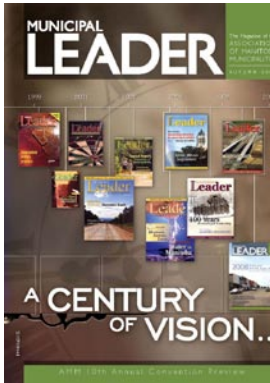




## The Municipal Leader

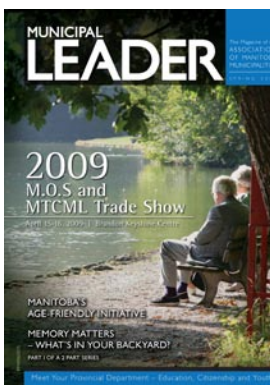
The AMM's quarterly magazine has a distribution of 1,800 and focuses on a wide range of timely issues.



The Fall, 2008 issue was a celebration of the AMM's 10th anniversary. It included a special pullout section and a fold-out cover highlighting all of the Municipal Leader covers over the past ten years. It also contained a convention preview along with articles ranging from citizen involvement to the value of public libraries to community healthy living initiatives.



Winter, 2009 offered a comprehensive recap of the 10th Annual Convention and introduced the newly elected AMM Executive for 2009. This issue also contained a special report titled Municipal Infrastructure: the need for alternate revenue. Articles on renewable energy, biodiesel and a review of the provincial Throne Speech rounded out this edition.



Spring, 2009 previewed the 2009 Municipal Officials Seminar and MTCML Trade Show. It also included a piece on Manitoba's Age Friendly initiative, an overview of the AMM lobbying process, and articles on disaster recovery and community heritage preservation. The Candid Camera pages offered a pictorial recap of the AMM Executive's busy first months.



Summer, 2009 included a special report on a very timely topic, the Greening of Municipalities. This issue also recapped the 5th annual Lobby Days, the AMM Municipal Excellence Award, and the El Salvador exchange. We also offered a thorough explanation of the 2010 reassessment, and capped off the issue with a look at the 2009 Mayors, Reeves and CAOs meetings.

**A FULL THIRD (33%) OF THE 2009 MEDIA HITS WERE AROUND ONE TOPIC—THE AMM'S REQUEST FOR ONE PER CENT OF THE PROVINCIAL SALES TAX.**

## 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 600+ bulletins are distributed to MLAs, Cabinet Ministers, fraternal organizations and recipients who subscribe using a form posted on the AMM website. This figure includes 91 new subscribers for the reporting year.

## AMM Member Advisories

The AMM distributes Member Advisories to communicate issues of immediate importance to AMM members. A total of 14 Member Advisories were distributed to AMM members last year on topics including the Building Canada Fund, 2009 Federal Budget, Provincial Police Act Consultation, proposed amendments to the Onsite Wastewater Management Regulation, 2009 Provincial Budget, Disaster Financial Assistance and the 2012 Police Services Agreement.

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

The AMM website received a total of 151,536 visitors in 2009, or an average of 12,628 visitors each month. The site is a one-stop-shop for member services, AMM event information and registration, Municipalities Trading Company of Manitoba Ltd. information, media releases, and various other resources. The AMM website also provides an in-depth policy section, offering not only the latest position papers and budget submissions but an online searchable database of AMM active resolutions.



## AMM in the Media

The AMM continually strives to enhance our relationship with media province-wide. In 2009 the AMM was mentioned in Manitoba media 383 times, up considerably from 210 mentions in 2008.

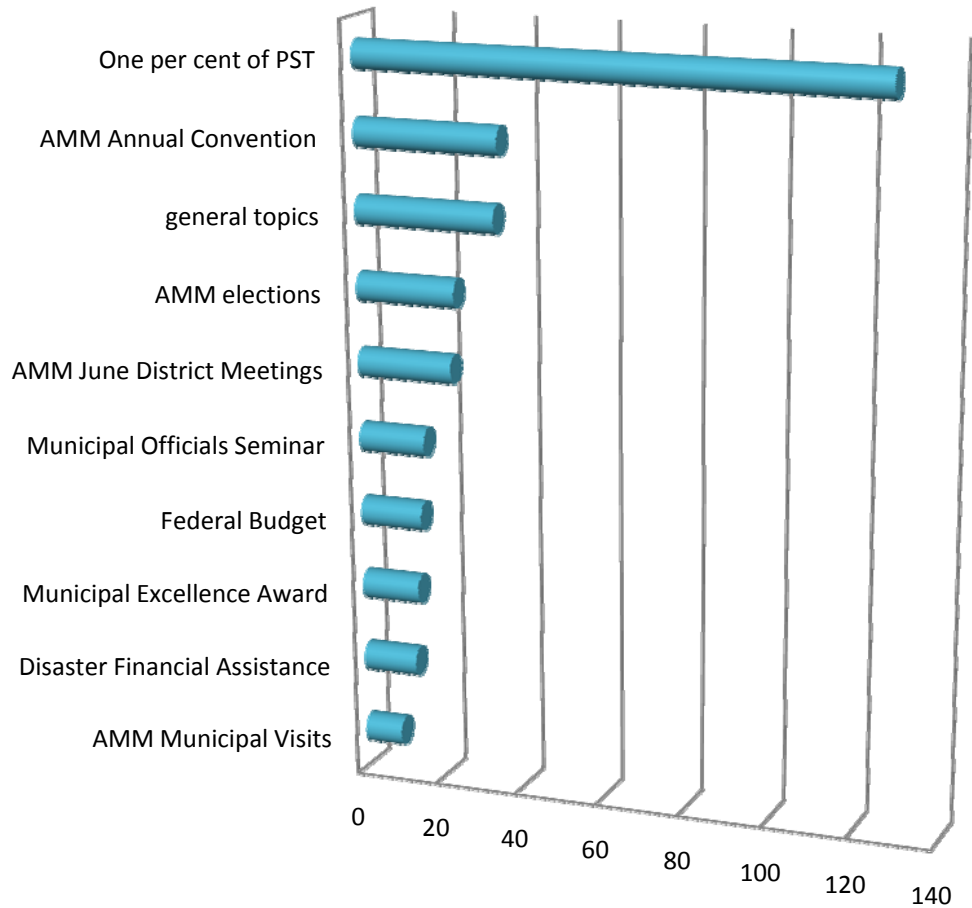
A full third (127) of the 2009 media hits were around one topic—the AMM’s request for one per cent of the provincial sales tax.

The AMM Annual Convention was a distant second with 35 media mentions.

Some of the media interviews granted were a result of the 33 news releases and media advisories distributed throughout the year.

Others were a product of increased awareness of the AMM’s lobbying efforts.

## Top 10 Media Issues - 2009



**Below:** President Doug Dobrowolski responds to media questions.

