



Customizing an EMMA® Issuer Homepage

The MSRB's [Electronic Municipal Market Access \(EMMA®\) website](#) enables issuers to enhance the display of their municipal securities information on EMMA. Creating a free custom EMMA issuer homepage can help issuers more effectively communicate with investors and monitor information about their bond issues. Explore the issuer homepages by navigating to a particular state from the interactive map on EMMA's homepage at emma.msrb.org.



✓ Communicating with Investors

A customized issuer homepage gives investors access to consolidated information about each issuer's securities on EMMA. Issuer homepages are accessed through an interactive map that allows investors to browse a comprehensive directory of state, city, county and other issuers in a particular state. Issuers can make their homepages even more valuable for investors by:

- Customizing the name of the page to ensure investors can quickly and easily locate information;
- Providing contact information for investors;
- Adding links to issuer website(s); and
- Confirming the list of bond issues included on an issuer homepage to provide investors with a consolidated view of information and disclosures about all relevant securities.

Customized issuer homepages are labeled and listed first in the directory of each state's issuers to assist users in exploring this feature on EMMA.

✓ Monitoring Your Information on EMMA

A customized issuer homepage also provides issuers with a centralized view of trading activity, official statements, continuing disclosures and refunding documents for their issues. Issuers can create a single consolidated issuer homepage or, if they issue bonds on behalf of a number of issuing authorities, they can create separate homepages to individually manage the information about each issuing authority.

To help issuers monitor their homepages, EMMA will send an email to the organizational contact when new issues are reported to EMMA and automatically added to a homepage.



[Subscribe to issuer education and EMMA email updates from the MSRB.](#)

BEFORE

The screenshot shows the EMMA issuer homepage for 'WISC ST'. The header includes the EMMA logo and navigation tabs: 'Browse Issuers', 'Tools and Resources', 'Market Activity', 'MyEMMA', and 'EMMA Dataport'. The main content area for 'WISC ST' is mostly empty, with a message stating 'This issuer has not provided contact information.' Below this, there are tabs for 'Issues', 'Trade Activity', 'Pre-Sale Documents', 'Official Statements', 'Refunded Issues', 'Financial Disclosures', and 'Event-Based Disclosures'. The 'Issues' tab is active, displaying a table of bond issues with columns for 'Issue Description', 'Dated Date', and 'Maturity Dates'. The table lists several bond issues, including 'GENERAL FUND ANNUAL APPROPRIATION REFUNDING BONDS OF 2019, SERIES A (FORWARD DELIVERY)' and 'GENERAL OBLIGATION BONDS OF 2018, SERIES B'.

AFTER

The screenshot shows the EMMA issuer homepage for 'STATE OF WISCONSIN (WI)'. The header is identical to the 'BEFORE' screenshot. The main content area is now customized. The issuer name is 'STATE OF WISCONSIN (WI)' with a 'Customized by State of Wisconsin' tag. The 'Issuer's Contact Information' section is populated with the following details: David R. Erdman, 101 East Wilson Street, Floor 10, Madison, WI 53707, (608) 267-0374, and DOACapitalFinanceOffice@wisconsin.gov. An 'Issuer Website(s)' section lists 'State of Wisconsin: Capital Finance Office Website'. The 'Issues' tab is still active, showing the same table of bond issues as in the 'BEFORE' screenshot.

Enter a plain-English name for your issuer homepage

Provide information for the individual whom investors can contact

Confirm the issues listed on your homepage

Add links to website(s) that provide more information for investors



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✓ Creating an Issuer Homepage

Log in to the EMMA website at emma.msrb.org and click on the “EMMA Dataport” tab.

► Note: To create an issuer homepage, issuers must have an organization account with the MSRB and use this account to log in to EMMA Dataport. [Learn more about how to set up an organization account.](#)

Click on the “Login” button. Enter your MSRB organization account user ID and password and click “Login.” You will be directed to the EMMA Dataport Submission Portal. Select the “Issuer Homepage” button.

1. Click on the “Create Issuer Homepage” button.
2. On the Issuer Information tab, select the appropriate issuer type (state, city, county or other).
3. Select your state from the “Issuer State” drop-down menu.
4. Enter a plain-English name for your issuer homepage, or click on the “same as organization name” link if you wish to copy the organization name listed above.
5. Provide contact information for the individual whom investors can contact regarding the information displayed on your EMMA issuer homepage, including name, phone number or email address.
6. Add up to five links to website(s) that provide more information for investors. You may enter a name for each URL in the Title field to be displayed on your issuer homepage.
7. Add up to four links to additional contact information, including the paying agent/trustee, for investors.
8. On the “Issues/Securities” tab, select the issues or securities for which all associated trade activity, official statements, disclosure documents and refunding documents will be displayed on your issuer homepage. Search for your issues or securities by entering your issuer name in the search field and/or by entering a list of CUSIPs in the CUSIP section.
9. Click the “Upload” button to review your selected issues or securities in the menu on the right of the screen.
10. Verify the selected issues or securities. To remove an issue or a security from view, uncheck desired security. Unchecked securities will be removed upon publish.
11. Click “Publish” to complete the process of creating an issuer homepage.
12. Click the “View your EMMA issuer homepage” link on the confirmation screen to go directly to your new issuer homepage on EMMA. This may take a few minutes to load.

Customize an EMMA issuer homepage to confirm the consolidation of your securities information and provide contact information to investors.

Additional Contact Information

■ Paying Agent/Trustee: Wisconsin State Treasurer
■ Legal Counsel

■ State Controller
■ Secretary Department of Financial Institutions



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✓ **Managing an Issuer Homepage**

Access the issuer homepage to make any changes to an issuer homepage you previously created.

1. Click the "Edit" link next to the name of the issuer homepage.
2. Make the necessary changes to the issuer information or associated securities and click the "Publish" button. The changes will be available on the EMMA website within a few minutes.
3. To cancel a customized issuer homepage and reset to the default display of information on EMMA, click the "Cancel" option. Clicking "Yes" in the confirmation pop-up window will eliminate customized information, but all data and disclosures about your municipal securities will continue to be available on EMMA.

✓ **Guided Set-Up**

The MSRB offers free personal phone appointments and webinars to assist with customizing your issuer homepage. Contact MSRB Support to schedule an appointment or provide feedback.

▶ **MSRB Support**

Phone: 202-838-1330

Hours: 7:30 a.m. – 6:30 p.m. ET

Email: MSRBsupport@msrb.org

Hours: 7:00 a.m. – 7:00 p.m. ET

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