Governing: The Future of States and Localities takes on the question of what state and local government looks like in a world of rapidly advancing technology.

The accelerating rate of change in technology is escalating disruption in foundational systems including finance, communication, transportation, labor, manufacturing, media, education and politics. Beyond that, we face consequential challenges to our notions of privacy, security, equity and perhaps the very nature of democracy and civil society.

Governing’s information platform includes:

- Website
- Newsletters
- Custom Content
Governing is a resource for elected and appointed officials and other public leaders who are looking for smart insights and a forum to better understand and manage through this era of change.
Audience

80% of Governing’s audience work in the public sector

55% of Governing’s audience are elected and senior government officials

80% of Governing’s audience work in the public sector

70% state/local government

3% Federal government

14% private sector

10% education

3% other

Branch of Government

Mayors
Legislators
Treasurers
City Managers
Chiefs of Staff
Finance Directors
CIOs
CTOs
CAOs
Policy Analysts
City/County Commissioners
Public Works Directors
Superintendents
City/County Administrators
Public Safety Officials

Source: Publisher’s own data.
Topic Channels

THE FUTURE OF
WHAT'S HAPPENING NOW

THE FUTURE OF
WHAT'S NEXT

THE FUTURE OF
SECURITY

THE FUTURE
IN CONTEXT

THE FUTURE OF
FINANCE

THE FUTURE OF
WORK

THE FUTURE OF
COMMUNITY DESIGN

governing.com
THE FUTURE OF

WHAT'S HAPPENING NOW

The current state of service delivery, operations and consumer technology.

Audience:
Mayors, Legislators, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.

Source: Publisher's own data.
THE FUTURE OF

WHAT'S NEXT

The trajectory and implications of AI, AR, VR, EV, AV, quantum computing, drones, facial recognition and the next big thing in the lab.

Audience:
Mayors, Legislators, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.
THE FUTURE OF SECURITY

Preventing, protecting and detecting critical infrastructure and data in a rapidly changing threat environment, including policy innovations and implications around interplay among levels of government, including emerging practices, mutual aid and cyber insurance.

**Audience:**
CIOs, CTOs, Information Systems Directors,
IT Directors/Managers, CISOs, Security Analysts,
Chief Data Officers.
Exploring what the humanities can bring to our understanding of contemporary events.

Audience:
Mayors, Legislators, Treasurers, Agency/Dept. Heads, Chiefs of Staff, Finance Directors, CIOs, CTOs, CAOs, City Managers, City/County Commissioners, Superintendents, Public Works Directors, City/County Administrators, Public Safety Officials, IT Managers, Policy Analysts.

Source: Publisher's own data.
THE FUTURE OF FINANCE

Everything from government funds to cryptocurrencies, muni bonds to opportunity zones, pay-as-you-go to long term financing, direct taxation to P3s and the intersection of fintech and fiscal policy.

Audience:
City Clerks/Treasurers, CFOs, Budget Analysts/Directors, Finance Directors, Assessors, Auditors, Council Members, Commissioners.
Automation and AI are expected to both displace routine work and create specialized work. Covering workforce and gig economy policy issues – including but not limited to telework, automation, unions, UBI and other innovations.

**Audience:**

HR Directors/Managers, Senior Personnel Analysts, Chiefs of Staff, Employee Benefits Directors, CAOs.
THE FUTURE OF
COMMUNITY DESIGN

Thinking through and solving challenges faced in building economically and socially robust communities; overcoming constraints in conceiving, investing in and building their future.

Audience:
Mayors, Agency Directors, Commissioners, City Managers, Sheriffs, Police/Fire Chiefs, Council Members, Treasurers, Public Works Directors, City/County Commissioners, Highway Superintendents.
Our team of journalists includes historians, ethicists, urban planners and others who can give context to our times and help our readers “see around the corners” of the future.
Clay Jenkinson is the Editor-at-Large of Governing. A noted humanities scholar and historian, Clay received a BA from the University of Minnesota and an MA from Oxford where he has a Rhodes and Danforth Scholar. He is the author of twelve books, most recently Repairing Jefferson’s America: A Guide to Civility and Enlightened Leadership. He has appeared in several of Ken Burns’ documentary films and is the creator of the podcast and nationally syndicated public radio program, “The Thomas Jefferson Hour,” heard on many NPR stations.

