Media-Related Associations & Agencies

This is a list of media-related associations and agencies listed in the Sources directory for the news media. For more information about these and other organizations, please see the print edition of Sources, or the Sources Web site at www.sources.com.

**Advertising Standards Canada (ASC)**
175 Bloor St. E., South Tower, Ste. 1801, Toronto, ON M4W 3R8
ASC is the national industry body committed to fostering community confidence in advertising through industry self-regulation. Members include advertisers, advertising agencies, media, and industry suppliers. ASC administers the Canadian Code of Advertising Standards, the principal instrument of advertising self-regulation in Canada, reviews consumer complaints about advertising and provides advertising preclearance copy review through ASC Clearance Services.

World Wide Web: www.adstandards.com

**Alberta Weekly Newspapers Association**
Ste. 800, Terrace Plaza, 4445 Calgary Trail S., Edmonton, AB T6H 5R7
AWNA represents over 100 community weekly newspapers in Alberta and NWT. Established to promote excellence among members in the field of journalism, the Association has expanded to include full-time advertising placement and electronic distribution of news releases and advertising. It provides educational opportunities for members and acts as liaison between members and government/industry.

**Canada Council for the Arts / Conseil des Arts du Canada**
350 rue Albert St., P.O. Box CP 1047, Ottawa, ON K1P 5V8
The Canada Council for the Arts, which is celebrating its 50th anniversary in 2007, is a national arm’s-length agency with the mandate to foster and promote the study and enjoyment of, and the production of works in, the arts.” The Council offers grants and services to professional Canadian artists and arts organizations, and administers prizes and awards. The Canadian Commission for UNESCO and the Public Lending Right Commission operate under its aegis.

World Wide Web: www.canadacouncil.ca

**Canadian Authors Association**
320 South Shores Rd., P.O. Box 419, Campbellford, ON K0L 1L0
A National Association for writers of every genre. Founded in 1921, it sponsors awards and publishes *The Canadian Writer’s Guide*. The 2008 Conference will be held in Edmonton, Alberta, 3-6. Writers, editors, publishers and the public are invited to workshops, panel discussions, social events and readings by award-winning authors.

World Wide Web: www.CanAuthors.org

**Canadian Business Press**
4195 Dundas St. W., Ste. 346, Toronto, ON M8X 1Y4
Canadian Business Press is the national trade association of business and professional publications, representing the industry to government, related organizations, media and the public, and providing professional development and information services for its members.

World Wide Web: www.cbp.ca

**Canadian Film and Television Production Association**
605 - 151 Slater St., Ottawa, ON K1P 5H3
The CFTPA is a non-profit trade association representing almost 400 Canadian companies involved in the media content production industry. With offices in Ottawa, Toronto and Vancouver, the association promotes the interests of media content producers by lobbying government on policy matters, negotiating labour agreements, offering mentorship programs, copyright initiatives, holding an annual conference, and producing industry publications.

World Wide Web: www.cfpca.ca

**Canadian Marketing Association**
1 Concorde Gate, Ste. 607, Don Mills, ON M3C 3N6
With more than 800 corporate members, the Canadian Marketing Association is the largest marketing association in Canada. Its members include corporations and organizations which encompass Canada’s major business sectors and which represent all marketing disciplines, channels and technologies.

World Wide Web: www.thecma.org

**Canadian Media Guild**
National Office: 144 Front St. W., Ste. 300, Toronto, ON M5J 2L7
The Canadian Media Guild is a trade union representing editorial, production and administrative workers at CBC, Canadian Press/Broadcast News, Reuters, Agence France-Presse, TVOntario, the Aboriginal Peoples Television Network, S-VOX, Sun TV and Alliance Atlantis Communications. The Guild also represents freelancers working at CBC.

Pour les renseignements en français, consultez notre site Web.

World Wide Web: www.cmg.ca www.laguilde.ca

**Canadian Newspaper Association / Association canadienne des journaux**
890 Yonge St., Ste. 200, Toronto, ON M4W 3P4
The Canadian Newspaper Association (CNA) represents the voice of the Canadian daily newspaper industry. A non-profit organization, the CNA is dedicated to promoting the vitality and positive reputation of the industry by defining the role of newspapers as a progressive, essential and important medium benefiting all Canadians. The association supports its members through advocacy, marketing, research, educational programs and services.

World Wide Web: www.cna-ajc.ca

**The Canadian Public Relations Society, Inc. / La Société canadienne des Relations publiques, Inc.**
4195 Dundas St. W., Ste. 346, Toronto, ON M8X 1Y4
CPRS is dedicated to serving Canadians through the establishment and maintenance of high professional, educational and ethical standards in Public Relations.

