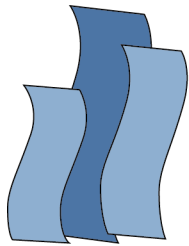


2020 MINNESOTA NEWS MEDIA INSTITUTE ANNUAL REPORT



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MINNESOTA NEWSMEDIA INSTITUTE

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About us:

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

We provide training programs 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.

MNI Board of Directors:

Justin Lessman, *Jackson County Pilot* - Chairman

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Diann Drew, *Alexandria Echo Press*

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Doug Hanneman, Retired Editor, *Hutchinson Leader*

Lisa Hills, MNA/MNI Executive Director

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The primary focus of the Minnesota News Media Institute is to provide high-quality training to news media professionals.

The 2020 Pandemic made in-person meetings and training unfeasible. As a result, all MNI 2020 programming was moved to a virtual platform.

MNI offered access to dozens of training programs, seminars and webinars on topics ranging from news reporting, advertising sales, social media, design, human resources, and media law which were attended by news media professionals throughout Minnesota.

The Blandin Foundation generously supported MNI's Virtual Leadership Networking sessions to sustain local newspapers in support of local communities.

Seeking to address the revenue shortfalls threatening the survival of newspapers in cities, counties and townships, accelerated by the pandemic, a virtual peer networking program was developed to identify action ideas to sustain rural news operations and community access to essential information in the COVID-19 era and beyond.

MNI invited community news leaders to "climb to the balcony" above the daily fray to gain perspectives for working wisely on the "dance floor" of day-to-day operations. The virtual problem-solving effort builds on the Rural Editors and Publishers Community Leadership Program.

Close to sixty editors, reporters, publishers, sales staff and other newspaper professionals representing nearly one-third of Minnesota's newspapers signed up to participate in two interchange sessions to discuss challenges and brainstorm action ideas for sustaining community newspapers and supporting healthy communities.

An idea bank was created and sent to all MNA members, sharing comments and insights from Virtual Peer Networking session participants responding to three focus questions:

1. **What currently are your main CHALLENGES** for operating a healthy newspaper and supporting the healthy community in your service area?
2. **What newspaper and community ACTIONS are needed** to address the challenges in the short-term? in the longer term?
3. **What are local UPDATES or networking TAKE-AWAYS** for operating a healthy newspaper in support of healthy communities as challenging times continue?

Seven sessions on specific topics suggested by VPN participants were conducted as a follow-up.

MNI continued to offer its internship program with ten randomly selected newspapers receiving funding of up to \$1,000 to hire an intern. Comments from the interns and the newspapers that received funding were overwhelmingly positive. MNI plans to continue funding the intern program in 2021.

MNI Financials

MNI is well positioned for a strong year in 2021.

MNI Financial Statement

Revenue	2020
Contributions	\$2,812
Blandin Grant (<i>Editors & Publishers Community Leadership/Online Networking Program</i>)	\$0*
E & P Alumni Event Registration Income	\$0
Internship Income	\$3,940
Convention	\$8,500
Training Registration	\$0
In-Kind Revenue	\$650
Misc. Income	\$0
Interest / Dividend	\$26,168
Investment Gain/Loss (Net)	\$97,554
Total Revenue	\$139,624
Expenses	
Internships	\$8,060
Editor & Publishers Program and Alumni Event/Online Networking Program	\$35,645*
Administrative	\$35,305
Professional Services	\$7,469
Training	\$0
Convention	\$1,128
Total Expenses	\$87,607
Change in net Assets	\$52,107
Net assets, beginning	\$1,443,593
Net assets, ending	\$1,495,610

** \$126,000 in revenue from Blandin was recorded in 2019 and provides revenue for the 2020, 2021 and 2022 Editor & Publishers and/or Online Networking Programs.*

THANK YOU DONORS

In-Kind Donations:

Beyond Broken
Herald Journal Publishing

Thank you to all of our MNA Newspaper Members that have generously donated 10% of their annual dues to MNI.

And a huge thank you to everyone that donated to the MNI Internship program during the MNA 2020 BNC Awards Banquet.

MNI 2020 Donors

Blandin Foundation
Carole Larson
Linda & Kurt Falkman

MEMORIAL DONATIONS:

Kathleen Dalton – In memory of Dick Dalton
Joni Harms – In memory of Dick Dalton
Lisa Hills – In memory of Michael Evans, Dick Dalton & Wayne Blahauvietz
Peter & Lynne Jacobson – In memory of Dick Dalton
LuAnn Yattaw – In memory of Michael Evans & Dick Dalton

MNI is funded in part by your generous donations. However you choose to donate, 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 at (612) 332-8844 or by email at member@mna.org.

Cover photo courtesy Westbrook Sentinel/Tom Merchant, 2019-2020 BNC Winner