⁴	07/14/2018	The Press Enterprise		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Oroville likely to pass sales tax measure	07/14/2018	Oroville Mercury Register		O
Civic calendar: Arcata council to discuss the Village Anthem, Dignity negotiate, leaving hundreds in limbo	07/16/2018	Times-Standard Eureka		O
Pensions	07/17/2018	Santa Cruz Sentinel		O
Dollars and sense An open letter to the City of Vallejo's... Jerry Brown pushes for crucial decision on California pension reform before term expires ⁵	07/17/2018	San Mateo Daily Journal		N
Study: Cost of pensions dangerous	07/17/2018	Vallejo Times-Herald		O
Parcel Tax Measure Is A Board Bailout	07/18/2018	Press Telegram		O
We need to fix the system	07/18/2018	The San Mateo Daily Journal		N
Alameda set to hire interim city manager	07/19/2018	Culver City Observer		O
To pay for increased fire services, Ventura looks to cut overtime	07/20/2018	The San Mateo Daily Journal		N
PD Editorial: What is the state Supreme Court waiting for?	07/20/2018	Chico Enterprise-Record		O
Deadline for funding of California water projects	07/21/2018	Ventura County Star	Amy Morgan	O
\$1 billion coming to Bay Area for two new dams ⁶	07/22/2018	Press Democrat		O
A Topsy-Turvy Week for Charter Schools and School-Choice Tax Credits	07/23/2018	Daily Democrat		O
CALmatters Commentary: Pension fund earnings up but crushing debts remain ⁷	07/23/2018	The Reporter		O
A distracting push to divest	07/24/2018	Beyond Chron		P
California Editorial Rdp	07/25/2018	Daily Republic		N
Letter: Who'll enter public service if retirement are attacked?	07/25/2018	LA Times		O
City Leaders OK \$22M payment to target pension shortfall	07/25/2018	Monterey Herald		O
Political statements and public-employee pensions	07/26/2018	San Jose Mercury News		P
The California Legislature passes the pension buck – again ⁸	07/26/2018	Thousand Oaks Acorn		O
Sonoma hires interim planning director	07/27/2018	San Mateo Daily Journal		O
	07/28/2018	San Gabriel Valley Tribune		N
	07/30/2018	Sonoma News		O

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

CalPERS Print/Broadcast/Radio News (continued)

*Article also printed in: The Santa Ynez Daily Journal

**Article also printed in: The Fresno Bee

***Article also printed in: The Napa Valley Register

⁴Article also printed in: Enterprise Record Chico

⁵Article also printed in: San Bernardino Sun; Whittier Daily News; San Gabriel Valley Tribune; Daily Breeze; Daily Bulletin; Daily News; Pasadena Star News; and Press Enterprise

⁶Article also printed in: The Mercury News and Times Herald Online

⁷Article also printed in: Marin Independent Journal; Appeal Democrat; Press Democrat; Mercury News; Napa Valley Register; and The Davis Enterprise

⁸Article also printed in: Redlands Daily Facts; Whittier Daily News; Daily Breeze; Press Telegram; Pasadena Star News; Daily News; Daily Bulletin; Chico Enterprise-Record; Daily Press; and the San Bernardino Sun

⁹Article also printed in:

¹⁰Article also aired:

¹¹Article also printed in:

Online Enhancements, Videos, Social Media and Webcasts

Videos, webcasts, webinars, and live events that were completed/released during the month of July 2018 (VLE)

- CalPERS Announces Preliminary 8.6% Return for FY 2017-18
- CSOD Highlight Video (Board Offsite playback)
- INVO Board Offsite Video Part 1 of 2 (Board Offsite playback)
- INVO Board Offsite Video Part 2 of 2 (Board Offsite playback)
- ITSB All Staff Meeting (replay)
- 2018 Health Plan Statement
- Sustainable Development Goals - Offsite Video Soundbite for Social Media 1 of 4
- Sustainable Development Goals - Offsite Video Soundbite for Social Media 2 of 4
- Sustainable Development Goals - Offsite Video Soundbite for Social Media 3 of 4
- Sustainable Development Goals - Offsite Video Soundbite for Social Media 4 of 4

Board Offsite (Live event and replays)

