

# Member Application Form

Thank you for your interest in the Ontario Community Newspapers Association, a non-profit industry association representing more than 235 community newspapers.

The List of Services will give you information about the programs and services available to OCNA members.

To become a member we would ask you to complete this Membership Application Form in its entirety and return it to OCNA's office, c/o Member Services Manager.

All membership applications are processed by the Member Services Co-ordinator/Manager and reviewed by the Member Selection Committee before being sent to the OCNA Board of Directors for decision.

The Board generally meets four times per year. Please see the next few membership application deadlines on this page.

**Please note:** The Ontario Community Newspapers Association provides services in English. Member newspapers published in other languages may not have access to association programs such as General Excellence Awards. Applicants and member newspapers bear OCNA's cost to read and spot check publications to ensure they meet OCNA membership criteria.

If you have any questions, please feel free to call 416-923-7724 ext. 4432. We look forward to serving you.

#### Application Deadlines:

March 2, 2020

June 1, 2020

August 4, 2020

November 2, 2020



# Active Member Application Form

*(please circle the appropriate response, where choices are offered)*

**Identification**

Name/position of person applying \_\_\_\_\_

Paper name: \_\_\_\_\_ Date paper started \_\_\_\_\_

Phone number \_\_\_\_\_ Fax Number \_\_\_\_\_ Email address \_\_\_\_\_

Owner name \_\_\_\_\_

**Membership Criteria**

The OCNA board of directors shall in its sole discretion determine whether such community newspaper qualifies as an Approved Community Newspaper having regard to the following criteria and such other criteria as the directors may from time to time determine. Below we state the criteria and then ask you to describe how you comply.

*(i) an Approved Community Newspaper shall be print publication and have a name or title and shall have a geographical area in Ontario;*

Please describe the geographical area and community served :

\_\_\_\_\_

Kindly state the number of copies you distribute in your largest edition to every FSA (1<sup>st</sup> 3 digits of the postal code) with your circulation area:

FSA	Copies	FSA	Copies	FSA	Copies	FSA	Copies
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____

*(ii) shall have a known office of publication open to the public during normal business hours where business is to be transacted;*

Office Location:

Street \_\_\_\_\_ P.O. Box \_\_\_\_\_

Town \_\_\_\_\_ Postal Code \_\_\_\_\_

Office hours \_\_\_\_\_ This office is within newspaper circulation area? Yes No

*(iii) shall publish less than six (6) issues per week but not less than one (1) issue per month;*

Edition Name	Day Published	Circulation	Paid/Controlled/Vol.Paid	Tab/Broad
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

*(iv) shall be carried on with a view to profit;*

Circle the legal status of the entity that owns the newspaper applying for membership:

Nonprofit      Proprietorship      Partnership      Limited Company      Corporation

*(v) shall have a clearly defined editorial page with opinion and masthead, and with opportunity for letters to the editor from members of the public;*

Using all editions from the first week of the previous month:

Editorials in every edition?    Yes    No                      If No, % of newspaper editions with editorials \_\_\_\_\_%

Opportunity provided for letters to the editor?    Yes    No            If Yes, average number of letters to editor per edition: \_\_\_\_\_

Comments:

*(vi) shall have a news - oriented front page;*

Using all editions from the first week of the previous month, kindly describe the layout and content of your front page:

Average number of photos on front page \_\_\_\_\_      Average number of news articles on front page \_\_\_\_\_

Average number of advertising agate lines on front page \_\_\_\_\_      Average number of teaser boxes on front page \_\_\_\_\_

Comments:

*(vii) shall include news of general interest and news and information concerning current happenings and passing events of a political, social, religious, commercial, financial or legal nature and other miscellaneous reading material including legal or other announcements and notices, all in addition to advertisements;*

Of the 100 % of your editorial content, and using all editions from the first week of the previous month, roughly what percentage of the news and information (other than advertising) was:

Local News & Information \_\_\_\_\_%    Regional or Prov./Fed News & Info \_\_\_\_\_%    International News & Info \_\_\_\_\_%

Other \_\_\_\_\_

Comments:

*(viii) shall contain local news of the area served by the community newspaper as a major portion of its news content;*

Generally speaking, does the news and information included in this publication?

