

**SENATE**  
**STATE OF MINNESOTA**  
**NINETY-FOURTH SESSION**

**S.F. No. 2600**

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DATE  
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Introduction and first reading  
Referred to State and Local Government

OFFICIAL STATUS

- 1.1 A bill for an act
- 1.2 relating to state government; requiring that one-half of an agency's advertising
- 1.3 expenses be paid to local news organizations; proposing coding for new law in
- 1.4 Minnesota Statutes, chapter 15.
- 1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
- 1.6 Section 1. [15.442] LOCAL NEWS ORGANIZATION ADVERTISING BY STATE
- 1.7 AGENCIES.
- 1.8 Subdivision 1. Definitions. (a) For the purposes of this section, the following terms have
- 1.9 the meanings given.
- 1.10 (b) "Advertising" means providing consideration for the publication, dissemination,
- 1.11 solicitation, or circulation of visual, oral, or written communication to either:
- 1.12 (1) directly induce any person to utilize or participate in a service offered by an agency;
- 1.13 or
- 1.14 (2) make any person aware of information relevant to an agency or a program or public
- 1.15 awareness campaign operated by an agency.
- 1.16 (c) "Agency" means any state officer, employee, board, commission, authority,
- 1.17 department, entity, or organization of the executive branch of state government. Agency
- 1.18 does not include the Minnesota State Colleges and Universities.
- 1.19 (d) "Local news organization" means a print, digital, or hybrid publication, or a broadcast
- 1.20 or radio station, that:
- 1.21 (1) primarily serves the needs of the state of Minnesota or a regional, local, or ethnic
- 1.22 community within Minnesota;

(2) primarily has content derived from primary sources relating to news and current events;

(3) employs at least one journalist who resides in Minnesota and who regularly gathers, collects, photographs, records, writes, or reports news or information that concerns local events or other matters of local public interest; and

(4) has a known Minnesota-based office of publication or broadcast where business is transacted during usual business hours with a local telephone number and must list contact information in each updated publication.

Subd. 2. **State agency advertising.** Beginning July 1, 2025, at least 50 percent of an agency's expenditures on advertising must be made through local news organizations, with an emphasis on local newspapers where practicable. Advertising primarily targeted at out-of-state residents is not subject to this requirement.

Subd. 3. **Reporting.** By February 1, 2026, and each year thereafter, all agencies must publish an annual report that includes but is not limited to:

(1) the total advertising spending by the agency;

(2) the total percentage of advertising spending through local news organizations;

(3) the total percentage of advertising spending through local newspapers; and

(4) the recipients of the advertising spending.

These reports may be published separately by each agency or as one report organized by agency. The reports must be publicly posted on agency websites and delivered to the chairs and ranking minority members of the legislative committees with jurisdiction over state government operations.

**EFFECTIVE DATE.** This section is effective the day following final enactment.