

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communication activities for the period covering October 1, 2017 through October 31, 2017:

Date	News Releases
10/03/2017	Miller Wins CalPERS Seat; Bilbrey and Brown in Runoff
10/31/2017	CalPERS Expands Relationship with Canyon Partners Real Estate

Date	Opinions/Letters	CalPERS Representative	Submitted to:
<b>10/08/2017</b>	<b>Re: "Sacramento has done plenty for CalPERS. So when will CalPERS start being a good neighbor to us?"</b>	<b>Brad Pacheco</b>	<b>Sacramento Bee</b>

*Note: **Bold** Items Submitted and Printed*

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
We are paying the price for lack of public pension reform	10/01/2017	Marin Independent Journal		N
Policy joint powers agreement reviewed by San Jacinto City Council	10/02/2017	My Valley News		O
Chico department directors could get raises, pick up retirement costs	10/02/2017	Chico Enterprise-Record		O
CalPERS: Pension change to cost Salinas \$14m over seven years	10/02/2017	The Californian	Randy Dziubek	O
New raises lead proposed contract between city, police union	10/02/2017	Pleasanton Weekly		O
Despite some hesitation, Palm Springs business groups support Measure D tax proposal	10/03/2017	The Desert Sun		O
Redlands seeing pension costs rise, braces for continued increases	10/03/2017	San Bernardino Sun	Tara Gallegos	O
Pleasanton council gives initial support to new police raises	10/03/2017	Pleasanton Weekly		O
State science union leader wins CalPERS seat	10/03/2017	Sacramento Bee		O
Sacramento has done plenty for CalPERS. So when will CalPERS start being a good neighbor to us?	10/03/2017	Sacramento Bee		N
Craft brewery, taproom rules changed, department director salaries approved by Chico City Council	10/03/2017	Chico Enterprise Record		O
Pacific Grove has a meeting of the minds over pensions	10/03/2017	Monterey Herald		O
Outgoing chief's pension mystery	10/04/2017	Daily Post		O
Gun Down	10/05/2017	Monterey County Weekly		N
Case Closed	10/05/2017	Monterey County Weekly		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Up in smoke: Audit shows some Sacramento dispensaries aren't paying up	10/05/2017	News Review		O
Council members cut their own pay; Councilors take same 10 percent cut public safety officials had in August	10/06/2017	Oroville Mercury Register		O
Public employee pensions have popped up again. In just one... Our Voice: Diverse styles of Lisa Middleton, Henry Hampton would benefit Palm Springs Council	10/06/2017	Chico Enterprise-Record		N
Banning commercial pot activities, raises on butte Board of Supervisors agenda	10/08/2017	Desert Sun		O
Vacaville faces \$13.3M cost for lowered return on state pension investments	10/08/2017	Oroville Mercury Register		O
State Pension costs are crowding out basic services	10/10/2017	Daily Republic		N
California Editorial Rdp, Los Angeles Daily News on state pension costs crowding out basic services	10/11/2017	Press Enterprise		N
The art of funding	10/11/2017	Monterey Herald		N
Fired Janitor May Keep \$550,000 FEHA Award – Appeals Court	10/11/2017	Santa Maria Sun/News		O
Pension costs are crowding out services	10/11/2017	Metropolitan News		O
Study: State pension plan will worsen	10/11/2017	San Bernardino Sun		N
	10/12/2017	Record Searchlight The Bakersfield Californian		N
Council members clash over tax increase proposal	10/12/2017	Californian		N
Responses at Tuesday's Candidate's Forum Center on Preservation, Safety and Economic Efficiency	10/12/2017	San Marino Tribune		O
Pension tension	10/12/2017	New Times SLO		N
Trump's reversal on public-private partnerships is bad news for California roads	10/12/2017	Press Enterprise		O
Trump reversal is bad news for local roads	10/12/2017	Chico Enterprise-Record		O
The high cost of pensions I have read the...	10/13/2017	Whittier Daily News		N
Bako council broke law in closed session	10/13/2017	Midway Driller		O
'Behind the Headlines'; Palo Alto's pension problem	10/13/2017	Palo Alto Weekly The San Mateo Daily Journal		N
State pension costs crowd out basic services	10/13/2017	Journal		N

