

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
Platform		elected ofcl	muni staff	board	MASC staff	media	policy makers	key infl	partner/cmtly groups							
General membership																
Uptown	4900	1	1	1	2	2	2	3	3	Sarita	1970's	monthly	mail, PDF post, UU, what's new, social	\$ 122,000	SC Biz/Martin	SC Biz
Daily Clips	588	1	1	1	1	3	0	0	0	Sarita	2006?	daily	email by subscription	staff time	none	MWH
Uptown Update	4000	1	1	1	2	0	0	0	0	Sarita	2009?	weekly	email	staff time	none	MWH
Legislative																
From the Dome to Your Home	4000	1	1	1	2	2	2	3	3	Casey	2007 in this format	weekly during session	email, web, UU, social	staff time	electronic only	MWH
talking points										Casey		as needed		staff time	internal	MWH
releases/op-eds/columns										Casey/Reba		as needed		staff time		
annual legislative report	1000	1	1	1	2	2	2	3	3	Casey		after session	AM, other mtgs, mail, web, social, RAM, FSM	\$ 1,172	ProPrinters	MWH
RAM cards	200	1	1	1	3	0	0	0	0	Casey	2009?	annually	currently only printed version is in leg YE report	\$ 150		MWH
Advocacy handbook	1000	1	1	1	3	0	0	0	0	Casey	2007	as needed	RAMs, web, MEO/newley elected packets, HLAD	\$ 1,010	Apex	MWH
Media guide	500	1	1	1	3	0	0	0	0	Casey	2006	as needed	RAMs, web, MEO/newley elected, affiliates	\$ 319	APex	MWH
agenda cards/brochures	500	1	1	1	2	2	1	2	2	Casey	2006	annually	RAMs, web, MEO/newley elected, other mtgs	\$ 210	Professional	MWH
blast emails		1	1	1	2	0	0	3	3	Casey		as needed	AMS email	staff time		
grassroots communication (phone/text/email)		1	1	1	2	0	1	3	3	Casey		as needed	AMS, email, phone, text	staff time		
External																
CMB magazine	15k thru sc biz+1k we mail	1	1	1	2	2	1	1	1	Reba	2009	2x annually	mail, PDF post, UU, hero, social	\$ 12,000	SC Biz	SC Biz
articles for external pubs										RC	2009	as needed		staff time		
Awards																
Ach Award publication	900	1	1	1	2	0	0	0	0	Meredith		annually	mail, PDF post, UU, hero, blog, uptown insert	1625 plus Uptown cost (3123.75)	ProPrinters	MWH
Ach Award call for entries	750	1	1	1	2	0	0	0	0	Meredith		annually	mail, PDF post, UU, hero, blog	\$ 1,200	ProPrinters	
Ach Award/MS video	75 dvds	1	1	1	2	2	2	2	2	Meredith		annually	AM, website, social, Vimeo, individual cities, media, Uptown, press releases	\$ 30,000	Dust of the Ground	MWH
MS award call for entries		1	1	2	2	0	0	0	0	Beppie		annually	website, email	staff time	all online	MWH
HLAD/AM																
AM registration brochure	2670	1	1	1	2	0	0	0	0	Ken/Meredith		annually	webiste, blast, mail	\$ 2,750	Professional	MWH
AM registration confirmation		1	1	1	1	0	0	0	0	ken/christine		annually	email/AMS	staff time		
AM program	900	1	1	1	2	0	0	0	0	Ken/Meredith		annually	website/mail	\$ 2,001	Professional	MWH