- |  |     |    |
|--|-----|----|
| a. offer a certain group or segment of the population's perspective on life in the geographic area?  | Yes | No |
| b. and/or about a neighbourhood where certain languages and/or cultures are well represented or predominate?                               | Yes | No |
| c. and/or about life generally for people of a certain ethnicity in a larger geographic community?   | Yes | No |
| d. and/or about how national and international issues relate to people of a certain ethnicity or language group in a geographic community? | Yes | No |

Comments:

*(ix) on average, not more than seventy per cent (70 per cent) of the space in such community newspaper shall be devoted to advertising exclusive of any pre-printed supplement included as part of any particular edition;*

Edition Name/Publish Day

Average percentage of advertising, including classifieds using all editions from the first week of the previous month

_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %

Comments:

(x) shall be carried on in accordance with the highest ideals, ethics and traditions of the newspaper profession and in accordance with the objects contained in the Letters of Patent of the Association;

Kindly outline the policies or practices in place to meet this criterion:

Please supply the names and phone numbers for three references:

(xii) must have a current, independent verified circulation audit, such as CCNA verified audits, ABC, CCAB, ODC;

All new Active Members have six months after becoming a member to complete their initial audits.

Edition Name/Publish Day	Audit Name	Last Audit Date	Attach Reports
_____	_____	_____	
_____	_____	_____	
_____	_____	_____	
_____	_____	_____	
_____	_____	_____	

(xiii) shall be available to the general public.

How is your paper distributed, eg adult carriers drop door to door?

Please explain how any interested party can gain access to this publication:

may be published in any language

In what language(s) is this newspaper published?

If not published in English, kindly indicate how OCNA might gain access to an independent party who can read the publication periodically to see that it meets the above criteria.

## **Enclosures**

Please include with this application:

1. Seven copies each of your last two issues (14 papers in all)
2. Seven copies of your advertising rate card
3. Your latest circulation audit report (If you are not yet audited, you will have six months to complete your initial audit)

Kindly send complete package to OCNA, c/o Member Services Manager, 37 Front St. E., Suite 200, Toronto, Ontario, M5E 1B3. Please call 416-923-7724, Ext. 4432 if you have any questions, or visit our web site at [www.ocna.org](http://www.ocna.org).

## **Application Process**

1. Applicants are encouraged to confer with the OCNA Member Services Co-ordinator/Manager to understand OCNA services, this applicant form, and the application process.
2. Once OCNA receives the application, the Member Service Co-ordinator/Manager reviews it to ensure it is complete, and then forwards it to the OCNA Member Selection Committee.
3. The Member Selection Committee reviews the application and sends a recommendation about the status of the application to the OCNA Board of Directors.
4. Once an application has been approved, OCNA will invoice the new member for the annual membership fee, prorated monthly from January to December.

## **Next Steps**

Upon acceptance to OCNA, you will receive a "Welcome to the Association" email that will include:

1. Association bylaws and information about the association/board.
2. A request for more detailed information about your publication including a questionnaire for Ad\*Reach, OCNA's display advertising division, asking for advertising information. Once this information is complete, your newspaper will be included on the Ad\*Reach rate card.
3. Information and a contract for the Network Classified Advertising program and Value Ad Advertising Program. Please support your association with this important revenue-generating program so we can continue to offer you other valuable services.
4. An information package from CCNA, which will include a CMCA Circulation Audit kit if you are not already audited.
5. Weekly correspondence and Monthly newsletter - Newsclips.

OCNA Active Members automatically become members of the Canadian Community Newspapers Association (CCNA). Member fees to the national association are paid by OCNA on your behalf.

## **Understandings**

All new Active Members are Probationary Active members for the first year and not able to publish the OCNA logo.

All new Active Members have six months after becoming a member to complete their initial audits. Details will be provided with your acceptance package.

The Ontario Community Newspapers Association will provide services in English. Member newspapers published in other languages may not have access to all association programs such as the Better Newspaper Awards.

Applicants and member newspapers bear OCNA's cost to read and spot check publications to ensure they meet OCNA membership criteria.

I hereby acknowledge that I have read the attached information about OCNA and that I accept all stipulations pertaining to this application, and agree that the information contained in this application is true and complete to the best of my knowledge.

Signed \_\_\_\_\_ Dated \_\_\_\_\_

## **2020 Fee Schedule**

### **Ontario Community Newspapers Association**

#### **Class A) ACTIVE MEMBERS**

NOTE: Basic fees below DO NOT include member fees for News Media Canada. News Media Canada member fees are based on circulation and will be shown on your invoice separately. Member titles with a circulation over 10,000 pay \$796.32, those under 10,000 pay a base fee of \$199.08 and an additional \$59.72 per thousand circulation.

Circulation	OCNA Basic Fee
0 – 2,000	\$ 530
2,001 – 3,000	\$ 555
3,001 – 10,000	\$ 575
10,001 – 50,000	\$ 625
More than 50,000	\$ 695

\*\*Add \$50 for Network Classified Program non-participating papers.

**Class B) ASSOCIATE** - \$250

**Class C) FELLOWSHIP** - \$150 Voluntary donation to OCN Foundation

Fees are pro-rated monthly for new members joining throughout the year.  
HST to be added to these prices. OCNA's HST number is: R107797326