About Us

The Minnesota News Media Institute (MNI) is the 501 (c) (3) training arm of the Minnesota Newspaper Association. Founded in 2010, MNI’s mission is to provide education, training and professional development opportunities for the more than 300 members of the Minnesota Newspaper Association, their employees and news media professionals across the state.

We provide training programs, scholarship and internship opportunities to students and other programming to increase the public’s understanding of the role and obligation of a free press in our society. We strive to reach news media professionals with high quality, accessible and affordable educational opportunities.
The Minnesota News Media Institute (MNI), the nonprofit arm of the Minnesota Newspaper Association is grateful for the kindness and generosity of our members and the support they provide.

MNI’s mission is to offer training and continued education for news media professionals, allowing them opportunities to enhance their work knowledge, becoming better at their jobs. The annual convention, the Editors & Publishers Community Leadership Program and our regional trainings, all have the goal of providing quality and affordable training for MNA members.

Thank you to the individuals from member owned newspapers who attended MNI training sessions and participated in partner webinars. MNI is always looking for new ways to offer enhanced training opportunities to members, your suggestions for programming and training are encouraged and welcomed.

A generous grant from the Blandin Foundation provides funding for the Editors & Publishers Community Leadership Program which completed its 14th year in 2018. The program helps news enterprises develop leadership skills and the vision to advance the health and vibrancy of their communities.

An exciting future program for MNI is the creation of an internship program to assist members interested in employing an intern. Watch for more information on this program.

There are many ways you can support MNI and its various programs: by donating to the Internship program, or the Thank a mentor program, contributing 10% of your MNA membership dues, purchasing a plaque on the printer’s commemorative plate, or participating in any of our sessions throughout the year. However you choose to donate – again, MNI is grateful for your support. If you have any questions or would like to learn more about our programs, please contact the MNI office; 612-332-8844 or email Member@mna.org.

Karin Ramige,
The McLeod County Chronicle and Arlington Enterprise
MNI President 2016-present
MNA Board 2014-present

Lisa Hills
MNA/MNI Executive Director
Phone: 612-278-0222
Email: lisa@mna.org
Web: www.mna.org
In 2018, the Minnesota News Media Institute offered an array of training programs in person and online via webinars. Thanks to our program partner, Online Media Campus, we were able to offer many timely topics from industry experts throughout the year covering relevant issues for news media professionals. The Minnesota News Media Institute is always looking for new program ideas to cover the needs of our members. If you have any suggestions, or specific needs, please let us know. You can contact MNA at member@mna.org or 612-332-8844.

A few of the 2018 programs offered:

- Generational Hiring and Retention
- 2018 Daily Meeting
- Improving Writing Skills
- Advertising Sales Training
- AP Style Refresher
- Security Training for Newspapers
- Editors and Publishers Community Leadership Program
- Digital Revenue Strategies
- Increase Production Skills
- Nuts & Bolts of the Data Practices Act & Open Meeting Law
- Growing your role as an Editor
- Don’t Forget about Social
- Motivation Inside and Outside Sales
- Adobe Training
- Photo Composition and Camera Settings
- Writing Amazing Sales Emails

The Editors & Publishers Community Leadership Program celebrated its 14th year in 2018. Annually, MNI recruits editor-publisher teams who want to develop their community leadership and vision skills. The program encourages newspapers to develop and strengthen social capital within their communities. Editor and publisher teams learn they have the power to frame issues and mobilize action in their communities, helping them advance the health and vibrancy of their communities.

2018 Participants

- Brielle Bredsten – Aitkin Independent Age
- Michelle Van Hee – Madelia Times-Messenger/Hanska Herald
- Terry Lehrke – Morrison County Record, Little Falls
- Peter Grimsrud – News-Record, Zumbrota
- Ted Almen & Jordan Almen – The Kerkhoven Banner
- Stacy Ruff – The Observer, Belgrade
- Paula Quam & Jason Miller – Wadena Pioneer Journal/Perham Focus
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“MNA Executive Director Lisa Hills had to practically beg me – for two years – to sign up for the Editor and Publisher Community Leadership Program, and I reluctantly did so in 2018. My ‘enthusiasm’ for this venture continued as I picked up my journalist daughter Jordan at 6 a.m. the Thursday we were to begin our first session at Ruttgers Bay Lake Resort near Deerwood. Why, oh why had I agreed? After all, there was billing to do, ads to make up, stories to edit, ruts to continue pacing. Huh... some leader.

