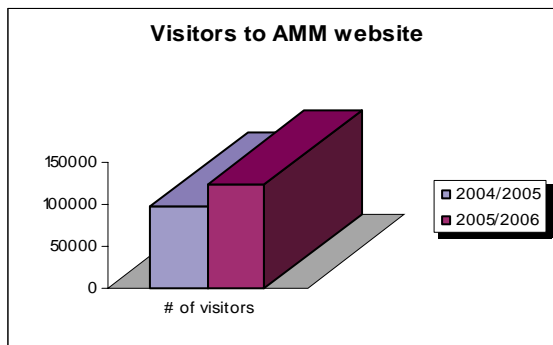


**C**ommunications with our membership is a key area for the AMM and last year saw a number of communications highlights.

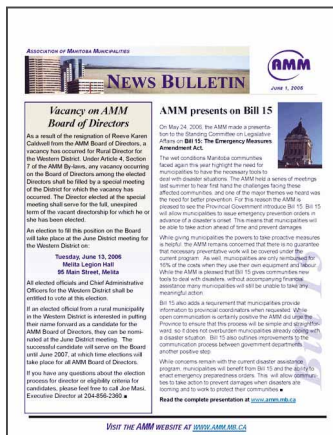
## AMM Website—[WWW.AMM.MB.CA](http://www.amm.mb.ca)

The AMM website continued to gain popularity as illustrated in the graph below. Monthly visits to the website increased by 25,000 visitors over the previous year. Monthly averages increased from 8,169 visitors per month in 2004/2005 to 10,298 visitors per month in 2005/2006.



## 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 21 bulletins were distributed via email 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 website. This figure includes 57 new subscribers for the reporting year.

## 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:



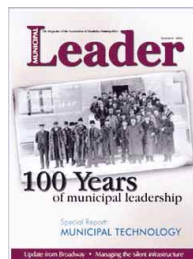
The Fall 2005 issue carried on with our series on Diversity in Municipal Politics with "Youth in Politics". Also featured was a profile on the Provincial Ombudsman in Manitoba, as well as a preview of the 7th Annual AMM Convention.



Winter 2006 previewed both the 2006 MOS and Trade Show and the AMM Education Program. It also featured "Visible Minorities in Municipal Government", part III in our Diversity series. A special heritage article was featured on the cover.



Spring, 2006 was an ambitious issue featuring the special report on Economic Development—Programs, success stories, bringing Hollywood to Manitoba—and more. Our Diversity series wrapped up this issue as well.



Summer, 2006 spanned "100 years of municipal leadership" with an article on the history of the AMM. It then jumped into the present (and future) with our feature report on Municipal Technology.

## Media Relations

The AMM continually strives to enhance our relationship with local media. Last year, the AMM was mentioned in Manitoba media 336 times—a drop from the 400+ mentions in 2004/2005, but significant in the number of issues discussed. The AMM was mentioned in the context of 85 different media issues, up from 50 issues the previous year.

Some of the media interviews granted were a result of the 25 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 AMM enjoyed extensive media coverage of its primary annual event, the AMM Annual Convention, and as a key player in the New Deal negotiations, media stories on that topic included the AMM's perspective 81 times.

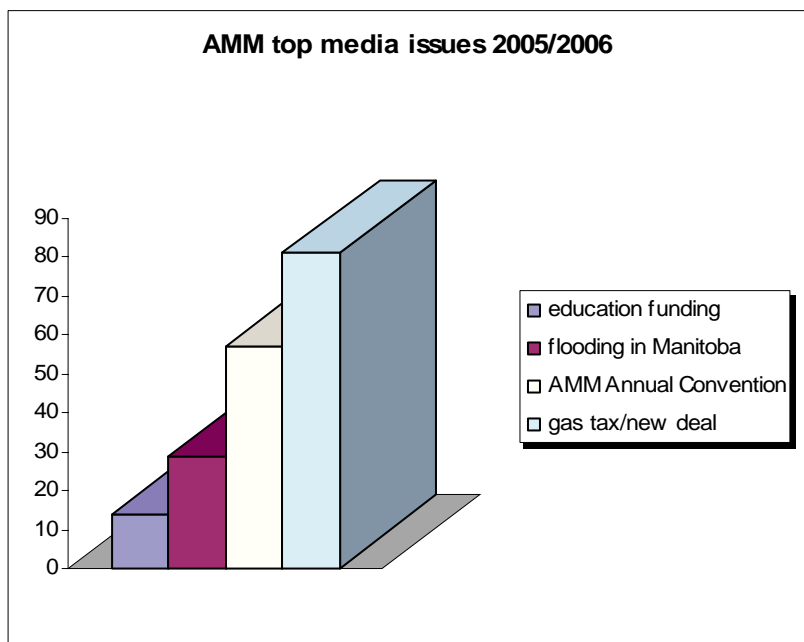
### Media Stats—2005/2006

- Media mentions 336
- Issues discussed 85
- Releases/advisories issued 25



**AMM President Ron Bell being interviewed at the AMM 7th Annual Convention.**

**AMM top media issues 2005/2006**



*As a key player in the New Deal negotiations, media stories on that topic included the AMM's perspective 81 times.*