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
Morning Cup	AM attendees	1	1	1	1	0	0	0	0	Sarita	2010ish	during AM	email/AMS	staff time		
booths/handout materials	AM attendees	1	1	1	1	0	0	0	0	staff/MWH		during AM	at AM	depends	depends	MWH
HLAD registration brochure	2700	0	1	1	2	0	0	0	0	Ken/Meredith		annually	website, blast, mail, app	\$ 1,593	Professional	MWH
HLAD confirmation emails	hLAD attendees	1	1	1	2	0	0	0	0	Ken/christine		annually	email/AMS	staff time		
HSCLAD program	550	1	1	1	2	3	2	0	0	Ken/Meredith		annually	website, app, packets	\$ 1,101	Professional	MWH
HLAD legislative invitation																
AM post-meeting survey	AM attendees	1	1	1	2	0	0	0	0	RC	2006ih	annually	email/UU	staff time		
HLAD post meeting survey	hLAD attendees	1	1	1	2	0	0	0	0	RC	2006ish	annually	email/uu	staff time		
pop up banners		1	1	1	2	1	1	1	1	RHC		as needed	events			MWH
meeting signage		1	1	1	2	0	0	0	0	Ken/Meredith		as needed	events			MWH
online																
MASC Website (including MID/registration etc)		1	1	1	2	1	1	2	2	MWH		ongoing	online	\$ 5,000		MWH
CMB website		1	1	1	2	1	1	1	1	RHC	2006ish	ongoing	online			MWH
meeting app	meeting attendees	1	1	1	1	3	0	0	0	Sarita	2012	ongoing	online	\$1,800		MWH
intranet	staff	0	0	0	1	0	0	0	0	Summter		ongoing	online			mwh
Compensation survey	members	1	1	1	2	3	3	0	0	Sara		annually	online			VC3
NavRisk																
Setoff Debt																
BTCP payment app																
ITCP app																
TTCP app																
Social media																
CMB FB	482	1	1	1	2	1	1	1	1	RHC	2010	ongoing	online	staff time		
blog/podcast	500	1	1	1	1	1	1	1	1	RHC	2014/2015	ideally wkly	online	staff time		MH
ASCM instagram		1	1	1	1	1	1	1	1	Casey	2014		online	staff time		
MASC Twitter	4400	1	1	1	2	1	1	1	1	RHC	2010	ongoing	online	staff time		
MASC Insider		0	0	0	1	0	0	0	0	no one at this pt	2009	ongoing but not often	online daily alerts	staff time		Sharepoint
Pubs																
Directory		1	1	1	1	2	2	3	3	Sarita/???		annually	mail, events, newly elected, exhibitors, legislators	\$ 12,500	ProPrinters	MWH
Handbook		1	1	1	1	1	1	3	3	Sarita/Eric content		As needed	order, newly elected, first timers	\$ 6,400	ProPrinters	MWH
BL		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	order, MEO, BLOA		ProPrinters	MWH
Elections		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	order	\$ 2,200	ProPrinters	MWH
FOG		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	order, MEO, Newly elected	\$ 1,950	ProPrinters	MWH
Effective Meetings		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	order, MEO, MCTI, Planning Fac, Newly elected	\$ 1,800	ProPrinters	MWH

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
Annexatoin		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	Order, MEO	\$ 500	ProPrinters	MWH
Planning guide		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	Order, MEO, Planning Fac	\$ 6,700	ProPrinters	MWH
incorporation		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	Order		ProPrinters	MWH
FOIA		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	order, MEO, Newly elected		In-house	Press Association
Model Personnel		1	1	1	1	2	2	3	3	Sarita/Eric content		As needed	Order, MEO		ProPrinters	MWH
PIA guide	do we still have this?	1	1	1	1	2	2	2	2	Sarita/Ed content		As needed	Order? Other?			
Annual Report	1250	1	1	1	1	2	2	3	3	Sarita/MH content		annually	MEO, AM, Newly elected, mayors-post AM	3000 plus Uptown cost (5206.25)	ProPrinters	MWH
History/time capsule		1	1	1	1	2	3	0	0	Satira	2016	annually	?		?	?
RMS																
Riskletter		1	1	2	2	0	0	0	0	Venyke		quarterly	mail, PDF post, UU, swirly, twitter		ProPrinters	MWH
RMStoolkits		1	1	1	2	0	0	0	0	Venyke		as needed	hand deliver/what else?		ProPrinters	MWH
letters/other correspondence		1	1	1	1	1	1	1	1	Summer orders		as needed	mail, PDF post, UU, swirly, twitter			
report cards/model policies for fire/police																
grant materials												annually	mail, online			
safety awards												annually	mail, online, newsrelease of winners, uptown of winners			
Affiliates/E&T																
brochure template paper		1	1	1	2	0	0	0	0	Summter/Meredith	2908	as needed	mail, PDF post		ProPrinters	MWH
registration brochures		1	1	1	2	0	0	0	0	E&T staff assoc		for meetings	mail, PDF post		In-house	MWH
membership brochures		1	1	1	2	0	0	0	0	E&T staff assoc		annually	mail, PDF post		In-house	MWH
meeting program brochure		1	1	1	2	0	0	0	0	E&T staff assoc		for meetings	meeting packets		In-house	MWH
meeting signage		1	1	1	2	3	3	3	3	E&T staff assoc/Ken		as needed	at meetings			
MEO brochure	8750													\$ 1,900		MWH
listserves		2	1	2	1	0	0	0	0	Krystal		as needed	online			
meeting confirmation	mtg attendees	1	1	1	2	0	0	0	0	Fremong/sarita/affiliate staff		as needed	online			
affiliate letterhead		1	1	1	2	0	0	0	0	E&T staff assoc		as needed			In-house	MWH
FSM cards	1000	1	1	1	2	0	0	0	0	???		as needed	hand delivered/AM mailing	\$ 270	ProPrinters	MWH
newly elected packets	newly elected	1	2	2	2	0	0	0	0	Ashleigh/FSM	2008ish	as needed	hand delivered	staff time		
MS marketing		1	1	2	2	2	2	1	1	Beppie						
Collections																

