

Form **990****Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(2) of the Internal Revenue Code (except block lung benefit trust or private foundation)

OMB No. 1545-0047

2009

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

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

A For the 2009 calendar year, or tax year beginning **1/1/09** and ending **12/31/09**

B Check if applicable:
 Main activity changed during year
 Name change during year
 Address change during year
 Extension filed
 Amended return
 Rollover

C Name of organization
ONLINE NEWS ASSOCIATION
 Doing Business As
 Number and street (or P.O. box if mail is not delivered to street address) / floor/suite
P.O. BOX 65741
 City or town, state or country, and ZIP + 4
WASHINGTON, DC 20035

D Employer identification number
51-0389878

E Telephone number
666-298-7900

F Name and address of principal officer **JANE McDONNELL**
SAME AS C ABOVE

G Form prepared by **705,211**

Was this a group return for affiliates? Yes No
 Has any filing included? Yes No
 If "No," attach a list, see instructions

H Group exemption number ▶

I Tax-exempt status: 501(c)3 527 4947(a)(2) or 527

J Website: **HTTP://JOURNALISTS.ORG**

K Form of organization: Corporation Trust Association Other ▶

L Year of incorporation: **1993** **M** State of legal domicile: **DE**

Part I Summary

1 Briefly describe the organization's mission or most significant activities: **ONLINE NEWS ASSOCIATION OFFERS PROGRAMS AND PARTNERSHIPS THAT CONNECT MEMBERS WITH THE LEADING**

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3 Number of voting members of the governing body (Part VII, line 1g) **3** **15**

4 Number of independent voting members of the governing body (Part VII, line 1g) **4** **15**

5 Total number of employees (Part V, line 2c) **5** **3**

6 Total number of volunteers (estimate if necessary) **6** **0**

7a Total gross unrelated business revenue from Part VII, column (C), line 12 **7a** **0.**

7b Net (grossed) business taxable income from Form 990-T, line 26 **7b** **0.**

	Prior Year	Current Year
8 Contributions and grants (Part VII, line 1h) 55,849.	55,849.	91,364.
9 Program service revenue (Part VII, line 2g) 552,259.	552,259.	612,432.
10 Investment income (Part VII, column (A), lines 3, 4, and 7d) 2,284.	2,284.	1,107.
11 Other revenue (Part VII, column (A), lines 5, 6c, 8c, 9c, 10c, and 7f) 96,768.	96,768.	308.
12 Total revenue—add lines 8 through 11 (must equal Part VII, column (A), line 13) 707,160.	707,160.	705,211.
13 Grants and similar amounts paid (Part IX, column (A), line 13) 24,165.	24,165.	24,165.
14 Benefits paid to or for members (Part IX, column (A), line 4) 194,102.	194,102.	277,558.
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-13) 73,396.	73,396.	73,396.
16a Professional fundraising fees (Part IX, column (A), line 7f) 40,099.	40,099.	40,099.
b Total fundraising expenses (Part IX, column (B), line 2c) ▶ 40,099.	40,099.	40,099.
17 Other expenses (Part IX, column (A), lines 11a-11c, 11d-11f) 580,103.	580,103.	408,342.
18 Total expenses—add lines 13-17 (must equal Part IX, column (A), line 20) 847,601.	847,601.	710,066.
19 Revenue less expenses—subtract line 18 from line 12 -140,441.	-140,441.	-4,855.
20 Total assets (Part X, line 18) 250,986.	250,986.	258,535.
21 Total liabilities (Part X, line 20) 2,404.	2,404.	2,404.
22 Net assets or fund balances—subtract line 21 from line 20 250,986.	250,986.	256,131.

Part II Signature Block

Sign Here ▶ *Jane McDonnell* **11/1/09**
JANE McDONNELL, EXECUTIVE DIRECTOR

Preparer's Use Only
 Preparer's signature: **GOODMAN & COMPANY, LLP**
 111 ROCKVILLE PIKE, 6TH FLOOR
 ROCKVILLE, MD 20850
 Phone no. ▶ **240-403-3700**

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

OMB No. 1545-0047 U.S. For Privacy Act and Paperwork Reduction Act Notice, see the separate instructions.