- Welcome/Opening, Action Items
- Investment in an Age of Technology Disruption
- Rethinking the Core Economy
- Sustainable Development Goals – Investment Perspective Panel
- Sustainable Investment Program Vision
- Welcome/Opening
- High Deductible Health Plans and the Changing Landscape
- The Challenges of Managing Opioids
- Public Agency Regions Market Analysis
- Population Health: Improving Behavioral Health Services
- Enterprise Management Tools Including LEAN and CEM
- Welcome/Opening
- Board Governance: CalPERS Board Self-Evaluation
- Innovations in the Quest for Board Diversity

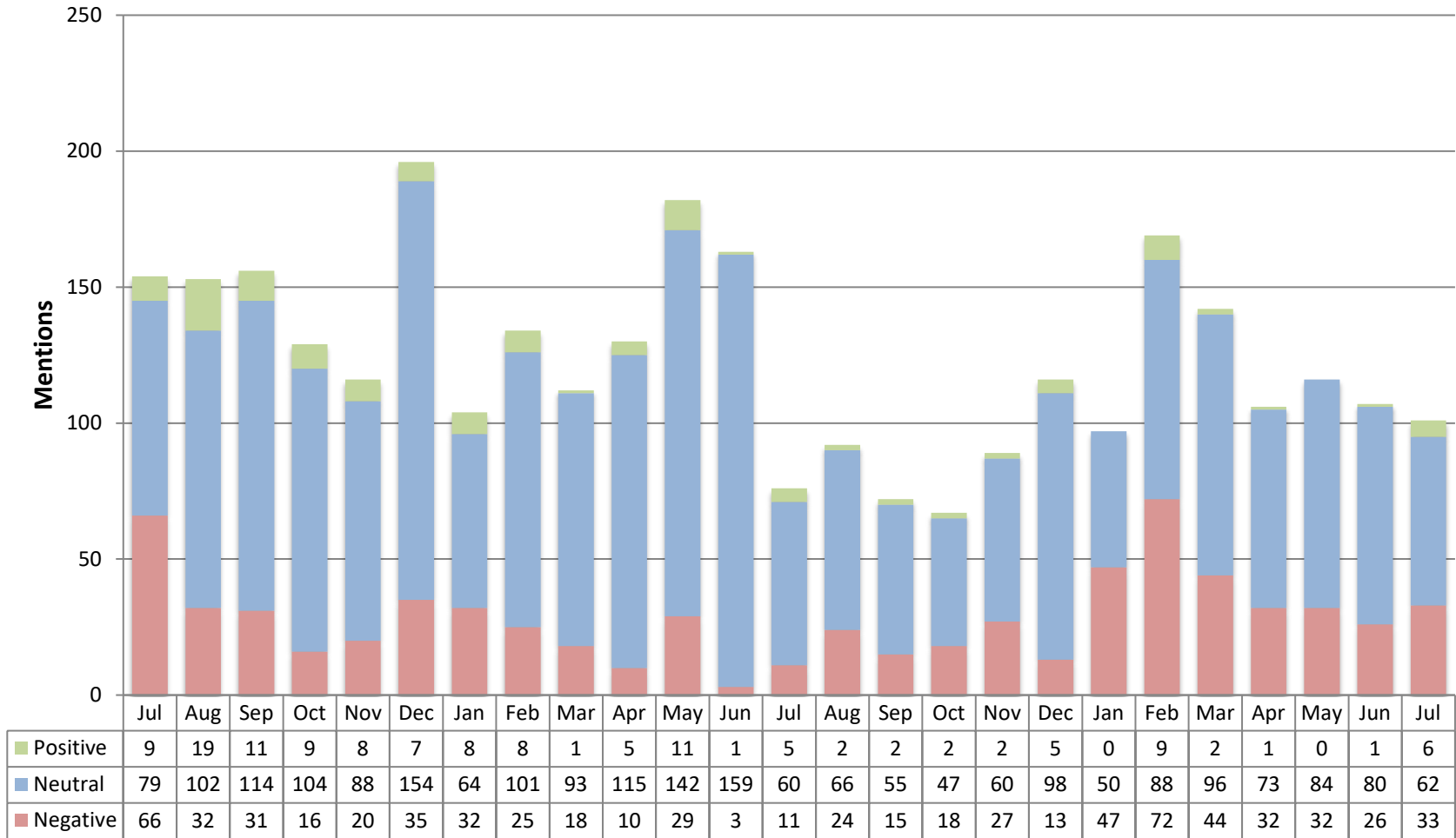
Followers and Growth

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	16,309	-85	--	--	187 (21 RTs*)
Facebook	15,719	32	--	--	42
LinkedIn	10,229	172	--	--	21
YouTube	3,666	142	1,228,481	27,782	15
Instagram	1,666	22	--	--	4