<sup>1</sup> P – Positive tone  
 N – Negative tone  
 O – Neutral tone

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Jeanne Amos earns statewide honor	10/13/2017	Mountain Democrat		P
Rios is second to announce for Davis City Council	10/14/2017	Davis Enterprise		O
Fairfield projects Police Managers Association pact to cost \$1.3M	10/14/2017	Daily Republic		O
Vacaville seeks to cope with rising pension costs	10/15/2017	Daily Republic		N
Funding for Oroville public services on the line	10/15/2017	Oroville Mercury Register		O
Pot law returns to council; indoor grow requirement could be reconsidered	10/15/2017	Chico Enterprise-Record Marin Independent		O
Town and ex-staffer resolve pension battle	10/16/2017	Journal		O
MPUSD wants to cut \$5 million from its budget	10/18/2017	Monterey Herald		O
Raises approved for city management, police officers	10/18/2017	Pleasanton Weekly Marin Independent		O
Marin Voice: Is California facing a second taxpayer revolt?	10/18/2017	Journal		O
Supervisors argue over revenue, cuts, deficit in budget hearings	10/19/2017	Santa Maria Sun		O
Riverside County's pension costs could rise \$303.4 million by 2023	10/20/2017	Press Enterprise	Rob Feckner	O
State pensions crowd out services	10/20/2017	Hanford Sentinel		N
Butte County Board of Supervisors to consider services for homeless	10/22/2017	Chico Enterprise-Record		O
Chico improving technology, creating CalPERS reserve with \$1 million	10/23/2017	Chico Enterprise-Record		O
\$303M surge in pension costs expected; Advisory committee puts county's unfunded pension liability at \$2.8B, up from \$1B in 2013	10/23/2017	Chico Enterprise-Record	Rob Feckner	O
Marysville to preview options for leaving CalPERS	10/24/2017	Appeal Democrat		O
Paying more and getting less with pension crowd-out	10/24/2017	Chico Enterprise-Record		O
The Inland Empire's pension problem	10/24/2017	Press Enterprise		O
Letter: Measure C needs to be rewritten, vote 'no' (opinion)	10/25/2017	Tahoe Daily Tribune		N
Junior Achievement to Induct 5 Leaders Into the San Diego Business Hall of Fame	10/25/2017	San Diego Metro		O
Fire Board declines to up stipend	10/27/2017	Mountain Democrat		O
YMCA Boys and Girls Club have a 'huge call to action' for Oroville	10/29/2017	Oroville Mercury Register		O
Port Hueneme police union sues city over contract dispute	10/30/2017	Ventura County Star		O

**Online Enhancements, Videos, Social Media and Webcasts**

**CalPERS for the Record**

10/31/2017 Who Pays? The CalPERS Pension Buck Identifies the Income Sources of Public Employee Pensions

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

- CalPERS 11th Annual Diversity & Inclusion Day | Real Talk. Real Connections (replay)
- Power of Attorney (webinar)
- Customer Service at CalPERS
- 2017 CalPERS Educational Forum | Opener
- CalPERS Spotlight on Excellence 2017 | Jeanne Amos
- CalPERS Tim Skillman: Strengthening the Fund (Facebook Live & replay)
- 2017 Educational Forum Attendee Retrospect
- Educational Forum (live event)