World Wide Web: www.cprs.ca

**Canadian Publishers’ Council**
250 Merton St., Ste. 203, Toronto, ON M4S 1B1
A trade association of English-language publishers which represents the domestic and international interests of member companies. Members publish books and other media for general interest fiction/non-fiction, SCHOOL,
post-secondary institutions and professional/reference markets including law and medicine. Members represent approximately 75% of total annual sales to the Canadian domestic market. 
World Wide Web: www.magazinescanada.ca

Canadian Science Writers’ Association (CSWA)
P.O. Box 75, Stn. A, Toronto, ON M5W 1A2
With over 450 members, the CSWA is a national group of writers, broadcasters, communications and public relations professionals interested and/or involved in science writing and communication in Canada. Programs: quarterly newsletter, annual directory, $3,000 Annual Book Awards, $12,000 annual Science in Society Journalism Awards, annual conference and student science writing workshops. Established in 1971.
World Wide Web: www.cswa.org

Connexions Information Sharing Services
489 College St., Ste. 305, Toronto, ON M6G 1A5
Connexions compiles and disseminates information about social and economic alternatives. Established in 1975 as an independent non-profit research organization and information clearinghouse, Connexions compiles and publishes a variety of resource materials in print and electronic formats, including a directory of advocacy groups and non-governmental organizations. Democratization, civil liberties, alternatives to “free market” economics, and grassroots activism are areas of special emphasis.
World Wide Web: www.connexions.org

Friends of Canadian Broadcasting
131 Bloor St. W., Ste. 200/238, Toronto, ON M5S 1R8
Friends of Canadian Broadcasting is an independent media watchdog organization supported by 100,000 Canadians who share a commitment to expanding the quality and quantity of Canadian radio and television programming. Friends relies entirely upon donations from its members to finance public policy initiatives, public opinion leadership and research activities. Friends is not affiliated with any broadcaster or political party.
World Wide Web: www.friends.ca

Magazines Canada
425 Adelaide St. W., Ste. 700, Toronto, ON M5V 3C1
Magazines Canada is Canada’s leading professional magazine industry association, representing over 300 consumer titles of all scope and size. The member-driven, not-for-profit organization serves Canadian magazines through advocacy and special initiatives, and offers extensive member services including small magazine direct-to-retail distribution, nationally delivered professional development, communications, marketing and advertising services.
World Wide Web: www.magazinescanada.ca

Music Industries Association of Canada (MIAC)
33 Medhurst Rd., Toronto, ON M4B 1B2
MIAC is a national, non-profit, trade association for Canadian manufacturers, distributors and retailers of musical instruments and accessories, sound reinforcement/lighting/video products and published music. Each year in August, MIAC stages the largest national conference and trade show for the Canadian music, sound, lighting and video products industry. The association currently has more than 350 manufacturer, distributor and retailer members.
World Wide Web: www.miac.net

National Film Board of Canada / Office national du film du Canada
The National Film Board of Canada produces and distributes point-of-view documentaries and animated shorts that interpret Canada to Canadians and to other countries. The NFB has a collection of more than 10,000 films, videos and multimedia products, plus an extensive stock shot library.
L’Office national du film du Canada produit et distribue des films d’animation et des documentaires d’auteur qui aident à mieux faire connaître le Canada aux Canadiens et au reste du monde. L’ONF possède une collection de plus de 10 000 films, vidéos et productions multimédia, ainsi qu’une vaste collection de plans d’archives.
World Wide Web: www.nfb.ca

Professional Writers Association of Canada
215 Spadina Ave., Ste. 123, Toronto, ON M5T 2C7
Canada’s national association of professional freelance writers. Offers members networking, promotion on online database (www.writers.ca); referrals; contract advice; ombudsman services; professional development; group discounts; electronic news bulletin; national newsletter. Sells the “PWAC Guide to Roughing It in the Market.”
World Wide Web: www.pwac.ca

Sources
489 College St., Ste.305, Toronto, ON M6G 1A5
Sources specializes in collecting, indexing, and disseminating information to help journalists, editors, and researchers quickly reach articulate experts and spokespersons who can provide background information and comment on a wide range of topics. Publications and services include Sources, SOURCES SELECT® Online, Parliamentary Names & Numbers, Media Names & Numbers, The Sources HotLink, and The Sources Calendar. Sources also provides mailing lists, publishing and research services, and consultations on publishing projects.
The aims and objectives of Sources are:
1. To improve the public’s understanding of the widest possible range of subjects.
2. To accomplish this primarily by providing, especially to the largest and best list of Canadian newsmedia personnel, the user-friendliest access to the widest possible range of sources on the maximum number of subjects.
3. To encourage and assist the maximum number and diversity of Canadian organizations and individuals to effectively share their expertise and voice their views to and through the media, and in other ways.
4. To educate these organizations and individuals that communication must be open, persuasive and repetitive to be as effective as possible.

For information about how to become listed in Sources, call 416-964-7799 or visit www.sources.com/Profile.htm
World Wide Web: www.sources.com

Fame & Fortune
489 College St., Suite 305, Toronto, ON M6G 1A5
Fame & Fortune, published by Sources, features awards, fellowships and scholarships available to Canadian journalists. For each award, information is provided about the eligibility requirements, the deadline for applications and the value of the award. Complete contact information (mailing address, phone, fax) is provided. Fame & Fortune is available on the Sources Web site.
World Wide Web: www.sources.com/FandF/index.htm

Sources Mailing Lists
489 College St., Ste. 305, Toronto, ON M6G 1A5
A number of mailing lists are available from Sources, including media lists (TV and radio stations; daily, weekly, community, ethnic and student newspapers; consumer and trade magazines, book publishers), Members of Parliament, Senators, Members of Provincial Legislatures, federal and provincial government ministries, agencies and crown corporations, federally registered lobbyists, political parties, embassies to Canada and Canadian embassies abroad. Sources also offers a news release distribution service — Sources Alert — which distributes releases to targeted media and government lists.
World Wide Web: www.sources.com/maillist.htm
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