

SERVICES

WHAT NEWS MEDIA CANADA OFFERS

Communications

- **News Media Canada website:** www.newsmediacanada.ca
- **News on News e-newsletter:** Weekly overview of association activities and industry news and events. To subscribe, visit our website or send an e-mail to services@newsmediacanada.ca.
- **Social Media:** Join the conversation! Receive daily updates from News Media Canada by following us on:
 - **Twitter:** @NewsMediaCanada
 - **Facebook:** www.facebook.com/newsmediacanada
 - **LinkedIn:** www.linkedin.com/groups/3349657/

Business Services

- **Agency Accreditation and Credit Rating program:** Up-to-date agency credit ratings for use by members.
- **Canadian Media Circulation Audit:** Cost-effective circulation verification service recognized and accepted by government and business. See www.circulationaudit.ca.
- **CommunityWire:** In-house wire service distributing press releases and other free-for-use content to the newsrooms of over 1,000 newspapers in both official languages. For more information, visit www.communitywire.ca.

Awards

- **Canadian Community Newspaper Awards:** Community newspaper competition with awards for editorial, multimedia, photography and other categories. www.communitynewspaperawards.ca
- **Great Idea Awards:** Celebrating the best promotions, ad campaigns and special sections from community and daily newspapers. www.greatideaawards.ca
- **Goff Penny Awards:** Writing competition for young journalists from daily newspapers.
- **Quill Recognition Awards:** Members can nominate a peer for one of these recognition awards honouring longstanding and distinguished service in the news media industry.

Education

Members of News Media Canada can access numerous professional development and skills training options. For more information, visit newsmediacanada.ca/training.

- **Webinars:** Low-cost distance education from industry partners including NewspaperTraining.ca, covering a cross-section of business and industry topics for editorial, marketing and advertising departments. Live and pre-recorded webinars are available.
- **Sales Certification Program:** News Media Canada has partnered with Local Media Association to offer innovative sales training certification courses at a special discounted rate, providing media salespeople with the skills and tools to progress from transaction-focused selling to true consultative selling.

Public Affairs

News Media Canada represents its members' interests on a number of public affairs issues. Visit newsmediacanada.ca/public-affairs for more information.

- **Recycling:** Working with governments and industry organizations from coast to coast, News Media Canada has saved members millions of dollars in recycling costs.
- **Canada Post:** Monitors Publications Mail and Neighbourhood Mail service rates, specifications and standards.
- **Support programs:** Advocates on behalf of members regarding industry support programs such as the Canada Periodical Fund offered by the Department of Canadian Heritage.
- **Freedom of Information:** Conducts an annual audit on the state of Freedom of Information in Canada to monitor government activities and test how readily officials disclose information that should be publicly available on request.
- **Copyright:** Prepares industry positions on copyright issues to present to the government, including Bill C-32.
- **Anti-Spam legislation:** Works with the CRTC on member communications and enforcement.
- **Do Not Call legislation:** Obtained an exemption for newspapers from the Act. Working with the CRTC on member communications and enforcement.
- **Legal Interventions:** Involved in appropriate legal issues on behalf of the industry.

Research

The News Media Canada website houses an abundance of industry data for members, advertisers and the public. For more information, visit newsmediacanada.ca/research-statistics.

- **Newspapers 24/7:** Newspaper readership across different platforms and by time of day
- **Newspapers in the path to purchase**
- **Community newspaper research**
- **Circulation rates and data reports:** Issued annually
- **Revenue reports:** Issued quarterly
- **Benchmarking surveys**

Sales and Marketing Tools

Visit newsmediacanada.ca/ad-resources to download the following materials:

- **Marketing materials:** Printable brochures highlighting research on the strength of newspapers and news websites.
- **Case Studies:** Printable brochures detailing newspaper advertising success stories.
- **Publisher's Presentation:** Download and use this slide presentation in your sales meetings. An annual overview of the power, creativity and effectiveness of newspapers and their sites.
- **Industry Ads:** Series of house ads and environmental ads for use in your print and digital products to promote news media as an advertising medium.