Form 990 (2009)

GSA GOVERNMENT OF THE UNITED STATES OF AMERICA

Part III Statement of Program Service Accomplishments

1. Briefly describe the organization's mission: SEE SCHEDULE O FOR CONTINUATION	
ONA'S MISSION IS INSPIRING INNOVATION AND EXCELLENCE AMONG DIGITAL JOURNALISTS TO BETTER SERVE THE PUBLIC. ONA IS A LEADER IN THE RAPIDLY CHANGING WORLD OF JOURNALISM; A CATALYST FOR INNOVATION IN STORY-TELLING ACROSS ALL PLATFORMS; A RESOURCE FOR JOURNALISTS SEEKING	
2. Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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 services?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If "Yes," describe these changes on Schedule O.	
4. Describe the exempt purpose achievements for each of the organization's three largest program services by expense. Section 501(c)(3) and 501(c)(29) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.	
4a. (Code:) Expenses \$ 399,001. including grants of \$	Revenue \$ 423,645.)
ANNUAL CONFERENCE: ONA'S THREE-DAY ANNUAL CONFERENCE PROVIDED HANDS-ON DAY-LONG WORKSHOPS, NOTED SPEAKERS, EXPERT PANELS AND SESSIONS ON DIGITAL ISSUES TO MORE THAN 800 ATTENDEES IN SEPTEMBER 2009. THE STUDENT NEWSROOM GAVE 20 UNDERGRADUATE JOURNALISM MAJORS EXPOSURE TO MEDIA LEADERS AND A CHANCE TO COVER BREAKING NEWS WITH EMERGING TOOLS. THE CAREER SUMMIT AND JOB FAIR OFFERED NEARLY 100 JOB-SEEKERS ACCESS TO 13 RECRUITERS FROM MAJOR MEDIA AND TECHNOLOGY COMPANIES AND TRAINING IN NEW MEDIA DURING A FULL DAY OF SESSIONS.	
4b. (Code:) Expenses \$ 41,352. including grants of \$	Revenue \$ 7,665.)
TRAINING AND PROFESSIONAL DEVELOPMENT : FREE TRAINING PROGRAMS IN EMERGING TECHNOLOGY AND NEW MEDIA; FUNDING AND EXPERTISE TO HELP MEMBERS HOST REGIONAL, NATIONAL AND INTERNATIONAL EVENTS, RANGING FROM SOCIAL GATHERINGS TO INTENSIVE TRAINING SESSIONS; PARTNERSHIPS WITH TRADITIONAL JOURNALISM ORGANIZATIONS THAT BRING ADVANCED MULTIMEDIA, SOCIAL NETWORKING AND OTHER DIGITAL SKILLS TO JOURNALISTS TRANSITIONING FROM PRINT AND BROADCAST TO NEW MEDIA; THE FILING OF AMICUS BRIEFS IN COURT CASES IMPORTANT TO DIGITAL JOURNALISTS, AND MEMBER PARTICIPATION IN FIRST SURVEY OF ONLINE JOURNALISTS WITH PEW RESEARCH CENTER.	
4c. (Code:) Expenses \$ 62,262. including grants of \$	Revenue \$ 109,437.)
WEBSITE FOR COMMUNITY PARTICIPATION AND EDUCATION: ONA'S WEBSITE, JOURNALISTS.ORG, NURTURES ONLINE COMMUNITIES THROUGH DISCUSSION GROUPS WHERE ONA'S 1,600 MEMBERS CAN EXCHANGE KNOWLEDGE, FIND ASSISTANCE AND EXPERTISE, RAISE QUESTIONS AND ENGAGE ON NEW MEDIA ISSUES. ONA PROVIDES SOCIAL MEDIA NETWORKING THROUGH ONA'S LINKEDIN GROUP, FACEBOOK PAGE AND TWITTER GROUP; OFFERS FREQUENT MEMBER SURVEYS ON ONLINE ISSUES; IS THE BASE FOR FREE AND DISCOUNTED ACCESS TO OUTSIDE WEBINARS, SEMINARS AND CONFERENCES AND FREE MEMBER ACCESS TO THE LATEST REPORTS, STUDIES AND RESEARCH ON DIGITAL JOURNALISM ISSUES.	
4d. Other program services. (Describe in Schedule O.)	
Expenses \$ 51,232. including grants of \$ 24,166.)	Revenue \$ 71,685.)
4e. Total program service expenses ▶ \$ 553,847.	

Part IV Checklist of Required Schedules

	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	X	
2 Is the organization required to complete Schedule B, Schedule of Contributors?	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II		X
5 Section 501(c)(4), 501(c)(25), and 501(c)(29) organizations. Is the organization subject to the section 6033(a) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III		
6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		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		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21; 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		X
10 Did the organization, directly or through a related organization, hold assets in trust, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V		X
11 Is the organization's answer to any of the following questions "Yes" (if so, complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable): • Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI. • 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. • 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. • 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. • Did the organization report an amount for other liabilities in Part X, line 20? If "Yes," complete Schedule D, Part X. • 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 (see Reg. 481)? If "Yes," complete Schedule D, Part X.	X	
12 Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII	X	
12A Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional	Yes	No
		X
13 Is the organization a school described in section 170B(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Part I		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11a? If "Yes," complete Schedule G, Part I		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 6a? If "Yes," complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 6a? If "Yes," complete Schedule G, Part III		X
20 Did the organization operate one or more hospitals? If "Yes," complete Schedule H		X

