Form 990	
Department of the Tr	easury
Internal Revenue Ser	vice

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)



▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

AF	or th	e 2012 calendar year, or tax year beginning and e	ending			
B c	Check if pplicab	C Name of organization D Employer identification number				
	Addre	ONLINE NEWS ASSOCIATION				
	Name			51-0	389878	
	Initial		Room/suite	E Telephone numbe		
	 ated				290-7900	
	Amer	ded out the second se		G Gross receipts \$	1,281,398.	
	Appli	WASHINGTON, DC 20035		H(a) Is this a group re		
	pend	^{ng} F Name and address of principal officer: JANE MCDONNELL		for affiliates?	Yes X No	
		SAME AS C ABOVE		H(b) Are all affiliates inc	luded? Yes No	
11	Tax-ex	empt status: 🗶 501(c)(3) 📖 501(c) ()◀ (insert no.) 🛄 4947(a)(1) o	or 527	If "No," attach a	list. (see instructions)	
J /	Nebsi	te: HTTP://JOURNALISTS.ORG		H(c) Group exemptio	n number 🕨	
κF	[:] orm o	f organization: 🔀 Corporation 🔄 Trust 🔄 Association 📃 Other 🕨	L Year	of formation: 1999 N	State of legal domicile: DE	
Pa	art I					
e	1	Briefly describe the organization's mission or most significant activities: ONLIN	IE NEW	IS ASSOCIATI	ON OFFERS	
anc		PROGRAMS AND PARTNERSHIPS THAT CONNECT ME	EMBERS	WITH THE L	EADING	
Activities & Governance	2	Check this box 🕨 🛄 if the organization discontinued its operations or dispos				
Ň	3	Number of voting members of the governing body (Part VI, line 1a)		3	15	
ي م	4	Number of independent voting members of the governing body (Part VI, line 1b)			15	
ies	5	Total number of individuals employed in calendar year 2012 (Part V, line 2a)			9	
ivit	6	Total number of volunteers (estimate if necessary)	6	0		
Act		Total unrelated business revenue from Part VIII, column (C), line 12		0.		
	b	Net unrelated business taxable income from Form 990-T, line 34		0.		
				Prior Year	Current Year	
ne	8	Contributions and grants (Part VIII, line 1h)		432,759.	184,006.	
Revenue	9	Program service revenue (Part VIII, line 2g)		1,050,519.	1,092,687.	
Be	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		545. 2,262.	2,030.	
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)			2,675.	
	12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)		1,486,085. 37,783.	1,281,398.	
	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	······	<u> </u>	94,362.	
	14	Benefits paid to or for members (Part IX, column (A), line 4)		361,830.	495,347.	
Expenses	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		0.	<u> </u>	
Den	loa	Professional fundraising fees (Part IX, column (A), line 11e) Total fundraising expenses (Part IX, column (D), line 25) \blacktriangleright 63,94		•	• •	
Ă		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		712,532.	958,812.	
		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		1,112,145.	1,548,521.	
	19	Revenue less expenses. Subtract line 18 from line 12		373,940.	<267,123.>	
es				ginning of Current Year	End of Year	
lanc	20	Total assets (Part X, line 16)		795,798.	563,811.	
Net Assets or Fund Balances	21	Total liabilities (Part X, line 10)		147,640.	185,024.	
Net -unc	22	Net assets or fund balances. Subtract line 21 from line 20		648,158.	378,787.	
Pa	art II	Signature Block		,-••		
Und	er pen	alties of perjury, I declare that I have examined this return, including accompanying schedules	and statem	ents, and to the best of m	y knowledge and belief, it is	

true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer JANE MCDONNELL, EXECUT Type or print name and title	IVE DIRECTOR		Date
Paid	Print/Type preparer's name BERT L. SWAIN, CPA	Preparer's signature	Date	Check PTIN if self-employed P00238304
Preparer	Firm's name 🕨 DIXON HUGHES GOO	DMAN LLP		Firm's EIN 56-0747981
Use Only	Firm's address 111 ROCKVILLE PI ROCKVILLE, MD 20			Phone no. 240.403.3700
May the I	RS discuss this return with the preparer shown abo	ove? (see instructions)		X Yes No
232001 12-1	10-12 LHA For Paperwork Reduction Act Notic	ce, see the separate instructions.		Form 990 (2012)

SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

	990 (2012) ONLINE NEWS ASSOCIATION	51-03	89878	Pa
Pai	t III Statement of Program Service Accomplishments			
	Check if Schedule O contains a response to any question in this Part III			
1	Briefly describe the organization's mission:			
	ONA'S MISSION IS INSPIRING INNOVATION AND EXCELLENCE A			
	JOURNALISTS TO BETTER SERVE THE PUBLIC. ONA IS A LEAD	ER IN TH	E RAPI	DL
	CHANGING WORLD OF JOURNALISM; A CATALYST FOR INNOVATION			
	STORY-TELLING ACROSS ALL PLATFORMS; A RESOURCE FOR JOU	JRNALIST	S SEEK	IN
2	Did the organization undertake any significant program services during the year which were not listed on			
	the prior Form 990 or 990-EZ?		Yes	X
	If "Yes," describe these new services on Schedule O.			
3	Did the organization cease conducting, or make significant changes in how it conducts, any program servic	es?	Yes	Х
	If "Yes," describe these changes on Schedule O.			
1	Describe the organization's program service accomplishments for each of its three largest program services	s, as measured	by expenses	S.
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to	others, the tota	l expenses,	and
	revenue, if any, for each program service reported.			
1a	(Code:) (Expenses \$ 666, 235. including grants of \$) (R	levenue \$	841,	16
	ANNUAL CONFERENCE: ONA'S THREE-DAY ANNUAL CONFERENCE	IN S AN F	RANCIS	CO
	PROVIDED HANDS-ON WORKSHOPS AND SESSIONS, NOTED SPEAK	ĒRS, EXP	ERT	
	PANELS, VISITS TO TECHNOLOGY AND MEDIA COMPANIES AND S	SESSIONS	AND	
	TRAINING ON DIGITAL ISSUES TO MORE THAN 1,400 ATTENDED	ES IN SE	PTEMBE	R
	2012. THE FULLY-FUNDED STUDENT NEWSROOM GAVE 20 UNDER	GRADUATE		
	JOURNALISM MAJORS EXPOSURE TO MEDIA LEADERS AND A CHAN	NCE TO C	OVER	
	BREAKING NEWS WITH EMERGING TOOLS. THE CAREER SUMMIT A			
	OFFERED NEARLY 200 JOB SEEKERS ACCESS TO 35 RECRUITER;			ED
	AND TECHNOLOGY COMPANIES AND TRAINING IN NEW MEDIA DU			
	SESSIONS. THE DEBUT OF "THE MIDWAY" OFFERED A LARGE IN			
	FOR EXPERIMENTAL "HACKING" AND COLLABORATION, RESULTIN			
	TECHNOLOGY AND PARTNERSHIPS.			
ŀb	151 004	levenue \$		
	TRAINING AND PROFESSIONAL DEVELOPMENT: PROGRAMS INCLU		TRAIN	
	WORKSHOPS IN EMERGING TECHNOLOGY AND NEW MEDIA, VIA TH			
	FOUNDATION-FUNDED ONA CAMPS INITIATIVE, WHICH TRAVEL			05
	THE U.S.; FUNDING AND EXPERTISE TO HELP MEMBERS IN OU			
	HOST REGIONAL, NATIONAL AND INTERNATIONAL EVENTS, RANG			
	GATHERINGS TO INTENSIVE TRAINING SESSIONS; PARTNERSHI			
	TECHNOLOGY, ACADEMIC AND TRADITIONAL JOURNALISM ORGAN			
	IN-PERSON AND VIRTUAL ADVANCED MULTIMEDIA, SOCIAL NET			
	DIGITAL SKILLS TO JOURNALISTS TRANSITIONING FROM PRINT			
	NEW MEDIA; THE FILING OF AMICUS BRIEFS IN COURT CASES			1
	DIGITAL JOURNALISTS AND EDUCATION AND PUBLIC STANDS OF		AND FU	UR
	AMENDMENT ISSUES AND LEGISLATION IMPACTING DIGITAL MEN		101	
ŀC	(Code:) (Expenses \$ 274,314. including grants of \$ 0.) (R		$\frac{121}{0000000000000000000000000000000000$	11
	DIGITAL PLATFORMS FOR COMMUNITY PARTICIPATION AND EDUC			TT
	NEWLY REDESIGNED WEBSITE, JOURNALISTS.ORG, AND ITS "OI			
	NURTURES ONLINE COMMUNITIES THROUGH CONTENT AND DATAB			
	ALLOWING ONA'S 2,000 MEMBERS TO EXCHANGE KNOWLEDGE, F			
	EXPERTISE, RAISE QUESTIONS AND ENGAGE ON NEW MEDIA IS:			
	SOCIAL MEDIA NETWORKING THROUGH ITS GROWING FACEBOOK			
	GROUP AND LINKEDIN GROUP, AS WELL AS EXPERIMENTAL AND			
	PLATFORMS; SURVEYS MEMBER ON ONLINE ISSUES AND NEEDS;			
	FREE AND DISCOUNTED ACCESS TO OUTSIDE WEBINARS, SEMINA			
	AWARDS AND CONFERENCES, AS WELL AS FREE MEMBER ACCESS			D
	AND LISTS OF THE LATEST FREE AND OPEN-SOURCE TOOLS AND	J TECHNO	LOGY.	
	Other program convises (Describe in Schedule Q)			
۴Ű	Other program services (Describe in Schedule O.) (Expenses \$ 195,705. including grants of \$ 94,362.) (Revenue \$	129,75	0.)	
le	Total program service expenses ► 1,287,258.		, 	
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2002 - 10-	¹² 2			
60	521 769026 2069600000 2012.03050 ONLINE NEWS ASSOCI	ATTON	2069	960
~ ~				

