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City of Duluth Communications Office

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SUBJECT: Duluth Launches Quarterly Newsletter for Residents

BY: Pakou Ly, Public Information Coordinator

Duluth Launches Quarterly Newsletter for Residents

The City of Duluth is diversifying and improving how it communicates with the public by introducing a new communications tool. The 2010 National Citizens Survey indicated that only 20% of resident felt that the City adequately communicates with the public. Mayor Don Ness has had a broader goal of improving city communications and developed the concept of a citywide newsletter. City staff then worked to implement what is the *City of Duluth Quarterly Newsletter* with assistance from New Ventures Publishing Corporation, a Duluth based publishing company. Readers can expect to receive useful, insightful and up to date information about city initiatives and government operations. The newsletter will reach households and businesses today.



“The quarterly newsletter is an exciting opportunity to connect with the community by providing useful in depth information about the people and operations of the city. Staff worked hard with New Ventures to produce a high quality citizen newsletter which also gives local companies an opportunity to promote their business through advertisement”, said David Montgomery, the City’s Chief Administrative Officer.

The City of Duluth issued a request for proposal in May of this year seeking companies who would be interesting in partnering on this initiative. New Ventures Publishing Corporation was selected. New

Ventures was founded by Marti Buscaglia and publishes the Duluth-Superior Magazine.

The City of Duluth Quarterly will be distributed by mail to households, placed in public news racks and at all three public libraries, delivered to local businesses and will be in electronic format accessible from the City of Duluth website in the next couple of days at www.duluthmn.gov

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