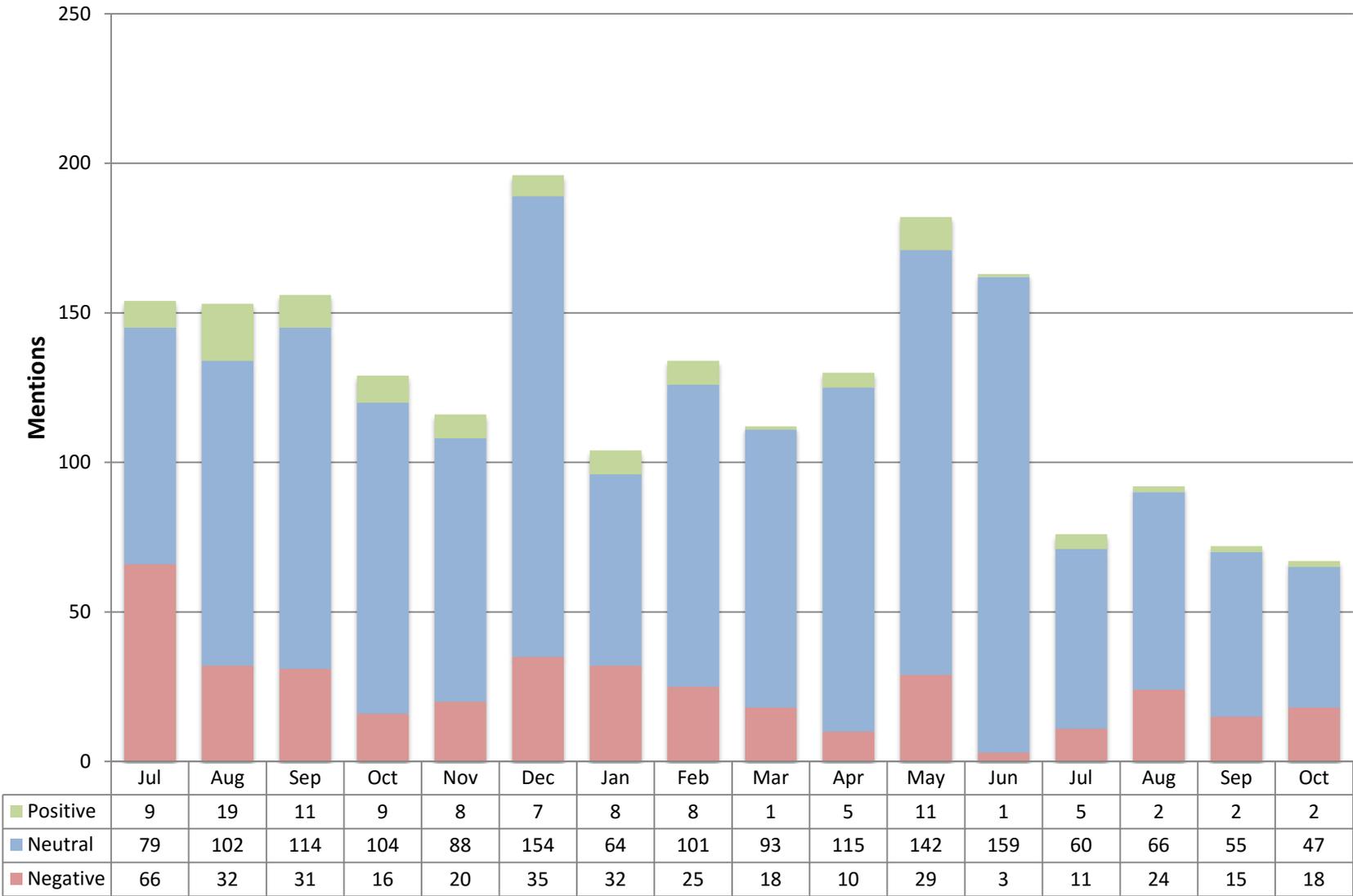
**Followers and Growth**

Channel	Total Followers	New Followers	Total Views	Monthly Views	Total Posts
Twitter (@CalPERS)	15,479	87	--	--	224 (6 RTs*)
Facebook	14,971	69	--	--	60
LinkedIn	7,659	185	--	--	12
YouTube	2,713	97	985,813	43,449	2
Instagram	1,424	47	--	--	14