Form 990 (2			-	-	-	NEWS	
Part IV	Chec	klist o	f Rec	uired	Scł	nedule	s

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
	If "Yes," complete Schedule A	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	Х	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If</i> "Yes," <i>complete Schedule C, Part I</i>	3		x
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect			
	during the tax year? If "Yes," complete Schedule C, Part II	4		Х
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or			
	similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>	6		x
7	Did the organization receive or hold a conservation easement, including easements to preserve open space,			
	the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		Х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III	8		x
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for			
	amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		x
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent	-		
	endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V	10		х
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D,			
	Part VI	11a	х	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		Х
с	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total			
	assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in			
	Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		X
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		X
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses			
	the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII	12a	х	
b	Was the organization included in consolidated, independent audited financial statements for the tax year?			
	If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business,			
	investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000			x
45	or more? If "Yes," complete Schedule F, Parts I and IV	14b		
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization	45		х
16	or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals	15		
16	located outside the United States? If "Yes," complete Schedule F, Parts III and IV	16		x
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX,	10		<u> </u>
.,	column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I	17		x
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines			
	1c and 8a? If "Yes," complete Schedule G, Part II	18		х
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			
	complete Schedule G, Part III	19		Х
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		

Form 990 (2012)

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ONLINE NEWS ASSOCIATION Form 990 (2012) ONLINE NEWS ASSOCI Part IV Checklist of Required Schedules (continued)

			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the		100	
	United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		x
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX,			
	column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22	x	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25	24a		Х
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
	any tax-exempt bonds?	24c		
	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a			37
-	disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete	054		x
06	Schedule L, Part I	25b		<u>л</u>
26	Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		x
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial	20		
	contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member			
	of any of these persons? If "Yes," complete Schedule L, Part III	27		x
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exceptions):			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		Х
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b		Х
с	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer,			
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		Х
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		Х
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete			x
22	Schedule N, Part II	32		<u>л</u>
33	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		x
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and	33		
04	Part V, line 1	34		x
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity			
	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
	If "Yes," complete Schedule R, Part V, line 2	36		Х
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization	1		
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		Х
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	1	<u>-</u> -	
	Note. All Form 990 filers are required to complete Schedule O	38	X	
		Form	990	(2012)

Form **990** (2012)

232004 12-10-12

Pa	t V Statements Regarding Other IRS Filings and Tax Compliance			
	Check if Schedule O contains a response to any question in this Part V			
			Yes	No
	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable 1a 22			
	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1b 0			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	х	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,	10		
Zu	filed for the calendar year ending with or within the year covered by this return 2a9			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	х	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to <i>e-file</i> (see instructions)			
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		x
	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b		
	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a			
	financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		x
b	If "Yes," enter the name of the foreign country:			
	See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		Х
с	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?	5c		
	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit			
	any contributions that were not tax deductible as charitable contributions?	6a		Х
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts			
	were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		X
	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required			
	to file Form 8282?	7c		X
	If "Yes," indicate the number of Forms 8282 filed during the year7d			
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		X
-		7g		<u> </u>
-	5	7h		
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting			
•	organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8		
9	Sponsoring organizations maintaining donor advised funds.	0-		
a h	Did the organization make any taxable distributions under section 4966? Did the organization make a distribution to a donor, donor advisor, or related person?	9a 9b		
10	Section 501(c)(7) organizations. Enter:	อม		
	Initiation fees and capital contributions included on Part VIII, line 12			
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10b			
11	Section 501(c)(12) organizations. Enter:			
	Gross income from members or shareholders 11a			
	Gross income from other sources (Do not net amounts due or paid to other sources against			
-	amounts due or received from them.)			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year 12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.			
а	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note. See the instructions for additional information the organization must report on Schedule O.			
b	Enter the amount of reserves the organization is required to maintain by the states in which the			
	organization is licensed to issue qualified health plans 13b			
	Enter the amount of reserves on hand 13c			
	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b		
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Form **990** (2012)

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ONLINE NEWS ASSOCIATION

Form 990 (2012)

Form 990 (2012)

ONLINE NEWS ASSOCIATION

51-0389878 Page 6 elow, and for a "No" response

Part VI	Go	vernance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response
		ine 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Charle if Cahadula O containa a ray	nonco to onu a	waation in this D	out \/I
Check if Schedule O contains a res	sponse to any d	Juestion in this Pa	arlvi

X

	· · ·		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year 1a 15			
	If there are material differences in voting rights among members of the governing body, or if the governing			
	body delegated broad authority to an executive committee or similar committee, explain in Schedule O.			
	Enter the number of voting members included in line 1a, above, who are independent 1b			
	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other			
	officer, director, trustee, or key employee?	2		X
	Did the organization delegate control over management duties customarily performed by or under the direct supervision			
	of officers, directors, or trustees, or key employees to a management company or other person?	3		X
	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X X
	Did the organization become aware during the year of a significant diversion of the organization's assets?	5	X	
	Did the organization have members or stockholders?	6		
	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or	70		x
	more members of the governing body? Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or	7a		
		7b		x
	persons other than the governing body? Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:	10		
	The governing body?	8a	x	
	Each committee with authority to act on behalf of the governing body?	8b	X	
	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the		<u> </u>	
	organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		x
	tion B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)			
			Yes	N
0a	Did the organization have local chapters, branches, or affiliates?	10a		X
	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates,			
	and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	X	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	x	
	Did the organization have a written whistleblower policy?	13	X	
	Did the organization have a written document retention and destruction policy?	14	X	
	Did the process for determining compensation of the following persons include a review and approval by independent			
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a	X	
	Other officers or key employees of the organization	15b	Х	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).			
l6a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a			
	taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation			
	in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's			
	exempt status with respect to such arrangements?	16b		
	tion C. Disclosure			
	List the states with which a copy of this Form 990 is required to be filed NONE			
	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) and 990-T (availat	ble	
	for public inspection. Indicate how you made these available. Check all that apply. X Own website Another's website X Upon request Other (explain in Schedule O)			
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, an	d fina	ncial	
	statements available to the public during the tax year.			
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organiza	tion:	•	
	THE ORGANIZATION - 646-290-7900			
	P.O. BOX 65741, WASHINGTON, DC 20035			
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ONLINE NEWS ASSOCIATION

Part VII	Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated	
	Employees, and Independent Contractors	
	Check if Schedule O contains a response to any question in this Part VII	
Section A.	Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees	
1a Complete	e this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year	

List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation.

Enter -0- in columns (D), (E), and (F) if no compensation was paid.

• List all of the organization's current key employees, if any. See instructions for definition of "key employee."

• List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

compensation (Box 5 of Form W-2 and/of Box 7 of Form 1099-1015C) of more than \$100,000 from the organization and any related organizations.

• List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

• List all of the organization's former directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A)	(B)			(0	C)			(D)	(E)	(F)
Name and Title	Average	(do		Pos	ition		one	Reportable	Reportable	Estimated
	hours per	box	, unle	ss pe	rson	is bot	h an	compensation	compensation	amount of
	week	-	cer ar	nd a d	recto	or/trus	tee)	from	from related	other
	(list any	rector						the	organizations	compensation
	hours for	ordi	e			ated		organization	(W-2/1099-MISC)	from the
	related organizations	ustee	truste		æ	suadu		(W-2/1099-MISC)		organization and related
	below	ual tr	ional		ploy	t con /ee				organizations
	line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			organizations
(1) JOSHUA HATCH	1.00				Ť	1 0	L.			
BOARD MEMBER		x						0.	0.	0.
(2) BURT HERMAN	1.00									
BOARD MEMBER		x						0.	0.	0.
(3) ROBERT HERNANDEZ	1.00									
BOARD MEMBER		X						0.	0.	0.
(4) ROB KING	1.00									
BOARD MEMBER] X [0.	0.	0.
(5) KATIE KING	1.00									
BOARD MEMBER		X						0.	0.	0.
(6) AMY WEBB	1.00									
BOARD MEMBER		X						0.	0.	0.
(7) JOHN KEEFE	1.00									
BOARD MEMBER		Х						0.	0.	0.
(8) CORY HAIK	1.00									
BOARD MEMBER		Х						0.	0.	0.
(9) JUANA SUMMERS	1.00									
BOARD MEMBER		X						0.	0.	0.
(10) MARIO TEDESCHINI-LALLI	1.00									_
BOARD MEMBER		X						0.	0.	0.
(11) JIM BRADY	2.00									
PRESIDENT				Х				0.	0.	0.
(12) JODY BRANNON	2.00									
TREASURER				Х				0.	0.	0.
(13) MEREDITH ARTLEY	2.00			37					0	0
VICE PRESIDENT	10.00			X				0.	0.	0.
(14) JANE MCDONNELL	40.00							1 5 0 0 0 0		4 0 0 0
EXECUTIVE DIRECTOR				X				150,000.	0.	4,923.
(15) WILL SULLIVAN	2.00	-		37				_	_	<u> </u>
SECRETARY			<u> </u>	X				0.	0.	0.
(16) CHRISTINE MONTGOMERY	2.00								<u>^</u>	<u>^</u>
PAST-PRESIDENT				X				0.	0.	0.
		-								
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Form 990 (2012)

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Par	VII Section A. Officers, Directors, Trus		ploy	ees,			ghe	st C		es (continued)			
	(A) Name and title	(B) Average hours per week	box offic	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)		(D) Reportable compensation from	(E) Reportable compensation from related		(F) Estima amoun othe	t of			
		(list any hours for related organizations below line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC)	organizations (W-2/1099-MISC	;) 0 4	ompens from t organiza and rela rganiza	he ation ated
											·		
	Sub-total Total from continuation sheets to Part VI								150,000.).).	4,9	923.
	Total (add lines 1b and 1c) Total number of individuals (including but n								150,000.		0.	4,9	923.
	compensation from the organization		1030			5000	5) 101						1
3	Did the organization list any former officer, line 1a? If "Yes," complete Schedule J for s								highest compensated e		3	Yes	No X
4	For any individual listed on line 1a, is the su and related organizations greater than \$150	im of reportab	le co	ompe	ensa	ation	n and	d otl	her compensation from	the organization			
5	Did any person listed on line 1a receive or a rendered to the organization? <i>If</i> "Yes," <i>com</i>	accrue compe	nsat	ion f	rom	any	unr	elat	ed organization or indiv				x
Sec	ion B. Independent Contractors			0/ 30	icn	00/3	<u>.</u>				<u> J</u>		
1	Complete this table for your five highest co the organization. Report compensation for	•	•							•	ensatio	n from	
	(A) Name and business	address	NC	ONE	2				(B) Description of s	services	Com	(C) pensati	on
2	Total number of independent contractors (i \$100,000 of compensation from the organiz	e e	ot lii	mite	d to		se lis)	sted	above) who received n	nore than			
232008 12-10-											For	m 990	(2012)
							8						

