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# Minnesota House of Representatives

Kurt Zellers, Speaker

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## **New efforts will refocus delivery of nonpartisan information** Session Weekly news magazine to cease publication

For more than 40 years, House Public Information Services has met the challenge of providing nonpartisan legislative information about the Minnesota House of Representatives. The public's appetite for clear, accurate nonpartisan information is alive and well — and increasing — and the House is poised to continue meeting that demand.

However, because of a dynamic shift to accessing information online, the continued reduction in the Session Weekly print subscriber base, and as a result of responses to our user surveys, we have determined the best allocation of our department's limited time and resources is to end Session Weekly and shift our attention to creating an even more robust online presence, especially through the expansion of Session Daily.

The nonpartisan Session Weekly newsmagazine has been a primary vehicle for House Public Information Services' nonpartisan outreach efforts for 29 years. But, as with many printed products, it has seen its circulation numbers decrease — down more than 79 percent since 2000. Computers and portable electronic devices have changed how a majority of people receive their news and information, and when they expect to receive it.

Since its inception about a decade ago, Session Daily has seen a significant uptick in both email subscribers and web traffic. Our social media efforts, including Twitter, Facebook and YouTube, continue to grow as well. During the legislative session, we now reach many more users every day via electronic means than we reach once a week via Session Weekly.

We hope our expanded online efforts will make information about members, bills and legislative news easier to access, including on mobile devices.

Our department's expanded online opportunities will include:

- providing more news and information in a timelier fashion;
- expanded use and availability of multimedia content (photos, video and audio); and
- streaming of House television coverage to mobile devices.

Many of our Session Weekly subscribers live in areas of the state where Internet access is limited. We will continue to extend our partnership with Greater Minnesota media to help them bring nonpartisan legislative information to the local level.

Our challenge at House Public Information Services is to keep pace with how our constituents want to receive their information. We accept this new challenge and look forward to hearing ideas on how we can improve our services.