But as I brought this attitude into the room later that morning and saw the cheerful faces of others happy to see us join them, my own transformation began. Over the course of those first three days, filled with honest (and funny) discussion of the problems we community newspaper people face and how we deal with those, our group began to share bits and pieces of our own leadership in our varied communities. The more we got into the program, the more valuable our discourse was. By the time Jordan and I left Ruttgers on Saturday we were nearly bubbling over some of the topics and conversations we’d had... both in the official sessions led so artistically by Mirja Hanson, and also in the free time sitting around the dinner table (great food, by the way), at the bar or in front of the crackling fireplace where we talked ‘shop’ and more until midnight.

We met on two more occasions, once in Minneapolis and once more at Ruttgers, but these times our journeys were filled with anticipation rather than regret. By the time we ‘graduated’ from the course I would say we all left the resort feeling that we had a much better feel for our communities’ strengths and weaknesses, as well as fresh ideas of how we and our newspapers could become real leaders in helping to build the towns we served into even better places to live and work. I would highly recommend this program to any editor and publisher, and even more so to those of you who may think, as I did, that your everyday routine is just too important to break.”

Ted Almen, Publisher, Village Ink
Clara City Herald, Kerkhoven Banner
Lakes Area Review of New London and Spicer

“The E & P Leadership Program is one of the best investments you can make for yourself, your newspaper and your community. You will recharge your mental batteries with ideas on how you can affect positive change for your readers and be reminded of the important role newspapers play in a healthy community. I know you are busy. I also know taking the time to do this is worth it.”

Melissa Swenson, Publisher,
Detroit Lakes Newspapers,
2017 Graduate
## Financial Statement – 2018

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$31,069</td>
</tr>
<tr>
<td>Blandin Grant (Editors &amp; Publishers Community Leadership Program)</td>
<td>0*</td>
</tr>
<tr>
<td>Editors &amp; Publishers Alumni Event Registration</td>
<td>1,745</td>
</tr>
<tr>
<td>Convention</td>
<td>8,930</td>
</tr>
<tr>
<td>Training Registration</td>
<td>4,970</td>
</tr>
<tr>
<td>In-Kind Revenue</td>
<td>1,723</td>
</tr>
<tr>
<td>Misc. Income</td>
<td>1,600</td>
</tr>
<tr>
<td>Interest/Dividend</td>
<td>29,026</td>
</tr>
<tr>
<td>Investment Gain/Loss (Net)</td>
<td>(92,314)</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>13,251</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editors &amp; Publishers Program &amp; Alumni Event</td>
<td>35,030*</td>
</tr>
<tr>
<td>Administrative</td>
<td>39,045</td>
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<tr>
<td>Professional Services</td>
<td>8,232</td>
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<tr>
<td>Training</td>
<td>4,433</td>
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<tr>
<td>Convention</td>
<td>1,574</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td><strong>88,314</strong></td>
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### Change in net assets

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<th>Description</th>
<th>Amount</th>
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<tr>
<td></td>
<td>(101,565)</td>
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### Net assets, beginning

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<th>Description</th>
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<tr>
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<td>1,255,463</td>
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### Net assets, ending

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,153,898</td>
</tr>
</tbody>
</table>

* $126,000 in revenue from a three-year grant was recorded in 2016 and provided revenue for the 2018 Editor & Publishers programs.
Printers Plaque Donations

Thank you to those who have purchased a Printers Plaque:

2017 MNA Staff
Kevin Anderson
Jeffrey Athmann
Julie & Rollin Bergman
Robert Bradford
Cannon Falls Beacon
Carol Duff
Linda & Kurt Falkman
Bruce Fenske
Forum Communications Printing
Jody Hanson
Joni Harms
Lisa Hills
Chris Ison & Nancy Cassutt Ison
Michael & Geri Jacobson
Peter & Lynn Jacobson
Charles R. Johnson

Chris Knight
Laurie and Joel Kramer
Carole & Don Larson
Livewire Printing Co.
Matt McMillan
Minnesota Chamber of Commerce
Pete Mohs
Jim Pumarlo
Quinco Press, Inc.
Karin Ramige
William Ramige
Bob Shaw
John R. and Mary A. Stone
Owen Van Essen
Chuck & Jan Wann
Chuck Warner
Wade Weber & Susan FranceWeber
MNI Donors

The following individuals and organizations donated to the Minnesota News Media Institute in 2018.

Blandin Foundation  
Kevin Anderson  
Mark Anfinson & Deb Mauerer  
Jake Benson  
Linda Falkman  
Joni Harms  
Henning Publications  
Chris Ison  
Mark Jacobson  
Peter & Lynn Jacobson  
Charles Johnson  
Chris Knight  

David Koch  
Carole J. Larson  
Livewire Printing  
Matt McMillan  
Crystal Miller  
Sandy Neren  
Dick Norlander  
Jim Pumarlo  
Don Smith  
Chuck Wann  
Wade Weber  
Dennis Winskowski  

Memorials: Donations to MNI in memory of those we’ve lost.
Arlin & Marilyn Albrecht – In memory of Chuck Warner  
Brenda Halverson/Staples World – In memory of Chuck Warner  
Joni Harms – In memory of Chuck Warner & Natalie Hunt (Chuck’s Mother)  
Chuck Hunt – In memory of Chuck Warner  
Linda Falkman – In memory of Chuck Warner  
Lisa Hills & Rick Fiman – In memory of Chuck Warner & Natalie Hunt  
Charles Johnson – In memory of Chuck Warner  
Carole Larson – In memory of Chuck Warner  
Don & Nancy Smith – In memory of Chuck Warner & Jim McDonnell III  
John & Mary Stone – In memory of Chuck Warner  
Chuck & Jan Wann – In memory of Chuck Warner  

In-kind Donations:
Better Business Bureau  
Forum Communications Printing  
HJ Marketing / Herald Journal  

10% of Membership Dues Donation:
Thank you to all of our MNA Newspaper Members that have generously donated 10% of their annual dues to MNI.
The Mission of the Minnesota News Media Institute is to provide education, training and professional development opportunities for the more than 320 members of the Minnesota Newspaper Association, their employees and news media professionals across the state.

Please recognize those who have helped you along your career path by giving back and supporting MNI’s mission.

Honor a coworker, mentor or teacher – anyone who made a difference in your career – by making a donation to the MNI in his or her name.

In honor of: _____________________________________________________________

Honoree’s company/newspaper: ______________________________________________

Given by: __________________________________________________________________________

Your company/newspaper: ________________________________________________________

Amount: $25.00 _______ $50.00 _______ $100.00 _______ Other ________

If you’d like your honoree to be notified of your generous contribution made in his or her name, please include contact information.

Minnesota News Media Institute, 10 South Fifth Street, Suite 1105, Minneapolis, MN 55402
Email: Member@mna.org

Thank someone

Thank you!

The Minnesota News Media Institute and the Minnesota Newspaper Association
MNI Board of Directors

Karin Ramige, McLeod County Chronicle, Glencoe – President
Mike Dalton, Cannon Falls Beacon
Chris Knight, Mesabi Daily News, Virginia
Justin Lessman, Jackson County Pilot
Crystal Miller, Albert Lea Tribune
Diann Drew, Alexandria Echo Press
Chad Koenen, Citizen’s Advocate, Henning
Mark Weber, APG Media
Chris Ison, School of Journalism & Mass Communications, U of M (not pictured)
Jim Pumarlo, Minnesota Chamber of Commerce (not pictured)
Chris Schultz, Herald Publishing, Howard Lake
Lisa Hills, MNA/MNI Executive Director