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Form 990 (20		ONLINE .
Part VIII	Statement	of Revenue

ONLINE NEWS ASSOCIATION

Total revenue Presentation of the second business			Check if Schedule O cont	ains a response	to any question				
90 2 a CONFERENCE INCOME Business Code b AMARD SUBMISSIONS 0 MEMBERSHIP DUES 900099 129,750. 129,750. 90 00099 129,750. 129,750. 0 0 4						(A) Total revenue	exempt function	business	(D) Revenue excluded from tax under sections 512, 513, or 514
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90 000099 841,165. 841,165. 0 0 0 900099 129,750. 129,750. 0 0 0 900099 121,772. 121,772. 0 0 0 0 0 0 0 1 1 0 0 0 0 0 0 1 1 0	ĕ₹		similar amounts not included abo	ve 1f	184,006.				
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10 a Gross sales of inventory, less returns and allowances and allowances b Less: cost of goods sold c Net income or (loss) from sales of inventory Miscellaneous Revenue Business Code 11 a MISCELLANEOUS 900099 2,675. 2,675. c d All other revenue e Total. Add lines 11a-11d 12 Total revenue. See instructions. 10 a Gross sales of inventory, less returns and allowances									
and allowances a b Less: cost of goods sold c Net income or (loss) from sales of inventory Miscellaneous Revenue Business Code 11 a MISCELLANEOUS 900099 2,675. 2,675. c d All other revenue e Total Add lines 11a-11d 12 Total revenue. See instructions. 12									
b Less: cost of goods soldb c Net income or (loss) from sales of inventory ► Miscellaneous Revenue Business Code 11 a MISCELLIANEOUS 900099 2,675. 2,675. b c d All other revenue e Total. Add lines 11a-11d ► 2,675. 12 Total revenue. See instructions. ► 1,281,398.1,092,687. 0. 4,705.									
c Net income or (loss) from sales of inventory Image: Miscellaneous Revenue Business Code 11 a MISCELLANEOUS 900099 2,675. 2,675. b		h							
Miscellaneous Revenue Business Code 2,675. 11 a MISCELLANEOUS 900099 2,675. 2,675. b									
11 a MISCELLANEOUS 900099 2,675. 2,675. b		С							
b				е		0 685			0 685
c		11 a	MISCELLANEOUS		900099	2,6/5.			2,675.
d All other revenue 2,675. e Total. Add lines 11a-11d 2,675. 12 Total revenue. See instructions. 1,281,398.1,092,687.		b							
e Total. Add lines 11a-11d ▶ 2,675. 12 Total revenue. See instructions. ▶ 1,281,398.1,092,687. 0. 4,705.		с							
e Total. Add lines 11a-11d ▶ 2,675. 12 Total revenue. See instructions. ▶ 1,281,398.1,092,687. 0. 4,705.		d	All other revenue						
12 Total revenue. See instructions. 1,281,398.1,092,687. 0. 4,705.		е			>	2,675.			
							1,092,687.	0.	4,705.
	23200				r r				



ONLINE NEWS ASSOCIATION

Part IX Statement of Functional Expenses Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A). Check if Schedule O contains a response to any question in this Part IX (B) (D) (A) (C)Do not include amounts reported on lines 6b. Management and general expenses Total expenses Program service Fundraising 7b, 8b, 9b, and 10b of Part VIII. expenses expenses Grants and other assistance to governments and organizations in the United States. See Part IV, line 21 Grants and other assistance to individuals in 2 94,362. 94,362. the United States. See Part IV, line 22 3 Grants and other assistance to governments. organizations, and individuals outside the United States. See Part IV, lines 15 and 16 Benefits paid to or for members 4 5 Compensation of current officers, directors, 36,947. 154,923. 93,984 23,992. trustees, and key employees Compensation not included above, to disqualified 6 persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) 272,988. 203,086. 9,639. Other salaries and wages 60,263. 7 Pension plan accruals and contributions (include 8 6,212. 5,513. 193. 506. section 401(k) and 403(b) employer contributions) 21,092. Other employee benefits 27,630. 3,603. 2,935. 9 33,594. 23,322. 7,632. 2,640. Payroll taxes 10 11 Fees for services (non-employees): Management а 43,280. 64,691 14,317. 7,094. b Legal 80,514. 53,867. 17,818. 8,829. Accounting С d Lobbying Professional fundraising services. See Part IV. line 17 ρ 150. 150. Investment management fees Other, (If line 11g amount exceeds 10% of line 25, 11,615. 55,168. 41,328. 2,225. column (A) amount, list line 11g expenses on Sch 0.) 5,739. 3,486. 2,253. Advertising and promotion 12 45,190. 30,806. 9,870. 4,514. 13 Office expenses 33,855. 35,356. 1,501. Information technology 14 Royalties 15 16 Occupancy 91,245. 25,485. 65,616. 144. 17 Travel Payments of travel or entertainment expenses 18 for any federal, state, or local public officials 563,451. 563,451. Conferences, conventions, and meetings 19 20 Interest Payments to affiliates 21 6,597. 4,414. 1,460. 723. 22 Depreciation, depletion, and amortization 1,003. 671. 222. 110. 23 Insurance _____ Other expenses. Itemize expenses not covered 24 above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule 0.) 5,405. 3,616. 1,196. 593. PAYROLL FEES а DUES & SUBSCRIPTIONS 2,842. 1,439. 1,403. h MISCELLANEOUS 1,461. 1,391. 70. С d е All other expenses 1,548,521. 1,287,258. 197,319. 63,944. Total functional expenses. Add lines 1 through 24e 25 Joint costs. Complete this line only if the organization 26 reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here if following SOP 98-2 (ASC 958-720)

232010 12-10-12

Form **990** (2012)

09060521 769026 2069600000

10 2012.03050 ONLINE NEWS ASSOCIATION

09060521 769026 2069600000 2012.

Total liabilities and net assets/fund balances

Capital stock or trust principal, or current funds

Paid-in or capital surplus, or land, building, or equipment fund

Retained earnings, endowment, accumulated income, or other funds

Total net assets or fund balances

2012.03050 ONLINE NEWS ASSOCIATION

	ONLINE	NEWS	ASSOCIATION
Sheet			

Form 990 (2012) Part X Bala

Assets

Liabilities

Net Assets or Fund Balances

t X	Balance Sneet					
	Check if Schedule O contains a response to any	y question i	n this Part X			
				(A) Beginning of year		(B) End of year
1	Cash - non-interest-bearing				1	
2	Savings and temporary cash investments			656,059.	2	457,300.
3	Pledges and grants receivable, net				3	
4	Accounts receivable, net			120,025.	4	40.
5	Loans and other receivables from current and for	ormer office	ers, directors,			
	trustees, key employees, and highest compensi	ated employ	yees. Complete			
	Part II of Schedule L				5	
6	Loans and other receivables from other disqual	ified person	s (as defined under			
	section 4958(f)(1)), persons described in section	n 4958(c)(3)	(B), and contributing			
	employers and sponsoring organizations of sec	tion 501(c)(9) voluntary			
	employees' beneficiary organizations (see instr)	. Complete	Part II of Sch L		6	
7	Notes and loans receivable, net				7	
8	Inventories for sale or use				8	
9	Prepaid expenses and deferred charges				9	
10a	Land, buildings, and equipment: cost or other					
	basis. Complete Part VI of Schedule D	10a	31,656.			
b	basis. Complete Part VI of Schedule D Less: accumulated depreciation	10b	19,345.	19,714.	10c	12,311. 92,504.
11	Investments - publicly traded securities				11	92,504.
12	Investments - other securities. See Part IV, line				12	
13	Investments - program-related. See Part IV, line				13	
14	Intangible assets				14	
15	Other assets. See Part IV, line 11			0.	15	1,656.
16	Total assets. Add lines 1 through 15 (must equ			795,798.	16	563,811.
17	Accounts payable and accrued expenses			47,128.	17	78,901.
18	Grants payable				18	
19	Deferred revenue			100,512.	19	106,123.
20	Tax-exempt bond liabilities				20	
21	Escrow or custodial account liability. Complete				21	
22	Loans and other payables to current and forme	r officers, di	irectors, trustees,			
	key employees, highest compensated employee	es, and disc	qualified persons.			
	Complete Part II of Schedule L				22	
23	Secured mortgages and notes payable to unrela				23	
24	Unsecured notes and loans payable to unrelate	d third part	ies		24	
25	Other liabilities (including federal income tax, pa	ayables to re	elated third			
	parties, and other liabilities not included on lines	s 17-24). Co	mplete Part X of			
	Schedule D				25	
26	Total liabilities. Add lines 17 through 25			147,640.	26	185,024.
	Organizations that follow SFAS 117 (ASC 958	B), check he	ere 🕨 🗴 and			
	complete lines 27 through 29, and lines 33 ar					
27	Unrestricted net assets			323,097.	27	130,723.
28	Temporarily restricted net assets		Г	325,061.	28	248,064.
29			<u></u> [29	
	Organizations that do not follow SFAS 117 (A					
	and complete lines 30 through 34.					

378,787. 563,811.

648,158.

795,798.