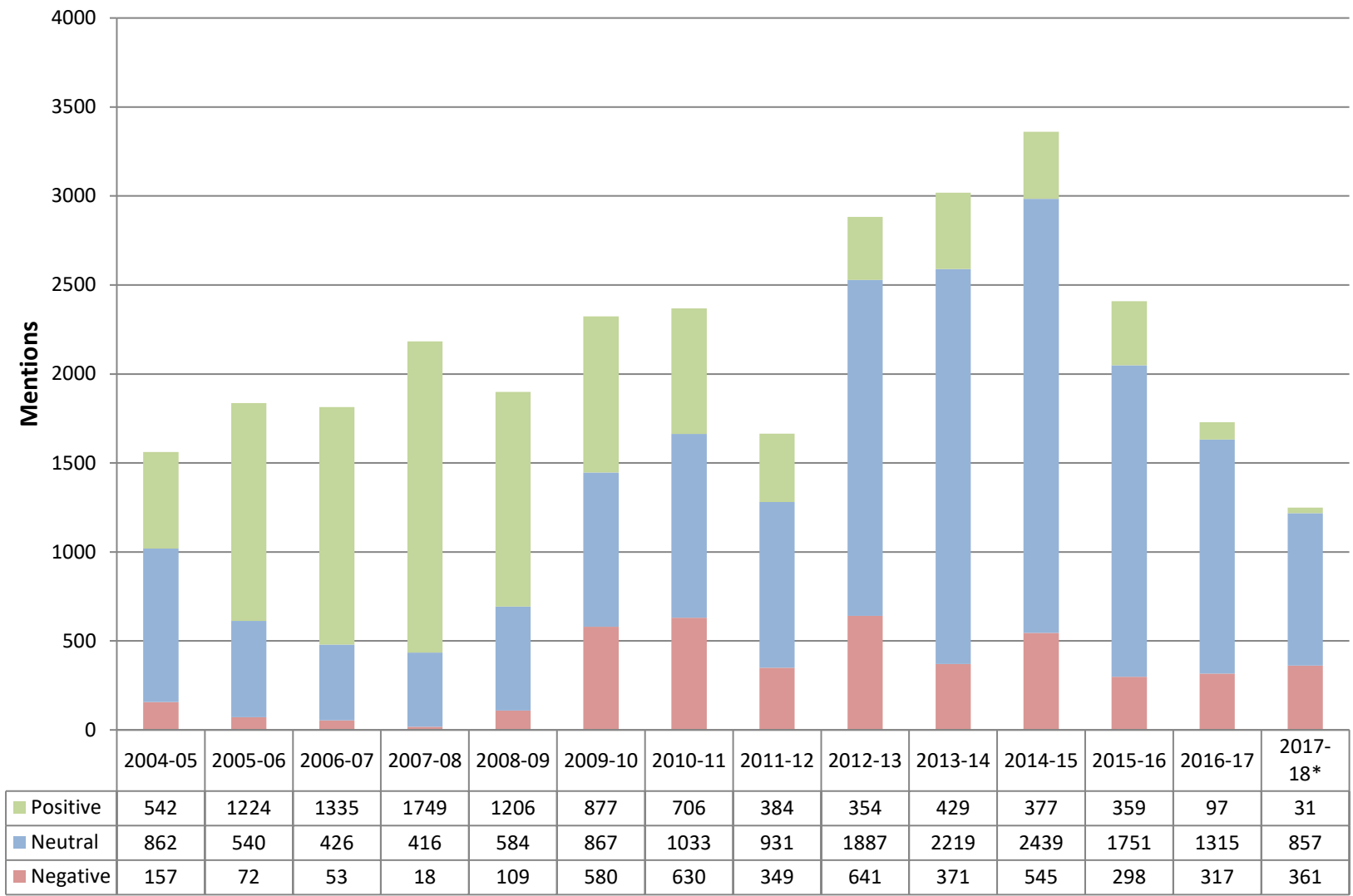
* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