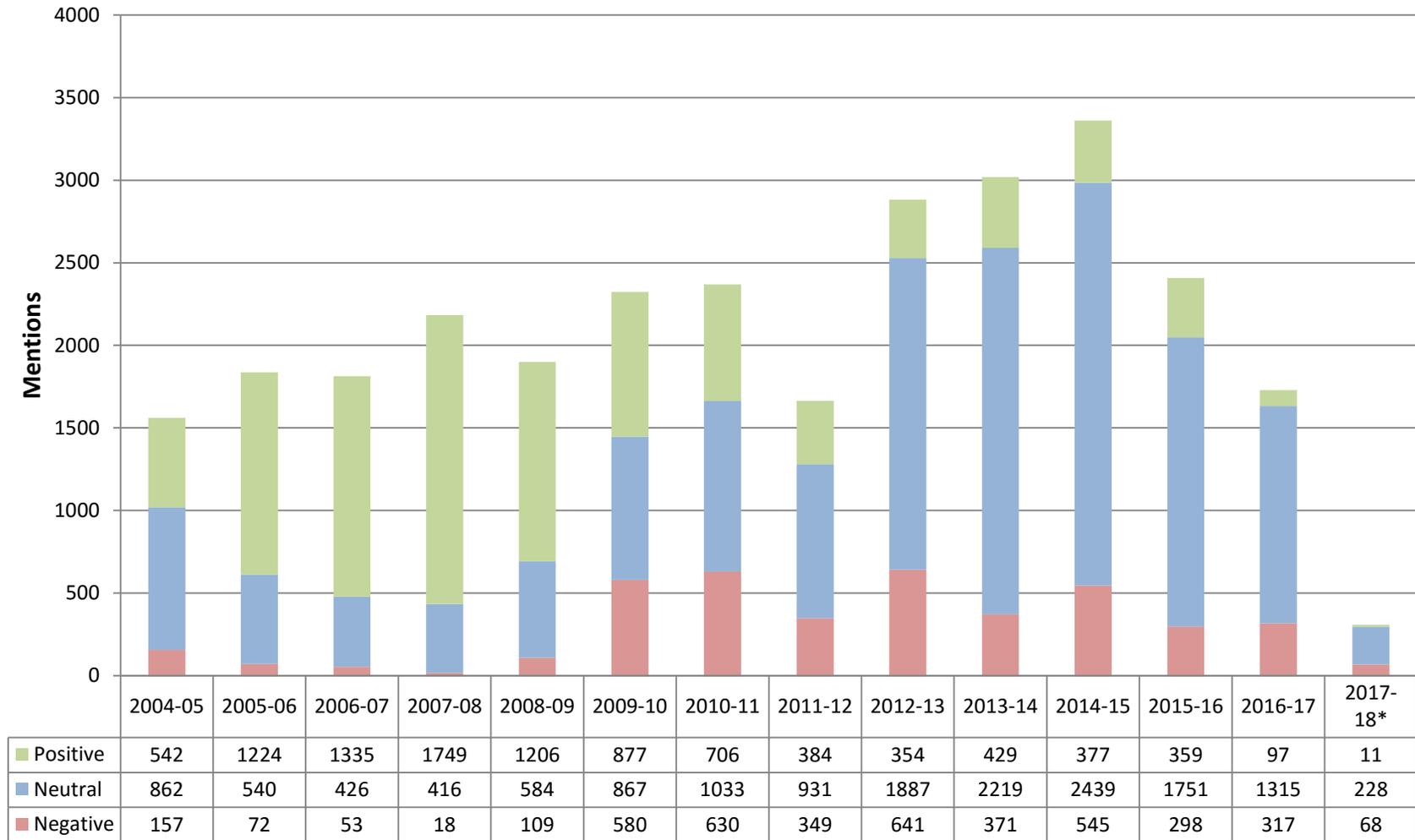
\* Retweets are counted as a portion of the total.

-- indicates that category does not apply for channel.