Form 990 (2009)

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 11? If "Yes," complete Schedule I, Parts I and II.		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 II.	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.		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.		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defuse any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I.		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 Schedule L, Part I.		X
26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II.		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III.		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):		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV.		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV.		X
c An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV.		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M.		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M.		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I.		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II.		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I.		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1.		X
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2.		X
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.		X
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part III.		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 12?		
Note. All Form 990 filers are required to complete Schedule O.	X	

Form 990 (2008)

Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1a	Enter the number reported in Box 3 of Form 1099, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable	15	
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	0	
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	3	
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?		X
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O		
4a	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)?		X
b	If "Yes," enter the name of the foreign country: _____ See the instructions for exceptions and filing requirements for Form TD F 9022.1, 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?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		
6a	Does the organization have annual gross receipts that are normally greater than \$500,000, and did the organization solicit any contributions that were not tax deductible?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	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?		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
d	If "Yes," indicate the number of Forms 8282 filed during the year		
e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		X
h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1096-C as required?		X
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?		X
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the organization make any taxable distributions under section 4966?		X
b	Did the organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders		
b	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?		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year		

Form 990 (2009)

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

Section A. Governing Body and Management

	Yes	No
1a Enter the number of voting members of the governing body	15	
b Enter the number of voting members that are independent	15	
2 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?		X
3 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?		X
4 Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?		X
5 Did the organization become aware during the year of a material diversion of the organization's assets?		X
6 Does the organization have members or stockholders?		X
7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?		X
b Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a The governing body?	X	
b Each committee with authority to act on behalf of the governing body?	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O.		X

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Does the organization have local chapters, branches, or affiliates?		X
b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
11 Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	X	
11A Describe in Schedule O the process, if any, used by the organization to review this Form 990.		
12a Does the organization have a written conflict of interest policy? If "No," go to line 13.		X
b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done.		
13 Does the organization have a written whistleblower policy?		X
14 Does the organization have a written document retention and destruction policy?		X
15 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?		
a The organization's CEO, Executive Director, or top management official	X	
b Other officers or key employees of the organization	X	
If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.)		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed: NONE

18 Section 5134 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.
 Own website Another's website Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ONLINE NEWS ASSOCIATION - 646-290-7900
F.O. BOX 65741, WASHINGTON, DC 20035

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year. Use Schedule J-2 if additional space is needed.

• 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. See instructions for definition of "key employee."

• List the organization's five **past** 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.

• 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 the organization did not compensate any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
JIM BRADY BOARD MEMBER	1.00	X					0.	0.	0.	
JODY BHANNON BOARD MEMBER	1.00	X					0.	0.	0.	
TOM BREW BOARD MEMBER	1.00	X					0.	0.	0.	
JONATHAN DUSE PRESIDENT	1.00			X			0.	0.	0.	
KATHARINE FONG BOARD MEMBER	1.00	X					0.	0.	0.	
DICK MEYER BOARD MEMBER	1.00	X					0.	0.	0.	
ANTHONY MOOR BOARD MEMBER	1.00	X					0.	0.	0.	
JU DON ROBERTS BOARD MEMBER	1.00	X					0.	0.	0.	
KEN SANDS BOARD MEMBER	1.00	X					0.	0.	0.	
KATIE KING BOARD MEMBER	1.00	X					0.	0.	0.	
AMY WEBB BOARD MEMBER	1.00	X					0.	0.	0.	
NEIL BUDDÉ VICE PRESIDENT/TREASURER	1.00			X			0.	0.	0.	
DENISE POLVERINE SECRETARY	1.00			X			0.	0.	0.	
CHRISTINE MONTGOMERY BOARD MEMBER	1.00	X					0.	0.	0.	
CORY TOLBERT HAIK BOARD MEMBER	1.00	X					0.	0.	0.	
JANE MCDONNELL EXECUTIVE DIRECTOR	40.00			X			123,800.	0.	2,992.	