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12

ONLINE NEWS ASSOCIATION

51-0389878 Page 12

	990 (2012) ONLINE NEWS ASSOCIATION	51-038	<u>9878</u>	Pag	_{ge} 12
Pa	rt XI Reconciliation of Net Assets				
	Check if Schedule O contains a response to any question in this Part XI				
1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,28	1,3	98.
2	Total expenses (must equal Part IX, column (A), line 25)	2	1,54	8,5	21.
3	Revenue less expenses. Subtract line 2 from line 1	3	<26	7,1	23.>
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	64	8,1	58.
5	Net unrealized gains (losses) on investments	5	<	2,2	48.>
6	Donated services and use of facilities	6			
7	Investment expenses	7			
8	Prior period adjustments	8	7		
9	Other changes in net assets or fund balances (explain in Schedule O)	9			0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33,				
	column (B))	10	37	8,7	87.
Pa	rt XII Financial Statements and Reporting			<u> </u>	
	Check if Schedule O contains a response to any question in this Part XII				
				Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other				
•	If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule	<u> </u>			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	, 0.	2a		Х
Lu	If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewe	d on a			
	separate basis, consolidated basis, or both:	aona			
	Separate basis Consolidated basis Consolidated basis Both consolidated and separate basis				
h	Were the organization's financial statements audited by an independent accountant?		2b	х	
D	If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separa		. 25		
	consolidated basis, or both:	10 04313,			
	X Separate basis Consolidated basis Both consolidated and separate basis				
~	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the	ne audit			
C	review, or compilation of its financial statements and selection of an independent accountant?		2c	х	
	If the organization changed either its oversight process or selection process during the tax year, explain in Sch		. 20		
30	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Si				
Ja		rigie Addit	3a		Х
h	Act and OMB Circular A-133?	uirod audit	. <u>Ja</u>		
D	or audits, explain why in Schedule O and describe any steps taken to undergo such audits		. 3b		
	or addits, explain why in Schedule O and describe any steps taken to undergo such addits			aan	2012)
			FORM	550 (2012)

SCHEDULE A

(Form 990 or 990-EZ)

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

2012 Open to Public

OMB No. 1545-0047

	t of the Treasury venue Service	► At	4947(a)(1) nonexempt charitable trust. Open to Public ▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions. Inspection									
Name of	f the organizati								mployer	identifica	tion nu	mber
	-	ONLINE	NEWS ASSOCIA	TION					5	1-0389	9878	
Part I	Reason		ity Status (All organiz		st complet	te this par	.) See inst	ructions.				
The orga			because it is: (For lines									
1	A church, co	nvention of churche	s, or association of chur	ches desc	ribed in se	ection 170	(b)(1)(A)(i)					
2	A school des	cribed in section 17	'0(b)(1)(A)(ii). (Attach Sc	hedule E.)								
3		spital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).										
4	A medical res	search organization	operated in conjunction	with a hos	pital desc	ribed in se	ction 170	(b)(1)(A)(ii	i i). Enter	the hospita	al's nan	ne,
	city, and stat	e:										
5	An organizati	ion operated for the	benefit of a college or ur	niversity o	wned or op	perated by	a governi	mental uni	it describ	oed in		
	section 170	(b)(1)(A)(iv). (Comple	ete Part II.)									
6	A federal, sta	te, or local governm	ent or governmental uni	t describe	d in sectio	on 170(b)(⁻	I)(A)(v).					
7 X	An organizati	ion that normally rec	eives a substantial part	of its supp	ort from a	governme	ental unit o	r from the	e general	public des	cribed	in
	section 170(b)(1)(A)(vi). (Comple	te Part II.)									
8 🔄	A community	r trust described in s	ection 170(b)(1)(A)(vi).	(Complete	Part II.)							
9	🛛 An organizati	ion that normally rec	eives: (1) more than 33 ⁻	1/3% of its	support f	rom contri	butions, m	nembershi	p fees, a	ind gross re	eceipts	from
	activities rela	ted to its exempt fur	nctions - subject to certa	ain excepti	ons, and (2) no more	than 33 1	/3% of its	s support	t from gros	s invest	tment
	income and u	unrelated business t	axable income (less sect	tion 511 ta	x) from bu	isinesses a	acquired b	y the orga	anization	after June	30, 197	75.
	See section	509(a)(2). (Complete	e Part III.)									
10	An organizati	ion organized and op	perated exclusively to te	st for publ	ic safety. S	See sectio	n 509(a)(4	ŀ).				
11 📖	An organizati	ion organized and op	perated exclusively for the	ne benefit	of, to perfo	orm the fu	nctions of,	or to carr	y out the	e purposes	of one	or
	more publicly	/ supported organiza	ations described in section	on 509(a)(⁻	1) or section	on 509(a)(2	2). See sec	tion 509(a)(3). Ch	eck the bo	x that	
			organization and comple									
	a └── ⊺ ype ו	-		ype III - Fu	-	-				n-functiona	•	•
e 🗆			at the organization is not									
			han one or more publicly						9(a)(1) or	section 50	9(a)(2).	
f	If the organiz	ation received a writ	ten determination from t	the IRS tha	at it is a Ty	vpe I, Type	II, or Type	e III				
		rganization, check th										. 📖
g	-		organization accepted ar			•		• •				T
			lirectly controls, either al								Yes	No
			upported organization?									—
	(ii) A family member of a person described in (i) above?						—					
	(iii) A 35% controlled entity of a person described in (i) or (ii) above?											
h	Provide the f	ollowing information	about the supported or	ganization	(S).							
				(iv) to the c	raonization	(w) Did you	, potify the	(vi) Is	the			
	ne of supported	(ii) EIN	(iii) Type of organization (described on lines 1-9	in col. (i) lis	sted in vour	organizat	ion in col	guinzuin	on in col.	(vii) Amour		netary
				support?	i) organiz) (i) U.S	ed in the	su	pport				
			(see instructions))	Yes	No	Yes	No	Yes	No			
				103		103		103				
			¥									

232021 12-04-12

Form 990 or 990-EZ.

Total

13

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LHA For Paperwork Reduction Act Notice, see the Instructions for

20696001

Schedule A (Form 990 or 990-EZ) 2012

Schedule A (Form 990 or 990-EZ) 2012 ONLINE NEWS ASSOCIATION 51-0389878 Page 2 Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi) Part II

Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(v)
(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization
fails to qualify under the tests listed below, please complete Part III.)

Sec	ction A. Public Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not	ſ					
	include any "unusual grants.")	149,930.	91,363.	152,720.	432,759.	184,006.	1,010,778.
2	Tax revenues levied for the organ-						
	ization's benefit and either paid to	ſ					
	or expended on its behalf						
3	The value of services or facilities	ſ					
	furnished by a governmental unit to						
	the organization without charge \dots						
4	Total. Add lines 1 through 3	149,930.	91,363.	152,720.	432,759.	184,006.	1,010,778.
5	The portion of total contributions						
	by each person (other than a						
	governmental unit or publicly						
	supported organization) included						
	on line 1 that exceeds 2% of the						
	amount shown on line 11,						
	column (f)						639,964.
	Public support. Subtract line 5 from line 4.						370,814.
Sec	ction B. Total Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2008	(b)2009 91,363.	(c) 2010	(d) 2011 432,759.	(e) 2012	(f) Total
7	Amounts from line 4	149,930.	91,363.	152,720.	432,759.	184,006.	1,010,778.
8	Gross income from interest,						
	dividends, payments received on	ſ					
	securities loans, rents, royalties	0.004	1 100			0 000	
	and income from similar sources \dots	2,284.	1,107.	711.	545.	2,030.	6,677.
9	Net income from unrelated business	ſ					
	activities, whether or not the						
	business is regularly carried on						
10	Other income. Do not include gain						
	or loss from the sale of capital	2 6 9 7	200	F 0 1	2 2 2 2	2 675	0 500
	assets (Explain in Part IV.)	2,687.	308.	591.	2,262.	2,675.	8,523.
	Total support. Add lines 7 through 10						1,025,978.
	Gross receipts from related activities,		,				
13	First five years. If the Form 990 is for		s first, second, thir	d, fourth, or fifth ta	ax year as a sectio	n 501(c)(3)	
Sec	organization, check this box and stor ction C. Computation of Publ	ic Support Pe	rcentage				
	Public support percentage for 2012 (olump (f))		14	36.14 %
	Public support percentage for 2012 (Public support percentage from 2011					15	53.01 %
	33 1/3% support test - 2012. If the c						
100	stop here. The organization qualifies						
b	33 1/3% support test - 2011. If the c						
	and stop here. The organization qual						
17a	10% -facts-and-circumstances tes						
	and if the organization meets the "fac						
	meets the "facts-and-circumstances"				-	-	
b	10% -facts-and-circumstances tes	•	•		•		
	more, and if the organization meets th	-					
	organization meets the "facts-and-cire						
18	Private foundation. If the organization						s >
					Sche	edule A (Form 990	or 990-EZ) 2012

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14 2012.03050 ONLINE NEWS ASSOCIATION

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Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Sec	ction A. Public Support						
Cale	ndar year (or fiscal year beginning in) 🕨	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
1	Gifts, grants, contributions, and						
	membership fees received. (Do not						
	include any "unusual grants.")						
2	Gross receipts from admissions, merchandise sold or services per- formed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3	Gross receipts from activities that						
	are not an unrelated trade or bus-						
	iness under section 513						
4	Tax revenues levied for the organ-						
	ization's benefit and either paid to or expended on its behalf						
5	The value of services or facilities						
	furnished by a governmental unit to						
	the organization without charge						
6	Total. Add lines 1 through 5						
	Amounts included on lines 1, 2, and						
	3 received from disqualified persons						
b	Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
0	Add lines 7a and 7b						
	Public support (Subtract line 7c from line 6.)						
	ction B. Total Support						
_	ndar year (or fiscal year beginning in)	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
	Amounts from line 6	(d) 2000	(5) 2005	(0) 2010	(0) 2011	(0) 2012	(i) iotai
10a	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b	Unrelated business taxable income						
	(less section 511 taxes) from businesses						
	acquired after June 30, 1975						
11	Add lines 10a and 10b Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on Other income. Do not include gain						
	or loss from the sale of capital						
13	assets (Explain in Part IV.)						
	First five years. If the Form 990 is for	r the organization':	s first, second. thir	d, fourth. or fifth t	ax year as a section	n 501(c)(3) organiz	ation,
-		0				.,., 0	
Sec	ction C. Computation of Publ						······
	Public support percentage for 2012 (column (f))		15	%
	Public support percentage from 2011					16	<u> </u>
_	ction D. Computation of Invest						/0
			-	20 13 column (f))		17	
	Investment income percentage for 20						%
	Investment income percentage from 2					18	%
198	33 1/3% support tests - 2012. If the						
	more than 33 1/3%, check this box a						
b	33 1/3% support tests - 2011. If the						
_	line 18 is not more than 33 1/3%, che						
20	Private foundation. If the organization	n did not check a	box on line 14, 19	a, or 19b, check t			>
23202	23 12-04-12			1 -	Sch	edule A (Form 99	0 or 990-EZ) 2012
)60	521 769026 20696000	20:	12.03050 (15 ONLINE NE	WS ASSOCIZ	ATION	20696001

(Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047
2012
Open to Public Inspection

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answerd "Yes" to Form 980, Part IV, Ine 6. 1 Total number at end of year (a) Donor advised funds (b) Funds and other accounts 2 Aggregate grants from (during year) (a) Donor advised funds (b) Funds and other accounts 3 Aggregate grants from (during year) (b) Funds and other accounts (c) Funds and other accounts 4 Aggregate grants from (during year) (c) Donor advised funds (c) Funds and other accounts 5 Dd the organization sequents, subject the four organization's exceedive legat control (c) Part II (c) Funds and donor advisors in writing that the assets heid in donor advisor funds (c) Part II (c) Funds and donor advisors in writing that grant funds can be used only for charitable purposes and to for the benefit? (c) Funds and the accounts (c) Part II (c) Funds and the accounts (c) Part III (c) Funds and the accounts (c) Part IIII (c) Funds and the acco	Nam	e of the organization ONLINE NEWS ASSOCI	ATION	En	nployer identification number 51-0389878
organization answered "Yes" to Form 990, Part IV, line 6. (a) Donor advised funds (b) Funds and other accounts 1 Total number at end of year (a) Donor advised funds (b) Funds and other accounts 2 Aggregate contributions to (during year) (b) Aggregate grants from (during year) (c) Aggregate grant from (during year) (c) Aggregate grant from (during year) (c) Aggrega	Pa			or Acco	
I Total number at end of year (a) Donor advised tunds (b) Funds and other accounts 2 Aggregate contributions to (during year)					
1 Total number at end of year 2 Aggregate contributions to (during year) Aggregate grants from (during year) 4 Aggregate grants from (during year) 6 Did the organization is property, subject to the organization's exclusive legal control? 6 Did the organization is property, subject to the organization's exclusive legal control? 6 Did the organization is property, subject to the organization's exclusive legal control? 6 Did the organization is property, subject to the donor or donor advisor, or for any other purpose conferring morpmissible private bendfi? 7 Part II Conservation Easements. Complete if the organization answered 'Yes' to Form 900, Part IV, line 7. Purpose(s) of conservation easements held by the organization (check all that apply). Protection of natural habitat Protection of natural habitat Protection of natural habitat Proservation of active public use (e.g., recreation or education) Preservation of a conservation easements 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement is 2 Complete lines 2a through 2d if the organization inform structure included in (a) 3 Number of conservation easements 2 Complete lines 2a through 2d if the organization inform structure included in (a) 3 Number of conservation easements in a certified historic structure included in (a) 4 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization inform a written policy regarding the periodic conservation easement is located > 7 Amount of expenses incurred in montoring, inspecting, and enforcing conservation easements of worked to montoring, inspecting, and enforcing conservation easements and balance sheet works of art, historical treasures, or Other Similar Assets. 2 Complete if the organization nave a written policy regardin				(b) Fu	inds and other accounts
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 and section 170(h)(4)(B)(ii)?	7	Amount of expenses incurred in monitoring, inspecting, and	enforcing conservation easements during t	he year 🕨	· \$
 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements. Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8. 1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items. b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items. b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenues included in Form 990, Part VIII, line 1 \$ 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items: a Revenues included in Form 990, Part VIII, line 1 	8	Does each conservation easement reported on line 2(d) abo	ve satisfy the requirements of section 170(h	n)(4)(B)(i)	
 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements. Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8. 1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items. b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items. b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenues included in Form 990, Part VIII, line 1 \$ 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items: a Revenues included in Form 990, Part VIII, line 1 		and section 170(h)(4)(B)(ii)?			Yes 🔛 No
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Schedule D (Form 990) 2012

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		NEWS ASSOC						8 Page 2
Par	t III Organizations Maintaining C	Collections of A	rt, Historical	Treasures,	or Othe	r Similar Ass	ets(contii	nued)
3	Using the organization's acquisition, access	ion, and other record	ls, check any of tl	he following tha	at are a sig	gnificant use of its	s collectio	n items
	(check all that apply):							
а	Public exhibition	d	I 🔛 Loan or e	xchange progra	ams			
b	Scholarly research	e	Other					
с	Preservation for future generations							
4	Provide a description of the organization's c	ollections and explai	n how they furthe	r the organizati	ion's exen	npt purpose in Pa	ırt XIII.	
5	During the year, did the organization solicit of						_	
	to be sold to raise funds rather than to be m						Yes	No No
Par	t IV Escrow and Custodial Arran		ete if the organiza	tion answered	"Yes" to F	Form 990, Part IV	line 9, or	
	reported an amount on Form 990, Pa	rt X, line 21.						
1a	Is the organization an agent, trustee, custod						_	
	on Form 990, Part X?					L	Yes	└── No
b	If "Yes," explain the arrangement in Part XIII	and complete the fo	llowing table:					
							Amoun	t
	Beginning balance							
	Additions during the year							
е	Distributions during the year							
f	Ending balance							
	Did the organization include an amount on F					L	_ Yes	
	If "Yes," explain the arrangement in Part XIII							
Par	t V Endowment Funds. Complete							r vooro book
		(a) Current year	(b) Prior year	(c) Two yea	rs back (d) Three years back	(e) Fou	r years back
	Beginning of year balance							
	Contributions							
	Net investment earnings, gains, and losses							
	Grants or scholarships			-				
е	Other expenditures for facilities							
	and programs							
	Administrative expenses						+	
-	End of year balance							
2	Provide the estimated percentage of the cur		e (line ig, columr	i (a)) neid as:				
	Board designated or quasi-endowment Permanent endowment							
	Temporarily restricted endowment	%						
C	The percentages in lines 2a, 2b, and 2c sho							
30	Are there endowment funds not in the posse		ation that are hold	hand administr	orad for th	oorganization		
Ja	by:	ession of the organiza				le organization	1	Yes No
	(i) unrelated organizations						3a(i)	
	(ii) related organizations							
b	If "Yes" to 3a(ii), are the related organization	s listed as required o	on Schedule R?				. 3b	
4	Describe in Part XIII the intended uses of the							
Par								
	Description of property	(a) Cost or o		ost or other	(c) Ac	cumulated	(d) Boo	k value
		basis (investr		is (other)		reciation	.,	-
1 a	Land							
	Buildings							
	Leasehold improvements							
	Equipment			31,656.		19,345.	1	2,311.
	Other							
	Add lines 1a through 1e. (Column (d) must e		X, column (B), line	e 10(c).)	<u></u>	>	1	2,311.
						<u> </u>	D (5	- 000) 0040

Schedule D (Form 990) 2012

232052 12-10-12

09060521 769026 2069600000

Schedule D	(Form 990) 20 [°]	12
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ONLINE NEWS ASSOCIATION

(a) Description (b) Book value (1) (c) (2) (c) (3) (c) (6) (c) (7) (c) (8) (c) (9) (c) (10) (c) (2) (c) (3) (c) (10) (c) (10) (c) (10) (c) (10) (c) (2) (c) (3) (c) (3) (c) (4) (c) (5) (c) (6) (c) (7) (c) (8) (c) (9) (c) (10) (c) (11) (c) (12) (c) (13) (c) (14) (c) (15) (c) (16) (c) (17) (c) (18) (c) (19) (c) (10) (c)	(a) Description of security or category (including na			Cost or end-of-year market value
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(A)	?) Closely-held equity interests			
(B) (C) (C) (C) (B) (C) (B) (C) (B) (C) (C) (C) (B) (C) (B) (C) (D) (C) (D) (D) (D)	3) Other			
(C)	(A)			
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(F)	(C)			
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(G)				
(P)				
0)				
Data (.co. (b) must equal Form 990, Part X, col. (B) line 12,) ▶				
Part Vill Investments Program Related. See Form 980, Part X, ine 13. (a) Description of investment type (b) Book value (c) Method of valuation: Cost or end-of-year market value (1) (c) (c) Method of valuation: Cost or end-of-year market value (3) (c) (c) (c) (3) (c) (c) (c) (3) (c) (c) (c) (c) (6) (c) (c) (c) (c) (c) (c) (7) (c) (c		B) line 12.) ►		
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(1) Federal income taxes (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) L FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization is liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII				
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(4) (5) (6) (7) (8) (9) (10) (11) (11) (11) Fotal. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶ 2. FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII	(2)			
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(11) Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶ Image: FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII			1 1	
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2. FIN 48 (ASC 740) Footnote. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII		X col (B) line 25		
liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII				
	iadility for uncertain tax positions under l	TIN 48 (ASC 740). Check here il	the text of the foothote has been pro	ovided in Part XIII

232053 12-10-12 Schedule D (Form 990) 2012

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22 2012.03050 ONLINE NEWS ASSOCIATION

