

	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/c mty 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	

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
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
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

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
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
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/Mere dith	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

	number	target								Staff owner	Initially launched	frequency	Method of distribution	annual budget	Printer	Designer
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																
Setoff Debt training brochures (need to identify)										Melissa		annually	mail, on web		inhouse	
ITCP brochure										Gail		annually	mail		ProPrinters	MWH
TTCP brochure										Susan		annually	mail		ProPrinters	MWH
BTCP brochure										Melissa		annually	mail		ProPrinters	MWH
Setoff Debt orientation materials										Melissa		annually	meeting packets, mail		inhouse	
variety of letters (need to delineate for cities and reporting companies)																
General internal use																
folders/packets		1	1	1	1	3	3	3	3	Summer orders					ProPrinters	
namebadge stock		1	1	1	1	3	3	3	3	who orders?					ProPrinters	
letterhead/envelopes		1	1	1	1	3	3	3	3	Summer orders					ProPrinters	
notecards		1	1	1	1	3	3	3	3	Summer orders					ProPrinters	
business cards		1	1	1	1	3	3	3	3	Summer orders					ProPrinters	
staff memo pads		1	1	1	1	3	3	3	3	Summer orders					ProPrinters	
PP templates		1	1	1	1	2	2	2	2	Meredth		as needed	presentations, website			MWH
style guide		0	0	0	1	0	0	0	0	RC/Comm	2005	as needed			In-house	
comm guidelines		0	0	0	1	0	0	0	0	RC/Comm	2006	as needed			In-house	
Other																
audits		2	2	1	2	3	3	3	3	Finance		annually				
voice mail messages		1	1	1	1	1	1	1	1	all		ongoing	phone			
letters/other correspondence		1	1	1	1	1	1	1	1	all		ongoing				
emails (inc. signature)		1	1	1	1	1	1	1	1	all		ongoing				
legal docs												ongoing				
CMB signs		1	1	1	1	2	1	2	2	RHC	2008	ongoing	travel/1411			MWH
CMB website																
Notes: audience (primary 1, secondary 2, peripheral 3, none 0)																