Ontario Community Newspapers Association





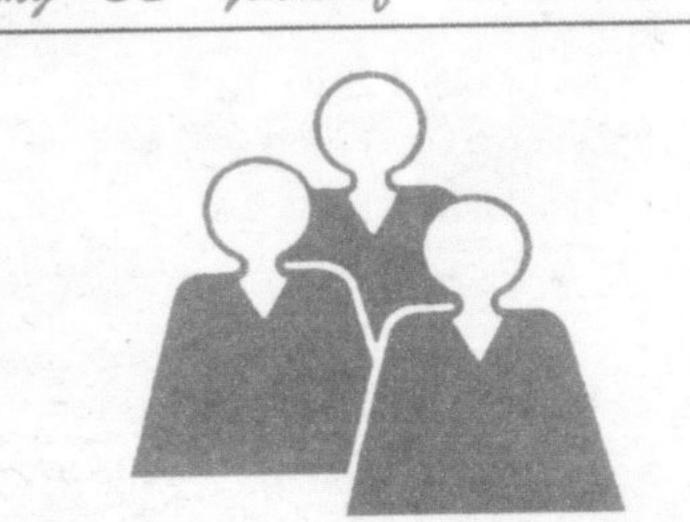
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# What exactly is the OCNA and what does it offer?

## Organization has more than 270 member newspapers in Ontario

Founded in 1950, with offices in Burlington and Toronto, the Ontario Community Newspapers Association (OCNA) is a non-profit industry association comprising more than 270 member newspapers located throughout the province.

It's dedicated to helping member community newspapers prosper by:

- Advocating for favourable government policies
- Supplying members with tools, support and information about the industry and the market
- Providing the means for members to work together to resolve issues to improve the competitive position of the industry
- Promoting and enhancing the image of the industry among readers and other important constituencies
- Pooling resources and delivering services to the public jointly, and securing benefits collectively which individual members can't obtain alone.

The association is the member's source of information about their industry. It's in busi-

ness to find answers to their questions.

#### Services for the public

The association also offers services to help the public do business with community newspapers while benefiting our members at the same time.

These services include Ad\*Reach Ontario for display advertising placement, Network Classified Advertising for multiple placements of classifieds, and the Press Service for centralized distribution of news releases to community papers.

#### OCNA staff

The OCNA has a staff of 18 full and parttime employees and is governed by a voluntary board of directors comprising 12 directors plus the immediate past president. The board sets the direction and policy for the association and the executive director carries them out.

#### Better Newspaper Awards

The OCNA is proud to recognize the outstanding quality of work produced each week by its member newspapers and showcase it to readers and advertisers.

The Better Newspaper Awards, both Premier and General Excellence categories, are presented annually during the association's spring convention.