Schee	dule D (Form 990) 2012 ONLINE NEWS ASSOCIATION				0389878 _{Page}	<u>, 4</u>
Par	XI Reconciliation of Revenue per Audited Financial Statemer	nts With	Revenue per R	eturr		
1	Total revenue, gains, and other support per audited financial statements			1	1,279,150).
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:					
	Net unrealized gains on investments	2a	<2,248.			
	Donated services and use of facilities	2b				
	Recoveries of prior year grants	2c				
	Other (Describe in Part XIII.)	2d			-2 240	、、
-	Add lines 2a through 2d			2e	<pre><2,248 1,281,398</pre>	<u>}.</u> _>
-	Subtract line 2e from line 1 Amounts included on Form 990, Part VIII, line 12, but not on line 1 :			3	1,201,390	<u>, </u>
		40				
	Investment expenses not included on Form 990, Part VIII, line 7b Other (Describe in Part XIII.)	4a 4b				
				4c	0).
	Add lines 4a and 4b Total revenue. Add lines 3 and 4c. (<i>This must equal Form 990, Part I, line 12.</i>)			5	1,281,398	3.
	t XII Reconciliation of Expenses per Audited Financial Stateme			-		-
	Total expenses and losses per audited financial statements			1	1,548,521	
	Amounts included on line 1 but not on Form 990, Part IX, line 25:			-		_
	Donated services and use of facilities	2a				
	Prior year adjustments	2b				
	Other losses	2c				
	Other (Describe in Part XIII.)					
	Add lines 2a through 2d			2e	0).
	Subtract line 2e from line 1			3	1,548,521	
	Amounts included on Form 990, Part IX, line 25, but not on line 1:					_
	Investment expenses not included on Form 990, Part VIII, line 7b	4a				
	Other (Describe in Part XIII.)	4b		1		
с	Add lines 4a and 4b			4c	0).
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)			5	1,548,521	
Par	t XIII Supplemental Information					
Comp	lete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III,	lines 1a a	nd 4; Part IV, lines 1	b and a	2b; Part V, line 4; Parl	t
	2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to p			ion.		
PAR	T X, LINE 2: PART X, LINE 2 (FIN 48 (ASC 7	40) F	OOTNOTE:			
ONA	FOLLOWS THE ACCOUNTING STANDARD FOR UNCER	TAINT	Y IN INCOM	E T	AXES. THE	
6 m a	NEADE DEFORTERS & NEATHING PROGRAMMED IN	BAILOT			(T))T	
STA	NDARD PRESCRIBES A MINIMUM RECOGNITION THR	ESHOL	D AND MEAS	URE	MENT	
мъл	HODOLOGY MILLAM & MAY DOCTATION MAKEN OD EXDE			NT T		
MET	HODOLOGY THAT A TAX POSITION TAKEN OR EXPE	CTED	TO BE TAKE	N T.	N A TAX	
ਹਰਾ	URN IS REQUIRED TO MEET BEFORE BEING RECOG	<u>הים הי דוא</u>	דא הנה הד	NT 7. NT	чт лт	
	OKN 15 REQUIRED TO MEET BEFORE BEING RECOG			INAIN		—
STA	TEMENTS. IT ALSO PROVIDES GUIDANCE FOR DER	ECOGN		SST	FTCATTON	
<u>0111</u>	ILIMENTE: II MEDO INCVIDED COIDANCE FON DEN				LICHIION,	—
тит	EREST AND PENALTIES, ACCOUNTING IN INTERIM	PERT	ODS DISCLO	SUR	E AND	
			0207210010	0010		—
TRA	NSITION.					
				Scheo	lule D (Form 990) 20)12
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232054 12-10-12

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Part XIII Supplemental Information (continued)

IN ASSESSING THE REALIZABILITY OF TAX BENEFITS, MANAGEMENT CONSIDERS WHETHER IT IS MORE LIKELY THAN NOT THAT SOME PORTION OR ALL OF ANY TAX POSITION WILL NOT BE REALIZED. THE ULTIMATE REALIZATION OF SUCH TAX POSITIONS IS DEPENDENT UPON THE GENERATION OF FUTURE INCOME. MANAGEMENT CONSIDERS PROJECTED FUTURE INCOME AND TAX PLANNING STRATEGIES IN MAKING THIS ASSESSMENT. BASED UPON THE LEVEL OF HISTORICAL INCOME AND PROJECTIONS FOR FUTURE INCOME, MANAGEMENT BELIEVES IT IS MORE LIKELY THAN NOT THAT ONA WILL REALIZE ALL TAX BENEFITS. IF APPLICABLE, ONA WOULD CLASSIFY INTEREST AND PENALTIES ON UNDERPAYMENTS OF INCOME TAX AS MISCELLANEOUS EXPENSES.

ONA DOES NOT EXPECT A SIGNIFICANT INCREASE OR DECREASE TO THE TOTAL AMOUNTS OF UNRECOGNIZED TAX POSITIONS DURING THE FISCAL YEAR ENDED DECEMBER 31, 2011. HOWEVER, ONA IS SUBJECT TO REGULAR AUDIT BY TAX AUTHORITIES. MANAGEMENT BELIEVES THAT IT HAS APPROPRIATE SUPPORT FOR THE POSITIONS TAKEN ON ITS TAX RETURNS. NONETHELESS, THE AMOUNTS ULTIMATELY PAID, IF ANY, UPON RESOLUTION OF THE ISSUES THAT COULD BE RAISED BY THE TAXING AUTHORITIES MAY DIFFER MATERIALLY FROM THE AMOUNTS ACCRUED FOR EACH YEAR. MANAGEMENT BELIEVES THAT ITS NONPROFIT STATUS WOULD BE SUSTAINED UPON EXAMINATION.

ONA FILES INCOME TAX RETURNS IN THE UNITED STATES FEDERAL AND SEVERAL STATE JURISDICTIONS. WITH FEW EXCEPTIONS, ONA IS NO LONGER SUBJECT TO U.S. FEDERAL OR STATE INCOME TAX EXAMINATIONS BY TAX AUTHORITIES FOR FISCAL YEARS BEFORE 2008.

Schedule D (Form 990) 2012

232055 12-10-12

09060521 769026 2069600000

2012.03050 ONLINE NEWS ASSOCIATION

SCHEDULE I (Form 990)					e to Organization in the United Sta			OMB No. 1545-0047
Department of the Treasury Internal Revenue Service		Compl	ete if the organizatio	n answered "Yes Attach to For		rt IV, line 21 or 22.		Open to Public Inspection
Name of the organizati	ONLINE NE		ATION					Employer identification number 51-0389878
	formation on Grants a							
criteria used to a	ation maintain records t ward the grants or assis IV the organization's pro	stance?						
	d Other Assistance to						es" to Form 990, Part	IV, line 21, for any
	nat received more than		-					
	dress of organization ernment	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
		9						
3 Enter total numb	er of section 501(c)(3) a er of other organization	s listed in the line 1	1 table					

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non- cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
CHOLORSHIP FOR JOURNALISM STUDENTS	6	60,000.	. 0.		
				0	
Part IV Supplemental Information. Complete this part to	provide the information	n required in Part I,	line 2, Part III, colum	n (b), and any other additional in	formation.
CHEDULE I, PART I, LINE 2: ONL:					

AWARD RECIPIENTS ARE FREE TO USE THE FUNDS AS THEY PLEASE.

ONLINE NEWS ASSOCIATION

Schedule I (Form 990) (2012)

51-0389878

Page 2

	HEDULE J rm 990)		MB No. 20 Open to	12	2			
	partment of the Treasury							
_	al Revenue Service ne of the organization	Attach to Form 990. See separate instructions.	Employer ident	Inspe		mhor		
Indii	le of the organization	ONLINE NEWS ASSOCIATION	51-038			nber		
De	rt I Question		51-036	901	0			
Pa		s Regarding Compensation						
1a	Part VII, Section A, First-class or c Travel for com Tax indemnific	, , , , , , , , , , , , , , , , , , ,	onal use esidence es		Yes	No		
b	If any of the boxes	on line 1a are checked, did the organization follow a written policy regarding payment or						
	reimbursement or p	rovision of all of the expenses described above? If "No," complete Part III to explain	/	1b				
2	Did the organization	n require substantiation prior to reimbursing or allowing expenses incurred by all officers, di	rectors,					
	trustees, and the C	EO/Executive Director, regarding the items checked in line 1a?		2				
3	CEO/Executive Dire establish compensation Compensation Independent of	my, of the following the filing organization used to establish the compensation of the organization. Check all that apply. Do not check any boxes for methods used by a related organization of the CEO/Executive Director, but explain in Part III. action of the CEO/Executive Director, but explain in Part III. accommittee compensation consultant ther organizations	tion to					
4	During the year, dic organization or a re	any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing						
2	•	e payment or change-of-control payment?		4a		х		
		ceive payment from, a supplemental nonqualified retirement plan?		4b		X		
		ceive payment from, an equity-based compensation arrangement?		4c		x		
U		hes 4a-c, list the persons and provide the applicable amounts for each item in Part III.						
5		c)(3) and 501(c)(4) organizations must complete lines 5-9. In Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation evenues of:	on					
				5a		X		
b	Any related organiz	ation?		5b		X		
		r 5b, describe in Part III.						
6	For persons listed i contingent on the r	n Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation et earnings of:	on					
а	The organization?			6a		X		
b	Any related organiz	ation?		6b		X		
	If "Yes" to line 6a o	r 6b, describe in Part III.						
7		n Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payment						
		es 5 and 6? If "Yes," describe in Part III		7		<u> </u>		
8	•	reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to t		_		37		
~		ption described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III		8		<u> </u>		
9		d the organization also follow the rebuttable presumption procedure described in 1 53.4958-6(c)?		9				
LHA		eduction Act Notice, see the Instructions for Form 990.	Schedule	-	n 990)	2012		

232111 12-10-12

27 2012.03050 ONLINE NEWS ASSOCIATION

Schedule J (Form 990) 2012

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

	(B) Breakdown of	W-2 and/or 1099-MI	SC compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation	
(A) Name and Title	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(B)(i)-(D)	reported as deferred in prior Form 990	
(1) JANE MCDONNELL (i)	125,000.	25,000.	0.	4,923.	0.	154,923.	0.	
EXECUTIVE DIRECTOR (ii)	0.	0.	0.	0.	0.	0.	0.	
(i)								
(ii)								
(i)								
(ii)								
(i)								
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(ii)							 	