### Monthly Mentions 2016-17

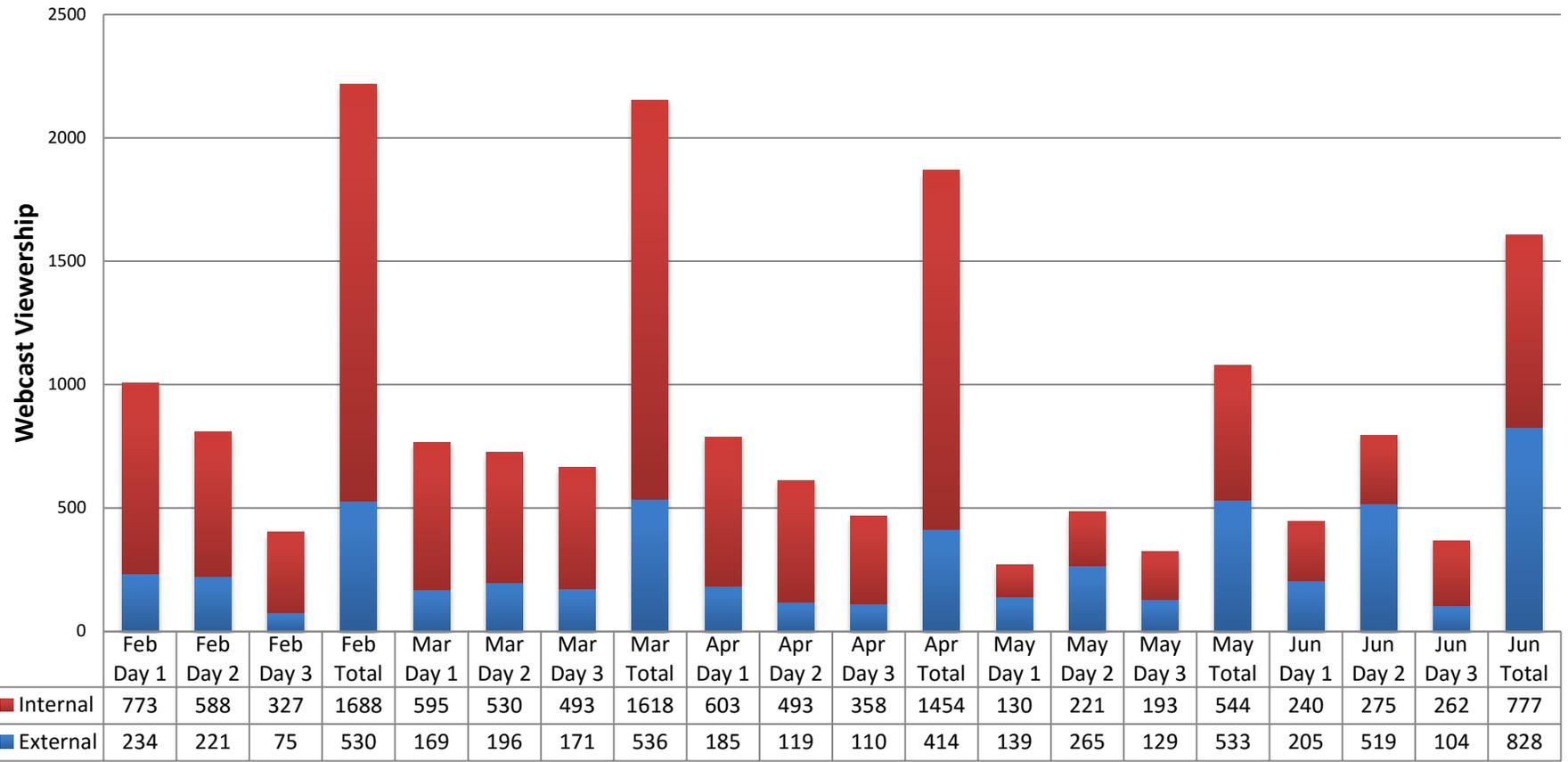


### Mentions by Fiscal Year



\*Data through October 2017

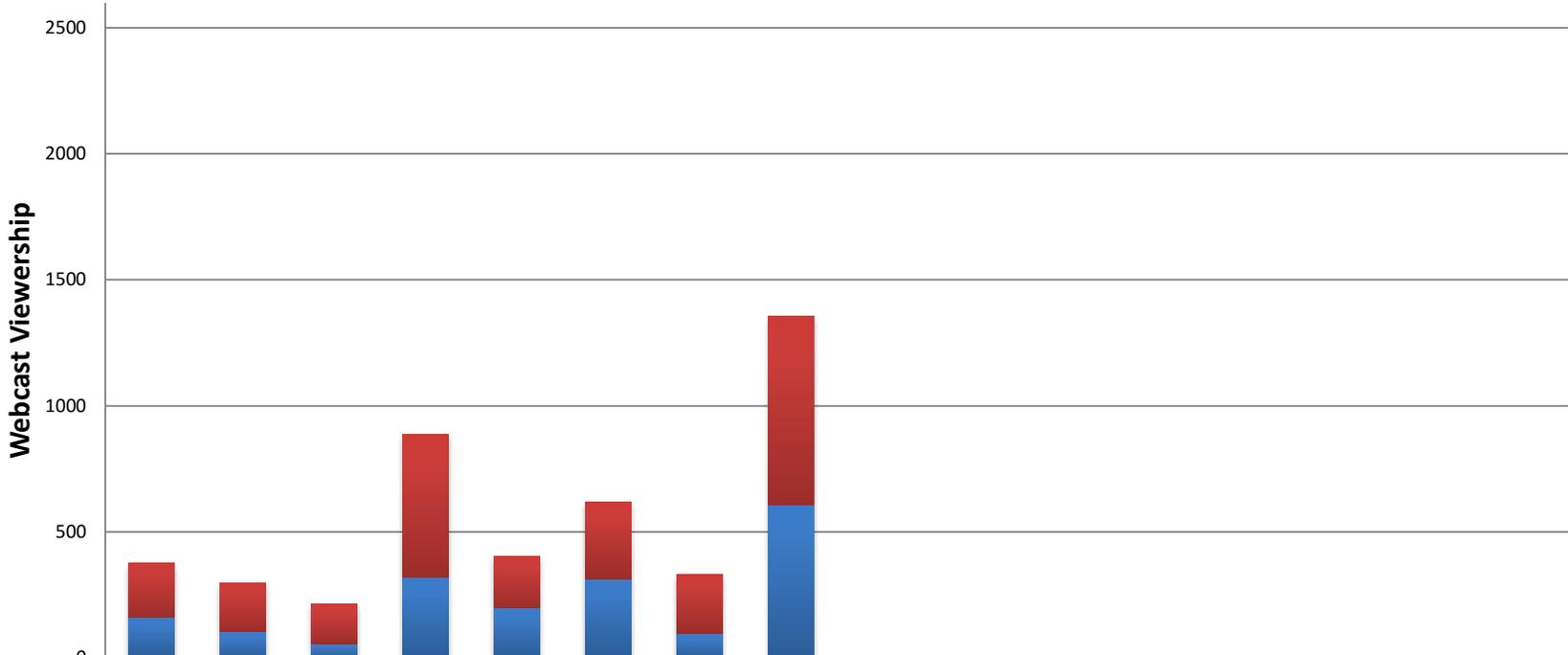
## 2017 Board Meeting Webcast Viewership



**2017 Webcast Dates**

No Board meeting webcast in January, July, and October

### 2017 Board Meeting Webcast Viewership



	Aug Day 1	Aug Day 2	Aug Day 3	Aug Total	Sep Day 1	Sep Day 2	Sep Day 3	Sep Total	Nov Day 1	Nov Day 2	Nov Day 3	Nov Total	Dec Day 1	Dec Day 2	Dec Day 3	Dec Total
Internal	216	196	157	569	207	307	234	748				0				0
External	161	102	55	318	197	313	98	608				0				0

2017 Webcast Dates

No Board meeting webcast in January, July, and October