

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.



Fall 2007 included a profile of a community undergoing change in part two of a three-part series, "Anatomy of an Amalgamation". It also introduced several new AMM directors, outlined an exciting initiative called BizPal, and featured a cutting-edge program aimed at enticing youth back to rural communities. It also included a preview of the 9th Annual Convention.



Winter 2008 offered a Special Report on infrastructure. Arts and Heritage were featured in two submitted articles, as was an initiative focussed on making Manitoba age-friendly. The municipal profile featured not an individual, but a group – the Mayors and Reeves of Manitoba's Capital Region. Finally, the 9th Annual Convention was recapped in detail.

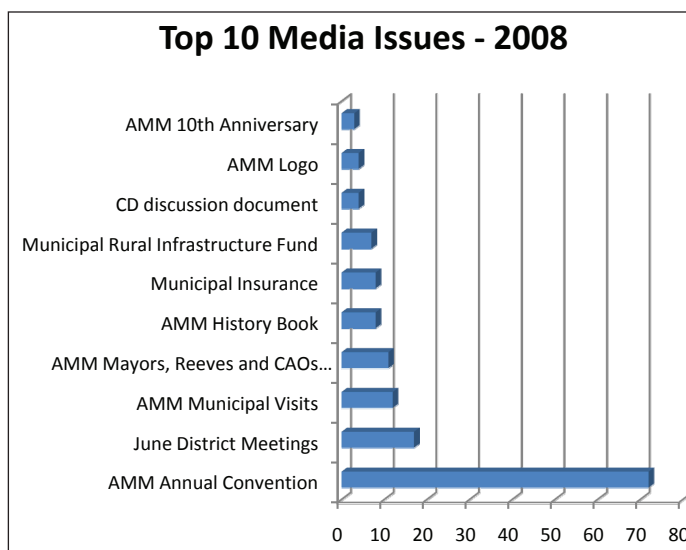


Spring 2008 revisited heritage and also discussed topics ranging from rural childcare in Manitoba, severe weather warnings, and drug awareness education in schools. The Municipal Profile introduced an unusual couple who both serve their local council - he in the mayor's chair, she as a councillor. It also included a preview of the 2008 Municipal Officials Seminar & Trade Show.



Summer 2008 took on a timely special report in "Greening of Municipalities". It covered what happened in the legislature in both the Update from Broadway and the AMM's own Lobby Days. The 2008 Municipal Excellence Award winners were profiled, and we captured the Municipal Officials Seminar and MTCML Trade Show in pictures.

Top 10 Media Issues - 2008



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 70 new subscribers for the reporting year.

AMM Member Advisories

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

AMM in the media

The AMM continually strives to enhance our relationship with local media. Last year, the AMM was mentioned in Manitoba media 210 times, down considerably from 2007 levels. It is important to note, however, that the number of different issues raised did not see a corresponding drop. The AMM was mentioned in the context of 60 different media issues, only 8 issues less than in 2007.

Some of the media interviews granted were a result of the 31 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 72 news stories, or 34 per cent of total media hits. Not surprisingly, the vast majority of media calls related to AMM news and events.

COMMUNICATIONS

AMM Website—www.amm.mb.ca

The number of visitors to the AMM website levelled off in 2008, returning to 2006 levels. However, bandwidth usage maintained a steady rate, suggesting that although the number of “hits” per month did not reach the levels of the year before, the amount of information downloaded by users held steady. The site continues to be the place to find all AMM related material as it is updated on a daily basis. It also provides a venue for members to post job and classified ads, register for events, and during 2008 enter contests related to the 10th anniversary.

A survey commissioned by the AMM in June, 2008 (see page 25 for details) also pointed to a high level of satisfaction with the website, with most AMM members agreeing the site is very (44%) or fairly (49%) easy to navigate and the information is very (59%) or somewhat (39%) useful.

Most AMM members agree the site is very (44%) or fairly (49%) easy to navigate and the information is very (59%) or somewhat (39%) useful.

AMM - Association of Manitoba Municipalities - Windows Internet Explorer

http://www.amm.mb.ca/

File Edit View Favorites Tools Help

AMM - Association of Manitoba Municipalities

ASSOCIATION OF MANITOBA MUNICIPALITIES

About Us Member Services Events Trading Company Resources Media Room Policies & Lobbying

Striving for Strong & Effective Municipal Government

Municipal Directory

- Home
- AMM Corporate Members
- Related Links
- Sitemap
- Contact AMM
- AMM Magazine - Municipal Leader

Search AMM:

GO

Search our site

Search the web

Subscribe to the AMM News Bulletin

Welcome to amm.mb.ca

One of the main functions of the AMM is to lobby on issues that affect Manitoba Municipalities. Many of our issues are raised by our members through resolutions or correspondence, which we then bring to the attention of the Manitoba or Federal government.

What's New

For all events, visit the AMM [Events Calendar](#)

NEW October 8, 2008 - With One Voice

The AMM will officially launch its history book, "With One Voice: A History of Municipal Governance in Manitoba" at the [10th Annual Convention](#).

[More>>>](#)