



THE ON CO-OP NEWSLETTER

Submission Guidelines and Information – updated January, 2015

The primary role of the On Co-op newsletter is to disseminate news, activities & events, job postings, and information of interest or benefit to those in the Ontario co-operative and credit union movements. Secondary roles are to raise awareness of the size, scope and diversity of the co-operative movement, highlight issues, challenges and opportunities, and foster a strong co-op information network.

AUDIENCE

On Co-op sends the newsletter through an automated e-mail distribution program to more than 3,000 email addresses in Ontario, Canada and beyond. The primary audience for the newsletter is **organizations and individuals with some connection to, or interest in, the co-operative sector**. The newsletter generally reaches at least one contact in most Ontario co-operatives, credit unions, caisse populaires, sector federations/associations, system stakeholders and supporters. The newsletter is often reposted or forwarded within those networks, greatly extending its reach. It also has a wide distribution across Canada, into the USA and internationally. The newsletter is created and distributed in English.

On Co-op complies with all Canadian anti-spam legislation, and only those who subscribe (or those with whom we have recently done business with) receive our newsletters. Typical subscribers include CEOs and other senior leaders, managers, staff and board members. Often those involved in developing co-operatives or new businesses; those involved in non-profits or social enterprises; elected officials; and those with an interest in education and public-policy-making also subscribe.

- ➔ The diversity of the audience means that the level of co-operative knowledge or sector-specific information may range from quite low to expert level. Please keep this in mind when composing your submission.

CONTRIBUTIONS

To keep the information accessible and readable, we have purposely adopted a “low-tech” approach. We rarely include attachments or even photos (which tend to trigger spam filters). The newsletter itself appears embedded in an email (rather than as an attachment) which would require an additional step to open.

The newsletter is limited to 10 articles in each issue, with a maximum word count of 200 words each. Often, brief sidebar articles or 20-30 word ‘shout-outs’ are added to quickly highlight a person, organization or event.

External contributions will be considered for insertion as space and appropriateness permit. We reserve the right to edit or not publish your submission. We do not accept editorial responsibility for any material submitted to us, and we discourage very obvious self-promotion pieces.

The current newsletter format does not support photos or graphics. Regardless, if you submit any graphics, photos, videos or other recordings to us, we assume that you have the required ownership, permission or release forms on file.

Items you may submit include ...

- **News and information** about your co-op or credit union, sector or stakeholder organization.
- **Promotion of upcoming events.**
- Educational opportunities, **professional development sessions**, webinars, teleconferences or conferences.

- Full-time, part-time and contract employment positions for our **job bank**.
- **Media releases** and other announcements. (Submissions which are easily editable or do not exceed our 200-word limit are helpful!).

On Co-op cannot guarantee your submission will be included in the newsletter, or in what order the articles may appear. An appearance in our newsletter is not an endorsement by the board, management or staff of On Co-op. We may, at our discretion, place all or part of your submission on our Facebook page, website or other social media site.

To be sure we have up-to-date information from your organization as you create and distribute it, please add On Co-op to your media release distribution list or send your material to: Audrey Aczel, Events and Communication Manager aaczel@ontario.coop Fax 519.763.7239. **If you do not currently subscribe to the newsletter, we encourage you to do so!** Please also join our Facebook, Twitter, YouTube and other social media sites.

DISTRIBUTION

On Co-op publishes its electronic newsletter every 3-4 weeks. Generally two version alternate: one more focussed on On Co-op programs, activities, events and news; and one that promotes news and activities of the broader co-op community.

The newsletter is On Co-op's primary electronic delivery channel for providing information to co-ops and credit unions. We also produce other electronic newsletters for other segments of the co-op community including youth, credit union directors and On Co-op members. Other On Co-op electronic distribution channels include the On Co-op website www.ontario.coop, the Ontario Find-A-Co-op Directory <http://s.coop/findacoop>, the Association's Facebook page www.facebook.com/oncoop and On Co-op's Youtube channel <http://www.youtube.com/OntarioCoopAssoc>. On Co-op also makes use of Twitter and LinkedIn. We also do at least one postal mailing to each of the province's 1,300 co-operative businesses annually.

- You may quote or forward all or parts of the newsletter to anyone without seeking permission from On Co-op. We would appreciate a mention of On Co-op as the source, or include a link to item or our website.
- Rudimentary PDF copies of the newsletter are archived at www.ontario.coop/publications.

ADVERTISING AND SPONSORSHIP

We would be pleased to discuss full or partial sponsorship of the newsletter. Recognition is commensurate with the amount, type and length of sponsorship.

On Co-op has a number of other programs and activities that require sponsorship. These are excellent ways for you to promote your organization, show your support of the Ontario co-operative movement and assist On Co-op in providing accessible, timely and useful activities, events and products. Please contact us to learn more.

FOR MORE INFORMATION ...

Audrey Aczel, Communication and Events Manager T 519.763.8271 x 24, F 519.763.7239 aaczel@ontario.coop