Clay portrays such historical figures as Thomas Jefferson, Theodore Roosevelt and J. Robert Oppenheimer. He lives and works on the plains of North Dakota. He is the founder of the Theodore Roosevelt Center at Dickinson State University in western North Dakota, dedicated to the digitization of all of Theodore Roosevelt’s Papers.
Paul W. Taylor, Ph.D., is the editor of Governing. He also serves as the chief content officer of e.Republic, Governing’s parent organization, as well as senior advisor to the Governing Institute. Prior to joining e.Republic, Taylor served as deputy Washington state CIO and chief of staff of the state Information Services Board (ISB). Dr. Taylor came to public service following decades of work in media, Internet start-ups and academia. He is also among a number of affiliated experts with the non-profit, non-partisan Information Technology and Innovation Foundation (ITIF) in Washington, D.C.
Alan Ehrenhalt served for 19 years as executive editor of Governing Magazine, and is currently one of its contributing editors. He has been a frequent contributor to The New York Times Book Review and op-ed page, the Washington Post Book World, New Republic and The Wall Street Journal. He is the author of four books: The United States of Ambition, The Lost City, Democracy in the Mirror, and The Great Inversion. He was also the creator and editor of the first four editions of Politics in America, a biennial reference book profiling all 535 members of Congress. Alan Ehrenhalt is a 1968 graduate of Brandeis University and holds an MS in journalism from Columbia. He was a Nieman Fellow at Harvard from 1977-1978; a Visiting Scholar at the University of California, Berkeley, in 1987-1988; a Regents’ Lecturer at UCLA in 2006; an adjunct faculty member at the Jepson School of Leadership Studies, at the University of Richmond, from 2004 through 2008; and an adjunct faculty member at the University of Maryland Graduate School of Public Policy in 2009. In 2000 he received the American Political Science Association’s McWilliams award for distinguished contributions to the field of political science by a journalist. He is married, has two daughters, and lives in Arlington, Virginia.
Tod is the managing editor of Governing and the contributing editor of our sister publication, Government Technology. He was previously the editor of Public CIO, e.Republic’s award-winning publication for IT executives in the public sector, and is the author of several books on information management.

**Nationwide Ballot Measure Results to Watch: Live Updates**

Despite the pandemic, there are dozens of measures that have made it on to ballots nationwide. They range from abortion to bail reform to marijuana. Here are a few.

**Money Matters: Voters to Decide Major Tax Initiatives**

Arizona, California and Illinois are just some of the states that have significant tax measures on the ballot that could impact billions in state revenue for years to come.

OCTOBER 28, 2020
Carl Smith is a senior staff writer for Governing and covers a broad range of issues affecting states and localities. For the past 30 years, Carl has written about education and the environment for peer-reviewed papers, magazines and online publications, with a special focus on conservation and sustainability. He has guest-edited special issues of the International Journal of Occupational and Environmental Health focused on the Precautionary Principle and the human rights dimensions of environmental degradation. Carl attended the University of Texas and the University of Georgia.
Alan covers politics as well as policy issues for Governing. He is the co-author of a standard textbook on state and local governments. He previously worked as a reporter for NPR and CQ and has written about politics and culture for many other outlets, print and online.
Cathilea is president of e.Republic where she oversees sales, editorial and operations for the company’s award-winning media platforms. Her expertise in government, technology and business has made her a trusted advisor for both government and industry leaders throughout the United States. She is also the host of Governing’s “In the Arena” podcast.
Jabari Simama is an education and government consultant and a senior fellow with the Center for Digital Government. He served two terms on the Atlanta City Council, from 1987 to 1994; as deputy chief operating officer and chief of staff for DeKalb County, Ga., from 2009 to 2012; and as president of Georgia Piedmont Technical College from 2012 to 2018.

Simama received his bachelor’s degree from the University of Bridgeport, his master’s degree from Atlanta University and his Ph.D. from Emory University. He is the author of Civil Rights to Cyber Rights: Broadband & Digital Equality in the Age of Obama, published in 2009 and has been a columnist for Creative Loafing and Southwest Atlanta magazine and a feature writer for Atlanta magazine. He blogs at Jabari Simama Speaks.
David Kidd is a photojournalist and storyteller at Governing. He was the art director and staff photographer at Teacher magazine and the American Journalism Review before joining Governing in 2008.

Marshall is a former Senior Fellow at the Regional Plan Association in New York City and has taught about infrastructure at the New Jersey School of Architecture at the New Jersey Institute of Technology in Newark. In 2000, he was a Loeb Fellow at Harvard University’s Graduate School of Design. He has consulted with Arup, Sidewalk Labs and other organizations. He holds a master’s degree from Columbia University’s journalism school and a bachelor’s in political economy and Spanish from Carnegie Mellon University. A native of Norfolk, Va., he was a reporter for The Virginian-Pilot in Norfolk from 1989 to 1997.
Girard Miller is the finance columnist for Governing. He is a retired investment and public finance professional and the author of *Enlightened Public Finance* (2019). Miller brings 30 years of experience in public finance and investments as a former GASB board member and ICMA Retirement Corp president.

