



20250321_SF2600_MNBroadcastersAssn_Testimony

March 21, 2025

Dear Members of the Senate State and Local Government Committee,

I write today to express the Minnesota Broadcasters Association (MBA) support of S.F. 2600, authored by Senator Erin Maye Quade and Senator Jordan Rasmusson, requiring that one-half of state agency advertising expenses be paid directly to local news organizations.

Local news keeps communities connected and informed. Local broadcasters are a federally regulated essential service and provide critical information and services to Minnesota communities, all at no cost to the public. They rely on advertisers as a major source of revenue to keep the lights on, pay employees, build infrastructure, and continue to provide critical information. Minnesota's newspapers, radio and television stations cover everything from severe weather to city council meetings to high school sports. Without it, people lose access to vital information that impacts their daily lives. Local journalism is struggling and without support, could disappear entirely. Many agencies contract with national entities to place advertising, and when they do so, local news organizations miss out on that revenue.

Local coverage is funded by investment in *local* news organizations, through advertisements bought *locally*. For these reasons, the MBA supports S.F. 2600.

The Minnesota Broadcasters Association urges lawmakers to support S.F. 2600, as this legislation would allow further investment in local news, information and entertainment thereby allowing further investment in local journalism.

Sincerely,

Wendy Paulson

President, Minnesota Broadcasters Association