Monthly Mentions 2017-18

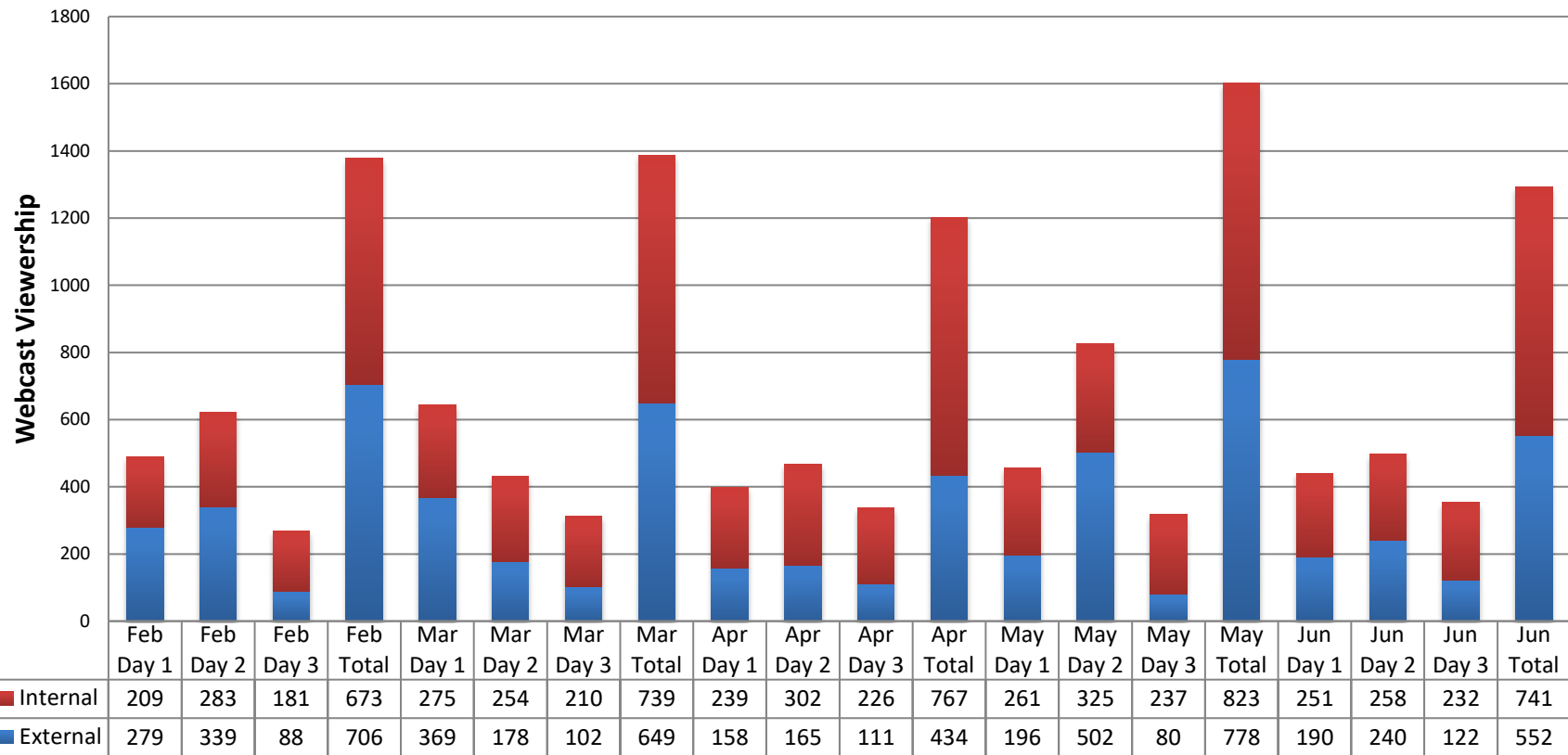


Mentions by Fiscal Year



*Data through July 2018

2018 Board Meeting Webcast Viewership



2018 Webcast Dates

No Board meeting webcast in January, July, and October.