**The Future of Finance**

Should Local Taxpayers Help Their Neighbors’ COVID-Crushed Businesses?

Cities and counties are stepping in to try to preserve their communities’ jobs and economies. It looks like it’s helping. But the programs need to be designed to prevent mischief and protect taxpayers.

November 24, 2020

Fines, Fees, Forfeitures and the Emerging Issue of Fairness

Local governments have come to rely more and more on user charges to fund municipal operations. They’re being challenged through the lens of equity and social justice, and they warrant a review.

December 8, 2020
Aaron M. Renn is an opinion-leading urban analyst, consultant, speaker and writer on a mission to help America’s cities and people thrive and find real success in the 21st century. He focuses on urban, economic development and infrastructure policy in the greater American Midwest. He also regularly contributes to and is cited by national and global media outlets and his work has appeared in many publications, including the The Guardian, The New York Times and The Washington Post.
Pete Saunders is a writer and researcher whose work focuses on urbanism and public policy. He has been the editor and publisher of the Corner Side Yard, an urbanist blog, since 2012. A practicing urban planner, he serves as the community and economic development director for the Chicago suburb of Richton Park, Ill., and is the principal for PDS Consulting, an urban-planning consulting and research firm.

Outside of blogging, Saunders’ writing has been published in traditional outlets such as Planning Magazine, the Chicago Reader, Crain’s Chicago Business, the Detroit Free Press, The Guardian and Encyclopedia Britannica, and in internet outlets such as the Urbanophile, New Geography, Rust Wire, Planetizen and Huffington Post. He holds a bachelor’s degree in urban planning from Indiana University and a master’s from the University of Illinois at Chicago.
Scott Beyer is a journalist who focuses on American urban issues. He owns a media company called Market Urbanism Report, which advocates for free-market urban policy. In addition to his work for Governing, Beyer writes regular columns for Forbes, the Independent Institute and Tax Credit Advisor.

Beyer recently completed a three-year cross-country tour to study U.S. urban issues and is working on a book about his findings. He is based in New York City, and his work can be found collectively at MarketUrbanismReport.com.
Mark Weatherford, chief strategy officer for the National Cybersecurity Center, is the cybersecurity columnist for Governing and a senior fellow at the Center for Digital Government, both of which are divisions of e.Republic. Among his previous appointments, he served as the U.S. Department of Homeland Security’s deputy undersecretary for cybersecurity and, before that, as the chief information security officer for the state of California. In the private sector, Weatherford served in senior roles at the North American Electric Reliability Corp., vArmour, Booking Holdings and Aspen Chartered, in addition to advisory roles with a number of technology startups.
Dr. Lindsay M. Chervinsky is an expert in the cabinet, presidential history, and U.S. government institutions. She is Scholar in Residence at the Institute for Thomas Paine Studies at Iona College and Senior Fellow at the International Center for Jefferson Studies. She also teaches on the American Presidency at the School of Media and Public Affairs at George Washington University. Previously, she was a historian at the White House Historical Association and a Postdoctoral Fellow at the Center for Presidential History at Southern Methodist University. She received her B.A. in history and political science from the George Washington University, and completed her masters and Ph.D. from the University of California, Davis. She is the author of the award-winning The Cabinet: George Washington and the Creation of an American Institution, which was published by Belknap / Harvard University Press in April 2020. Her work has also been published in the Washington Post, TIME, American Heritage, USA Today, History News Network, and more.
Stephen Goldsmith is a professor of practice at the Harvard Kennedy School and director of the Innovations in American Government Program at the Kennedy School’s Ash Center for Democratic Governance and Innovation. The former deputy mayor for operations for New York City, he previously served two terms as mayor of Indianapolis.

Goldsmith served as the chief domestic policy advisor to the George W. Bush campaign in 2000, as chair of the Corporation for National and Community Service and from 1979 to 1990, as the district attorney for Marion County, Indiana.

His most recent book is A New City O/S: The Power of Open, Collaborative and Distributed Governance, which he co-authored with Neil Kleiman. He also is the author or co-author of The Responsive City: Engaging Communities Through Data-Smart Governance; The Power of Social Innovation; Governing by Network: the New Shape of the Public Sector; Putting Faith in Neighborhoods: Making Cities Work through Grassroots Citizenship; and The Twenty-First Century City: Resurrecting Urban America.
DIGITAL ADVERTISING
Governing.com gives your message powerful visibility with state and local executives and policy makers who rely on its first-hand insight and analysis on such issues as public finance, transportation, economic development, education, infrastructure, the environment and technology.

