

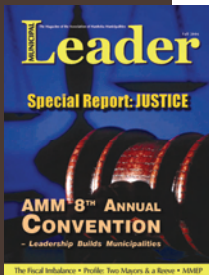
MEMBER SERVICES

COMMUNICATIONS

THE MUNICIPAL LEADER

The AMM's quarterly magazine, with a distribution of 1,800, focuses on a wide range of timely issues. In addition to a number of regular features, each issue has some special reports and articles.

This past year also featured numerous articles geared towards those newly elected in the October 2006 municipal election.



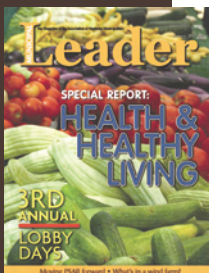
The Fall 2006 issue included a special report on "Justice". Also featured was a profile on three long-standing elected officials in "Two mayors and a reeve", a comprehensive look at the fiscal balance issue, and a preview of the 8th Annual AMM Convention.



Winter 2007 previewed the 2007 MOS and Trade Show, and introduced the "Changing face of the AMM board". A new series titled "Anatomy of an Amalgamation" was also introduced. For the newly elected, "What does the AMM do for you?" explained our role in the Manitoba municipal arena.



Spring 2007 explored a broad topic in its "Quality of Life" special report. It also featured a profile of a municipality much changed in last year's municipal election, the RM of Gimli. The 2007 New Council Seminars were recapped, as was the 2007 Municipal Innovation Award.



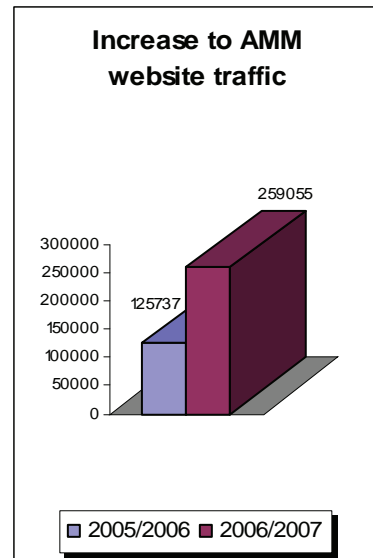
Summer 2007 took on an ambitious special report in "Health & Healthy Living". It also touched on wind energy, profiled two interesting municipal ideas, and recapped both Lobby Days and the AMM Education program. It also explained the Public Sector Accounting Board (PSAB) process for municipalities.

AMM WEBSITE—WWW.AMM.MB.CA

The AMM website continued to gain popularity as illustrated in the graph below, with monthly visits to the website more than doubling over the previous year.

Monthly averages increased from 10,478 visitors per month in 2005/2006 to 21,588 visitors per month in 2006/2007.

The website also added on-line registration forms for AMM events this past year.



BI-WEEKLY NEWS BULLETIN

The AMM's bi-weekly news bulletin is a popular and efficient way to deliver timely information on AMM issues. The bulletins are distributed via email to each municipal CAO who in turn distributes them to council, for a total reach of 1,379. An additional 400+ bulletins are distributed to MLAs, Cabinet Ministers, fraternal organizations, and recipients who subscribe using a form posted on the AMM website. This figure includes 83 new subscribers for the reporting year.

AMM MEMBER ADVISORIES

The AMM distributes Member Advisories to communicate issues of immediate importance to AMM members. Five advisories were distributed to AMM members last year.

MEMBER SERVICES

COMMUNICATIONS

AMM IN THE MEDIA

The AMM continually strives to enhance our relationship with local media. Last year, the AMM was mentioned in Manitoba media 320 times, just slightly below 2005/2006 levels, but significant in the number of issues discussed. The AMM was mentioned in the context of 68 different media issues.

Some of the media interviews granted were a result of the 35 news releases and media advisories distributed throughout the year, while others were a product of increased awareness of the AMM's lobbying efforts.

The AMM Annual Convention was the top AMM story last year. It was mentioned in 86 news stories, or 41 per cent of total media hits.

TOP 10 MEDIA ISSUES 2006/2007

1. 8th Annual Convention
2. Municipal Election
3. Provincial Budget
4. Inter-facility Patient Transfer
5. Provincial Election
6. Federal Budget
7. June District Meetings
8. Municipal Innovation Award
9. AMM History Book
10. MRIF

AMM COMMENTARY

Part of the AMM's media strategy for 2006/2007 involved writing several "commentary" pieces for broad distribution throughout Manitoba print media.

The first was a call to the Provincial Budget. *Budget Needs to Build Communities* focused on the need for the April 4, 2007 Provincial Budget to build communities by making a commitment to dealing with the infrastructure deficit in this province.

The second, titled *Budget 2007 promising, but more to do* reacted to the Provincial Budget's failure to deliver on a long-term plan to address the growing municipal infrastructure deficit in Manitoba. On the plus side, the AMM was pleased to see Budget 2007 provide a promise from the Province to increase provincial funding of education.

Finally, *Municipalities are growing up* aimed to break through the vast media attention around the provincial election. This commentary highlighted the fiscal balance issue by illustrating the many ways local government impacts a typical day for a Manitoba family.

