

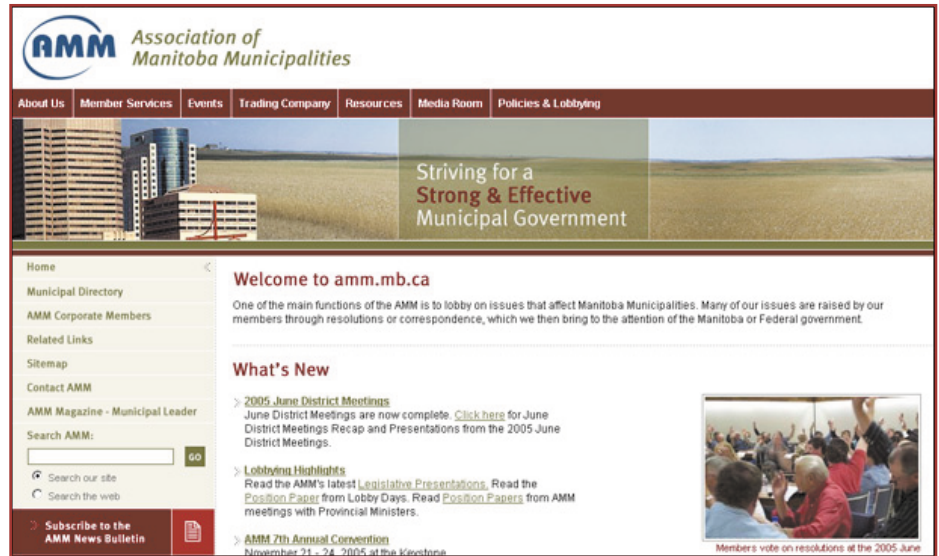
# MEMBER SERVICES

Communications was once again a high priority for the AMM Board and staff this year, with some new initiatives developed to complement our existing communication materials.

## Re-design of AMM Web site

The AMM web site continues to gain popularity as illustrated in the graph below. Monthly visits to the web site increased by 35% over the previous year, from an average of 4,600 visitors per month in 2003/2004 to an average of 7,100 visitors per month in 2004/2005.

Due to this increase in usage, combined with the desire to remain fresh and relevant to our members, the AMM undertook a comprehensive redesign process. This redesign resulted in a sleek, professional web site that offers a winning combination of existing and new elements in an easy-to-navigate format. Some of the new features added include a media room, a classified ads

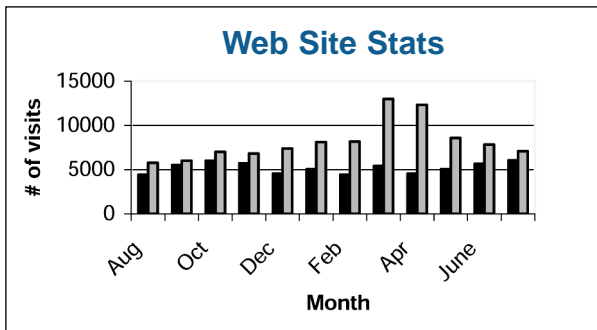


page, an expanded *Trading Company* section, an *events calendar*, and an *interactive registration form* for AMM education sessions. Further improvements took place in several existing sections, including the Board of Directors area, in the Active Resolutions page, and in the Municipal Leader Magazines section.

## Bi-Weekly News Bulletin

The AMM's bi-weekly news bulletin is a popular and efficient way to deliver timely information on AMM issues. A total of 22 bulletins were distributed last year, to almost 350 AMM members, MLAs, Cabinet Ministers, and fraternal organizations.

An additional 250 bulletins are sent to recipients who subscribe using a form posted on the AMM web site. This figure includes 54 new subscribers for the reporting year.



**WWW.AMM.MB.CA**

Communications

# MEMBER SERVICES

## Media Relations

The AMM continually strives to enhance our relationship with local media. Last year, the AMM was mentioned in Manitoba media over 400 times, an increase of 25% over the previous year. Top issues discussed with the media were:

- Gas tax distribution/new deal funding
- Education taxation on property
- Flood damage
- The Planning Act
- The Water Protection Act

AMM President Ron Bell was quoted in the media well over 100 times last year. Some of the media interviews granted were a result of the 20+ news releases and media advisories distributed throughout the year, while others were a product of increased awareness of the AMM and our lobbying efforts. The re-design and distribution of an updated media kit assisted in this increased awareness.

The AMM also enjoyed extensive media coverage of its major events, as well as before and after the release of the provincial and federal budgets.



AMM President Ron Bell is interviewed by CBC on Budget Day 2005.

## Media Stats—2004/2005

● Media mentions	402
● Issues discussed	50
● Interviews w/President Bell	151
● Releases/advisories issued	21
● Media kits distributed	83
● % of hits – Winnipeg	21%
● % of hits – Rural Manitoba	79%

## The Municipal Leader

The AMM's quarterly magazine, with a distribution of 1,600, continued to focus on a wide range of timely issues. In addition to a number of regular features each issue has some special reports and articles:



Fall 2004 offered a special feature entitled "Water in Manitoba". It recapped the 2nd session of the Manitoba Legislature and offered a preview of the 6th Annual AMM Convention.



Winter 2005 included a Convention review, a preview of the Municipal Officials Seminar & Trade Show, an update on education funding, and introduced readers to the AMM executive.



Spring 2005 featured a special report on "Transportation", as well as the first annual Municipal Innovation Award winner and Provincial Budget 2005. A recap of the 2005 MOS & Trade Show was also included.



Summer 2005 introduced a brand new series—Diversity in Municipal Politics. This issue focussed on women in politics. AMM's first annual Lobby Days were also given extensive coverage.