7.5M Annual Unique Visitors
10.5M Annual Page Views
800K Average Monthly Page Views
600K Monthly Visitors
90K Newsletter Subscribers
95K Social Media Followers

Source: Publisher’s own data
Unparalleled Digital Reach in Our Category

Source: Alexa, An Amazon.com Company, December 2020
Governing Daily Newsletter

Featuring the day’s headlines, as well as original and breaking news, Governing Daily delivers your message directly to our engaged audience of state and local executives and policy makers.

29% Average Open Rate*  
78K Newsletter Subscribers  
= INCREDIBLE REACH

*benchmark = 15-20% open rate  
Source: Publisher’s own data
Opt-In Newsletters

Our community development team actively manages our audience relationships. Subscribers are highly-targeted, qualified and ENGAGED. Our newsletter sponsorship gives your brand 100% share of voice in every newsletter.

Deliverables:
- 2 dedicated and exclusive content sections with 2 links each (4 total)
- Optimal tactic for driving quality traffic to landing pages
- 10,000-90,000 opt-in subscribers per issue

Topical newsletters:
- Future of Finance / Weekly / 24,000
- Future of Security / 2x Month / 21,000
- Future of Work / Monthly / 12,000
- Future of Community Design / Monthly / 16,000

Example Newsletters
www.governing.com/subscribe
High Impact Banners

- IAB standard 640x480
- CPM basis in even rotation with other advertisers
- ROS, geo-targeted and contextual placements available
- Interstitial placement before the site loads
- Also positioned in middle of article text
- Benchmark 0.50% CTR – Highest performing banner
Standard Banners

- IAB standard 300x250
- CPM basis in even rotation with other advertisers
- ROS, geo-targeted and contextual placements available
Content Syndication

We’ll host your gated assets in our libraries, where they will be downloaded and receive valuable visibility with state and local decision makers.

Standard registration fields collected are: First/Last Name, Job Title, Organization, Address, City, State/Province, Zip, Email, Phone.

Audiences:
- State and Local Government Decision Makers
- Local Government (Mayors, City Managers)
- Elected Officials
- Public Safety (Police, Fire, Emergency Managers)
- Many more ... full list upon request
Sponsored Articles

Sponsored articles are a way to get visibility for your content, as they stream through relevant articles and news. They will be appropriately labeled as sponsored or underwritten by you. Metrics report to be delivered once after the first month with total views and time spent on each article.

**Deliverables:**
- Placement on a relevant news topic channel
- Your author or company bio in the article
- Links to your website or additional content from the article
- Hosting for a minimum of one year.

**Example Articles**
www.governing.com/sponsored
Channel Sponsorships

Spotlight your papers and key informational assets within an eye-catching module that rotates alongside relevant editorial and news. Banner roadblock gives your brand 100% share of voice on a trending topic.

Topics Include:
- The Future of Security
- The Future of Finance
- The Future of Work
- The Future of Community Design
- The Future of What’s Happening Now
- The Future of What’s Next
- The Future in Context

Deliverables:
- Banner roadblock on channel
- Module promoting featured assets
- 50 leads per month average
- Dedicated project management
- Regular metrics reporting
Microsites

A custom microsite allows you to present a vast array of informational assets and insightful content in an easy-to-consume format. The housed information can be a combination of original Governing content, sponsored articles and/or client-supplied assets.

**Deliverables:**
- 10K annual visitors (on average)
- 250K promotional banner impressions
- 600K newsletter sends (one sponsorship/mo)
- 600 guaranteed annual leads
- Custom design
- Dedicated project manager

**Example Microsite**
www.governing.com/smarter
Timely Reporting

Regular lead reports show asset performance, key titles and jurisdictions and high qualified registrants.
Custom Content

Great Content Marketing = Powerful Sales Results

We’ll manage your projects from development through research, writing, design and production. Then our powerful distribution network will ensure your message reaches its precisely targeted audience across a variety of print, web, event or social media platforms. Choose from white papers, case studies, handbooks, infographics, webinars, social media kits, custom websites and more.
Government Technology
The smart use of technology in state and local government

Governing
The future of states and localities

Techwire
Covering California’s $11 billion state and local government IT market

Center for Digital Government
A national research and advisory institute focused on technology policy and best practices in state and local government

Center for Digital Education
Strategy and leadership to advance education through the smart use of technology

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