



TRUE NORTH NEWS ALLIANCE

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A coalition working to strengthen Minnesota's civic information and local news ecosystem through sensible policy solutions.

What we support in 2026:

Workforce Development SF4183/HF4072

Minnesota Newspaper Association medium-neutral bill supports journalism workforce development through a DEED-run internship program.

Minnesota Civic Seal SF2565/HF2372

YMCA bill gives high school students the option to earn a civic seal upon graduation if they complete certain requirements, including media literacy.

Government Advertising Set-Aside SF2600/HF2609

Requires governments to target 50% of their advertising spending toward local media, instead of social media or national media.

Examples: New York City, Chicago, Connecticut & San Francisco

Looking ahead to 2027:

- **Payroll tax credits for local reporters/newsroom staff**
- **Civic information grant funds for local news and community organizations**



TRUE NORTH
NEWS ALLIANCE

The True North News Alliance

**Creating a Framework for Local
News Policy in Minnesota**

Who we are:

The True North News Alliance is a coalition of media organizations, civic leaders, educators, and community partners working to strengthen Minnesota's local news ecosystem. The Alliance identifies policy solutions that sustain and expand access to trusted local information. Because when local news weakens, communities risk losing a critical connection to the issues, institutions, and stories that shape daily life.

The Alliance emerged from statewide listening sessions to understand the opportunities and needs facing local journalism. Participants highlighted the important role local news plays in connecting communities, supporting small businesses, and helping residents stay informed about local decisions.

Legislative Priorities:

Supporting Sustainable Local News for Minnesota Communities

Across both rural and urban communities, listening session participants stressed the need for diversified revenue models that give news organizations flexibility to adapt to economic and technological change, while preserving editorial independence.

Building and Maintaining Local Voices in Journalism

Participants called for reporting fellowships, internships, mentorships, and stronger school and community partnerships. Expanding workforce pathways helps reflect and serve Minnesota communities.

Ensuring Communities Have Access to Trusted Local Information

Participants saw reliable local information as foundational to civic life. When residents understand local government and community issues, they engage more, decide better, and hold institutions accountable. Media literacy gaps were seen as obstacles to civic participation. Participants identified shared infrastructure needs to reduce administrative burdens and keep newsrooms focused on reporting.

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