Schedule J (Form 990) 2012

51-0389878

Name of the organization Employer identification number 51-0389878 FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION: MINDS IN DIGITAL JOURNALISM, THOSE WHO ARE SHAPING THE FUTURE OF THE INDUSTRY AND FINDING NEW WAYS TO TELL STORIES WITH NEW TECHNOLOGY. PROGRAMS ARE TARGETED TO LEVERAGE AND SHARE SKILLS WITHIN THE ORGANIZATION'S PROFESSIONAL, TECHNOLOGY, ACADEMIC AND STUDENT COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION: GUIDANCE AND GROWTH, AND A CHAMPION OF BEST PRACTICES THROUGH TRAINING,
MINDS IN DIGITAL JOURNALISM, THOSE WHO ARE SHAPING THE FUTURE OF THE INDUSTRY AND FINDING NEW WAYS TO TELL STORIES WITH NEW TECHNOLOGY. PROGRAMS ARE TARGETED TO LEVERAGE AND SHARE SKILLS WITHIN THE ORGANIZATION'S PROFESSIONAL, TECHNOLOGY, ACADEMIC AND STUDENT COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
INDUSTRY AND FINDING NEW WAYS TO TELL STORIES WITH NEW TECHNOLOGY. PROGRAMS ARE TARGETED TO LEVERAGE AND SHARE SKILLS WITHIN THE ORGANIZATION'S PROFESSIONAL, TECHNOLOGY, ACADEMIC AND STUDENT COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
PROGRAMS ARE TARGETED TO LEVERAGE AND SHARE SKILLS WITHIN THE ORGANIZATION'S PROFESSIONAL, TECHNOLOGY, ACADEMIC AND STUDENT COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
ORGANIZATION'S PROFESSIONAL, TECHNOLOGY, ACADEMIC AND STUDENT COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
COMMUNITIES. FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
GUIDANCE AND GROWTH, AND A CHAMPION OF BEST PRACTICES THROUGH TRAINING,
AWARDS AND COMMUNITY OUTREACH.
FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:
AWARDS: THE ONLINE JOURNALISM AWARDS IS THE ONLY ANNUAL COMPETITION
THAT ACKNOWLEDGES THE BEST AND THE BRIGHTEST WORK SOLELY IN DIGITAL
NEWS, IDENTIFYING AND PUBLICLY HONORING MODELS OF EXCELLENCE FOR THE
PROFESSION, IN PARTNERSHIP WITH THE UNIVERSITY OF MIAMI SCHOOL OF
COMMUNICATION. ONA RECEIVED OVER 800 ENTRIES FROM AROUND THE WORLD IN
2012 FOR 28 CATERGORIES AND AWARDED \$33,000 IN PRIZES.
EXPENSES \$ 62,269. INCLUDING GRANTS OF \$ 34,362. REVENUE \$ 129,750.
FORM 990, PART III, LINE 4E, FELLOWSHIPS AND SCHOLARSHIPS: TWO TARGETED
DEVELOPMENT-FOCUSED SCHOLARSHIPS AND FELLOWSHIPS NUTURE AND FINANCIALLY
SUPPORT YOUNG TALENT: THE MJ BEAR FELLOWSHIPS, PROVIDING MENTORSHIP
AND HIGH-PROFILE NETWORKING TO THREE UNDER-30, PROMISING JOURNALISTS, A
LEGACY OF A FOUNDING MEMBER; AND THE AP-GOOGLE JOURNALISM & TECHNOLOGY
SCHOLARSHIPS, WHICH AWARD SIX \$20,000 SCHOLARSHIPS TO GRADUATE AND
LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. Schedule O (Form 990 or 990-EZ) (2012) 232211 01-04-13 29

09060521 769026 2069600000 2012.03050 ONLINE NEWS ASSOCIATION 2

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Schedule O (Form 990 or 990-EZ) (2012)	Page 2
Name of the organization ONLINE NEWS ASSOCIATION	Employer identification number $51 - 0389878$
UNDERGRADUATE JOURNALISTS CREATING PROJECTS AT THE INTERS	ECTION OF
JOURNALISM AND TECHNOLOGY, WITH A FOCUS ON DIVERSITY AND	NEED. ONA
FUNDS AND ADMINISTERS THE FORMER PROGRAM AND ADMINISTERS	THE LATTER
PROGRAM, WHICH IS FUNDED BY THE ASSOCIATED PRESS AND GOOG	LE INC.
EXPENSES \$ 133,436. INCLUDING GRANTS OF \$ 60,000. REV	ENUE \$ 0.
FORM 990, PART VI, SECTION A, LINE 6: ONLINE NEWS ASSOCIA	TION HAS THREE
CLASSES OF MEMBERS: PROFESSIONAL MEMBERS, ACADEMIC MEMBE	RS AND ASSOCIATE
MEMBERS.	

FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 IS REVIEWED BY THE BOARD BEFORE IT IS FILED AND THEN POSTED ON THE ORGANIZATION'S WEBSITE.

FORM 990, PART VI, SECTION B, LINE 12C: THE BOARD REQUIRES EACH COVERED PERSON TO REVIEW THE TERMS OF THE CONFLICT OF INTEREST POLICY ANNUALLY AND TO DISCLOSE TO ONA, AS THEY ARISE ANY POTENTIAL PERSONAL, FAMILY, OR BUSINESS RELATIONSHIPS THAT REASONABLY MIGHT GIVE RISE TO A CONFLICT, OR A PERCEIVED CONFLICT INVOLVING ONA.

FORM 990, PART VI, SECTION B, LINE 15: ALL DECISIONS ON COMPENSATION FOR THE EXECUTIVE DIRECTOR ARE MADE BY THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH INCLUDES THE OFFICERS (PRESIDENT, VICE-PRESIDENT, TREASURER AND SECRETARY), ALL OF WHOM ARE IN HIRING POSITIONS AT MEDIA COMPANIES OR ORGANIZATIONS. THE DECISION IS DISCUSSED AND APPROVED BY THE FULL BOARD DURING EXECUTIVE SESSION AT ONE OF ITS THREE ANNUAL MEETINGS. THE DECISION INCLUDES A REVIEW OF THE CURRENT MARKETPLACE, AND ALL DECISIONS ARE RECORDED IN MEETING MINUTES.

Name of the organization ONLINE NEWS ASSOCIATION	Employer identification numb 51-0389878
FORM 990, PART VI, SECTION C, LINE 18: THE FORM 990 AN	•
AVAILABLE ON THE ORGANIZATIONS WEBSITE AS WELL AS UPON	
VALUADUE ON THE ORGANIZATIONS WEDSTIE AS WEDD AS OFON	KEQUESI.
FORM 990, PART VI, SECTION C, LINE 19: THE DOCUMENTS A	ARE AVAILABLE ON THE
ORGANIZATION'S WEBSITE.	
232212)1-04-13	Sabadula (Carm 000 000 E7) /0/
31 60521 769026 2069600000 2012.03050 ONLINE NEWS ASS	Schedule O (Form 990 or 990-EZ) (20 OCIATION 206960(

2012 DEPRECIATION AND AMORTIZATION REPORT

FORM 990 PAGE 10

990

FORM 990 PAGE 10							330						
Asset No.	Description	Da Acqu	te iired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
	MACHINERY & EQUIPMENT												
	2 COMPUTERS SHERRY	083	005	SL	3.00	16	4,550.			4,550.	4,550.		0.
	LAPTOP/PRINTER	022	309	SL	3.00	16	1,878.			1,878.	1,774.		104.
	JANE MCDONNELL LAPTOP/SONY MACBOOK/PRO/13.3/2.	030	210	SL	3.00	16	1,320.			1,320.	807.		440.
		113	010	SL	3.00	16	1,499.			1,499.	541.		500.
5	VIDEO EQUIPMENT	072	211	SL	3.00	16	21,409.			21,409.	3,270.		7,136.
6		043	012	SL	3.00	16	1,000.			1,000.			223.
	* 990 PAGE 10 TOTAL MACHINERY & EQUIPM						31,656.		0.	31,656.	10,942.	0.	8,403.
	* GRAND TOTAL 990 PAGE 10 DEPR						31,656.		0.	31,656.	10,942.	0.	8,403.
			K										

(D) - Asset disposed

Form	4562
	ment of the Treasury Revenue Service (99)

Depreciation and Amortization (Including Information on Listed Property) See separate instructions. Attach to your tax return 990

OMB No. 1545-0172

Z

including informatio	n on Listea Pro
wavata in structions	

	tment of the Treasury al Revenue Service (99)	► Se	(Including) e separate instr	Information uctions.		ed Propert to your tax re	• ·		Attachment Sequence No. 179
Name(s) shown on return		-		Busine	ss or activity to wh	ich this form relate	s	Identifying number
	LINE NEWS AS					M 990 P.			51-0389878
Pa	rt I Election To Expens	se Certain Property	y Under Section 17	9 Note: If you ha	ive any list	ted property, c	omplete Part		ou complete Part I.
	Maximum amount (see i	,							500,000.
	Total cost of section 179								2,000,000.
	Threshold cost of section								2,000,000.
	Reduction in limitation.								
6		(a) Description of prop				ess use only)	(c) Elected		
<u> </u>									
7 L	isted property. Enter th	ne amount from li	ine 29			7			
8 1	Fotal elected cost of see	ction 179 proper	ty. Add amounts	in column (c), lin	ies 6 and	7		8	
	Fentative deduction. En								
	Carryover of disallowed								
	Business income limitat								
	Section 179 expense de							12	
	Carryover of disallowed : Do not use Part II or F			,		▶ 13			
Pa		ciation Allowan	,	,		la listed prope	rty)		
	Special depreciation allo						,,		
			1 1 3 (0	14	
	Property subject to sect								
	Other depreciation (inclu								8,403.
		ciation (Do not							
		•		Sectio	n A				
17 N	MACRS deductions for	assets placed in	service in tax ye	ars beginning be	efore 2012			17	
18 #	f you are electing to group any a	assets placed in servic	e during the tax year i	nto one or more gener	al asset acco	ounts, check here	► 🗌		
	Sect	ion B - Assets F	Placed in Service			Jsing the Gen	eral Deprecia	tion Syste	m
	(a) Classification of pr	operty	(b) Month and year placed	(c) Basis for depr (business/investn	nent use	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
			in service	only - see instru	ictions)	ponod			
<u>19a</u>	3-year property								
b	5-year property		-						
<u> </u>	7-year property		-						
d	10-year property		-						
	15-year property		-						
f	20-year property 25-year property		-			25 yrs.		S/L	
<u> </u>			1			27.5 yrs.	MM	S/L	
h	Residential rental pr	operty	/			27.5 yrs.	MM	S/L	
			/			39 yrs.	MM	S/L	
i	Nonresidential real p	property	/			00).0.	MM	S/L	
	Sectio	on C - Assets Pla	aced in Service	During 2012 Ta	x Year Us	ing the Alterr	native Depred	iation Sys	tem
20a	Class life							S/L	
b	12-year					12 yrs.		S/L	
c	40-year		/			40 yrs.	MM	S/L	
	rt IV Summary (See	-						·	
	_isted property. Enter a							21	
	Total. Add amounts from		-						0 400
	Enter here and on the a			•	•	ions - see inst	ſ	22	8,403.
	For assets shown above	•	•						
21625 12-28-	ortion of the basis attri					23			Form 4562 (2012)
12-28-	L ₁₂ LHA For Paperw		HULINULICE, SEE	separate instru	cuons.				1000 4302 (2012)

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32 2012.03050 ONLINE NEWS ASSOCIATION

	ONLINE 1	NEWS AS	SSOCIA	ATIO	N					51-	0389	878	Page
Part V Listed Propert amusement.)	ty (Include automobil	es, certain o	ther vehicl	es, cert	ain com	puters	, and prop	perty use	ed for er				
Note: For any v	vehicle for which you Section A, all of Section					dedu	cting lease	e expens	e, comp	olete onl	y 24a, 24	1b, colun	nns (
	Depreciation and C			ution: S	See the i	nstruc	tions for li	mits for p	oasseng	er auton	nobiles.)		
24a Do you have evidence to s			laimed?	<u> </u>	es 🗌	No	24b If "Y	es," is th	ne evide	nce writ	ten?	Yes	
(a) Type of property (list vehicles first)	placed in inves	ness/	(d) Cost or other basis		(e) is for depresiness/inve use only	stment	(f) Recovery period	Met	g) thod/ ention	Depre	h) eciation uction	Eleo sectio	(i) cted in 179 ost
25 Special depreciation allo	-		• •		-	-	-						
used more than 50% in									25				
26 Property used more that	n 50% in a qualified I	ousiness use):								-		
	: :	%											
	: :	%								<u> </u>			
	: :	%											
27 Property used 50% or le	ess in a qualified busi												
	: :	%						S/L -					
	: :	%						S/L -					
	: :	%						S/L -					
28 Add amounts in column											_	-	
29 Add amounts in column	(i), line 26. Enter here										. 29		
Complete this section for ve f you provided vehicles to y		proprietor,		other "	more th	an 5%	owner," o				ina this s	ection fo	or
those vehicles.								-		1	-		
• Total husingss/investment	milae drivon during the		(a) ehicle		o) nicle	V	(c) ehicle	(e Veh	d) viele		e) nicle	(f Veh	
30 Total business/investment i	•		enicie	ver	ncie	V	enicie	Ver	licie	Vei	licie	Ven	cie
year (do not include comn													
31 Total commuting miles c		r		_									
32 Total other personal (noi driven													
33 Total miles driven during Add lines 30 through 32					,								
34 Was the vehicle availabl	le for personal use	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	N
during off-duty hours? 35 Was the vehicle used pr													
than 5% owner or relate													
36 Is another vehicle availa													
use?	·												
Answer these questions to c	Section C - Quest	ions for Emp	-								re not m	ore than	5%
owners or related persons.				-				-					
37 Do you maintain a writte employees?		•	•				•	•				Yes	N
		nat prohihits	nersonal i		ehicles	evcen	t commut	ing, by y	our				┢
38 Do you maintain a writte		-	-										
38 Do you maintain a writte employees? See the ins	tructions for vehicles	used by cor	porate off	icers, d	irectors,	or 1%							+
38 Do you maintain a writte	tructions for vehicles	used by cor	porate off	icers, d	irectors,	or 1%							
38 Do you maintain a writte employees? See the ins39 Do you treat all use of vertices	tructions for vehicles ehicles by employees	used by con as persona	rporate off I use?	icers, d	irectors,	, or 1%							_
38 Do you maintain a writte employees? See the ins39 Do you treat all use of vertices	tructions for vehicles ehicles by employees an five vehicles to yo	used by con as persona ur employee	rporate off l use? s, obtain ir	icers, d	irectors, ion from	or 1%	employees	s about					
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of vertical data of the provide more that 40 Do you provide more that 	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform	used by cons as persona ur employee ation receive	rporate off I use? s, obtain ir ed?	icers, d nformat	irectors, ion from	or 1%	employees	about					
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of vertical data and the use of the vehicles, and the use of the vehicles, and the use of the vehicles. 	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ements concerning qu	a used by con as persona ur employee ation receive ualified autor	porate off l use? s, obtain ir ed? nobile den	icers, d nformat nonstra	irectors, ion from tion use	, or 1% i your e ?	employees	s about					
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of version of the require 41 Do you meet the require 	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ements concerning qu	a used by con as persona ur employee ation receive ualified autor	porate off l use? s, obtain ir ed? nobile den	icers, d nformat nonstra	irectors, ion from tion use	, or 1% i your e ?	employees	s about					
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of ve 40 Do you provide more that the use of the vehicles, at the use of the vehicles, at Do you meet the require Note: If your answer to a second secon	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ments concerning qu 37, 38, 39, 40, or 41 i	a used by con as as persona ur employee ation receive ualified autor is "Yes," do r (b) Date amortization	porate off I use? s, obtain ir ed? mobile den not comple	icers, d nformat nonstra	irectors, ion from tion use tion B fo	, or 1% i your e ?	employees	s about hicles.	(e) Amortiza	tion	Ar		
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of version of the version of the	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ements concerning qu <u>37, 38, 39, 40, or 41 in</u> f costs	a used by consistent of the set o	n porate off I use? s, obtain ir nobile den not comple	nformat nonstra <u>ete Sect</u> (c) Amortizab	irectors, ion from tion use tion B fo	, or 1% i your e ?	employees covered ve	s about hicles.	(e)	tion	Ar	(f)	
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of version of the version of the	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ements concerning qu <u>37, 38, 39, 40, or 41 in</u> f costs	a used by consistent of the set o	n porate off I use? s, obtain ir nobile den not comple	nformat nonstra <u>ete Sect</u> (c) Amortizab	irectors, ion from tion use tion B fo	, or 1% i your e ?	employees covered ve	s about hicles.	(e) Amortiza	tion	Ar	(f)	
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 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of version of the use of the vehicles, at the use of the vehicles, at the use of the vehicles, at Do you meet the require Note: <i>If your answer to Compart VI</i> Amortization (a) 	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ments concerning qu 37, 38, 39, 40, or 41 i f costs at begins during you	a used by consistent of the set o	nobile den	nformat nonstra te Sect (c)	irectors, ion from tion use tion B fo	, or 1%	covered vered ve	about	(e) Amortiza period or per	tion	Ar	(f)	
 38 Do you maintain a writte employees? See the ins 39 Do you treat all use of ve 40 Do you provide more that the use of the vehicles, a 41 Do you meet the require Note: <i>If your answer to 3</i> Part VI Amortization (a) Description of 42 Amortization of costs that the set of the s	tructions for vehicles ehicles by employees an five vehicles to yo and retain the inform ments concerning qu 37, 38, 39, 40, or 41 i f costs at begins during you at began before your	used by consistent of the second seco	nobile den not comple ear:	nformat nonstra ete Seci (c) Amortizab amount	irectors, ion from tion use tion B fo	, or 1%	covered verection	s about	(e) Amortiza period or per	tion centage	Ar	(f)	

Application for Extension of Time To File an Exempt Organization Return

OMB No. 1545-1709

► X

01

File a separate application for each return.

• If you are filing for an Automatic 3-Month Extension, complete only Part I and check this box

• If you are filing for an Additional (Not Automatic) 3-Month Extension, complete only Part II (on page 2 of this form).

Do not complete Part II unless you have already been granted an automatic 3-month extension on a previously filed Form 8868.

Electronic filing (*e-file*) • You can electronically file Form 8868 if you need a 3-month automatic extension of time to file (6 months for a corporation required to file Form 990-T), or an additional (not automatic) 3-month extension of time. You can electronically file Form 8868 to request an extension of time to file any of the forms listed in Part I or Part II with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, which must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit *www.irs.gov/efile* and click on *e-file* for Charities & Nonprofits.

Part I Automatic 3-Month Extension of Time. Only submit original (no copies needed).

A corporation required to file Form 990-T and requesting an automatic 6-month extension - check this box and complete

Part I only All other corporations (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

Type or	Name of exempt organization or other filer, see instructions.		Employer identification number (EIN) or					
print	ONLINE NEWS ASSOCIATION		51-0389878					
File by the due date for filing your return. See instructions.	Number, street, and room or suite no. If a P.O. box, see instructions. P.O. BOX 65741		Social security number (SSN)					
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. WASHINGTON, DC 20035							

Enter the Return code for the return that this application is for (file a separate application for each return)

Application	Return	Application			Return		
Is For	Code	Is For					
Form 990 or Form 990-EZ	01	Form 990-T (corporation)	07				
Form 990-BL	02	Form 1041-A					
Form 4720 (individual)	03	Form 4720			09		
Form 990-PF	04	Form 5227			10		
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069			11		
Form 990-T (trust other than above)	06	Form 8870			12		
THE ORGANIZATIO							
• The books are in the care of P.O. BOX 65741	– WAS	SHINGTON, DC 20035					
Telephone No. ► 646-290-7900		FAX No. 🕨					
• If the organization does not have an office or place of business	in the Ur	ited States, check this box					
 If this is for a Group Return, enter the organization's four digit (Group Exe	emption Number (GEN) If this	s is fo	r the whole group, cl	neck this		
box If it is for part of the group, check this box	and atta	ch a list with the names and EINs of all	memb	ers the extension is	for.		
 is for the organization's return for: X calendar year 2012 or tax year beginning If the tax year entered in line 1 is for less than 12 months, cl Change in accounting period 		d ending on:	l retur	 n			
3a If this application is for Form 990-BL, 990-PF, 990-T, 4720, c nonrefundable credits. See instructions.	or 6069, e	nter the tentative tax, less any	3a	\$	0.		
b If this application is for Form 990-PF, 990-T, 4720, or 6069,	enter anv	refundable credits and		Ť			
estimated tax payments made. Include any prior year overp	,		3b	\$	0.		
c Balance due. Subtract line 3b from line 3a. Include your pa							
by using EFTPS (Electronic Federal Tax Payment System).	See instru	ctions.	3c	\$	0.		
Caution. If you are going to make an electronic fund withdrawal w	ith this Fo	orm 8868, see Form 8453-EO and Form	8879-	EO for payment inst	ructions.		
LHA For Privacy Act and Paperwork Reduction Act Notice,				Form 8868 (Re			
223841 01-21-13		34					

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