Part VIII Statement of Revenue

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1 a Federated campaigns	1a				
	b Membership dues	1b				
	c Fundraising events	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	91,364.			
	g Noncash contributions included in lines 1a-1f					
	h Total. Add lines 1a-1f		91,364.			
	Program Service Revenue	2 a CONFERENCE INCOME	Business Code 900099	405,286.	405,286.	
b MEMBERSHIP DUES		900099	109,437.	109,437.		
c EVENTS		900099	79,350.	79,350.		
d REIMBURSEMENTS		900099	18,359.	18,359.		
e						
f All other program service revenue						
g Total. Add lines 2a-2f			612,432.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		1,107.		1,107.	
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6 a Gross rents	(i) Real (ii) Personal				
	b Less: rental expenses					
	c Rental income or (loss)					
	d Net rental income or (loss)					
	7 a Gross amount from sales of assets other than inventory	(i) Securities (ii) Other				
	b Less: cost or other basis and sales expenses					
	c Gain or (loss)					
	d Net gain or (loss)					
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c). See Part IV, line 18	a				
	b Less: direct expenses	b				
c Net income or (loss) from fundraising events						
9 a Gross income from gaming activities. See Part IV, line 19	a					
b Less: direct expenses	b					
c Net income or (loss) from gaming activities						
10 a Gross sales of inventory, less returns and allowances	a					
b Less: cost of goods sold	b					
c Net income or (loss) from sales of inventory						
Miscellaneous Revenue		Business Code				
11 a MISCELLANEOUS	900099	308.		308.		
b						
c						
d All other revenue						
e Total. Add lines 11a-11d		308.				
12 Total revenue. See instructions.		705,211.	612,432.	0.	1,415.	

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) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21				
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22	24,166.	24,166.		
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	126,792.	87,312.	13,160.	26,320.
6 Compensation not included above, to disqualified persons (as defined under section 4958(b)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	113,464.	108,479.	831.	4,154.
8 Pension plan contributions (include section 401(a) and section 408(a) employer contributions)	1,203.	1,131.	12.	60.
9 Other employee benefits	8,927.	8,049.	277.	601.
10 Payroll taxes	27,172.	22,166.	1,574.	3,432.
11 Fees for services (non-employees):				
a Management				
b Legal	30,968.		30,968.	
c Accounting	29,021.		29,021.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other	13,970.	8,378.	3,428.	2,164.
12 Advertising and promotion				
13 Office expenses	53,703.	27,915.	23,586.	2,202.
14 Information technology				
15 Royalties				
16 Occupancy				
17 Travel	13,770.	6,696.	6,570.	504.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	252,105.	252,105.		
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	522.	426.	30.	66.
23 Insurance	6,035.	5,450.	184.	401.
24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a MISCELLANEOUS	8,248.	1,574.	6,479.	195.
b				
c				
d				
e				
f All other expenses				
25 Total functional expenses. Add lines 1 through 24f	710,066.	553,847.	116,120.	40,099.
26 Joint costs. Check here <input type="checkbox"/> if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

		(A) Beginning of year	(B) End of year
Assets	1 Cash - non-interest bearing	260,986.	257,178.
	2 Savings and temporary cash investments		
	3 Pledges and grants receivable, net		
	4 Accounts receivable, net		
	5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L.		
	6 Receivables from other disqualified persons (as defined under section 4958(b)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L.		
	7 Notes and loans receivable, net		
	8 Inventories for sale or use		
	9 Prepaid expenses and deferred charges		
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D.	6,429.	
	b Less: accumulated depreciation	5,072.	1,357.
	11 Investments - publicly traded securities		
	12 Investments - other securities. See Part IV, line 11.		
	13 Investments - program-related. See Part IV, line 11.		
	14 Intangible assets		
15 Other assets. See Part IV, line 11.			
16 Total assets. Add lines 1 through 15 (must equal line 34).	260,986.	258,535.	
Liabilities	17 Accounts payable and accrued expenses		2,404.
	18 Grants payable		
	19 Deferred revenue		
	20 Tax-exempt bond liabilities		
	21 Escrow or custodial account liability. Complete Part IV of Schedule D.		
	22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L.		
	23 Secured mortgages and notes payable to unrelated third parties		
	24 Unsecured notes and loans payable to unrelated third parties		
	25 Other liabilities. Complete Part X of Schedule D.		
	26 Total liabilities. Add lines 17 through 25.	0.	2,404.
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.		
	27 Unrestricted net assets	210,986.	183,362.
	28 Temporarily restricted net assets	50,000.	72,769.
	29 Permanently restricted net assets		
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.		
	30 Capital stock or trust principal, or current funds		
	31 Paid-in or capital surplus, or land, building, or equipment fund		
	32 Retained earnings, endowment, accumulated income, or other funds		
33 Total net assets or fund balances	260,986.	256,131.	
34 Total liabilities and net assets/fund balances	260,986.	258,535.	

Form 990 (2009)

Part XI Financial Statements and Reporting

		Yes	No
1	Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a	X
b	Were the organization's financial statements audited by an independent accountant?	2b	X
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	2c	X
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b	

Form 990 (2009)

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2006	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	107,027.	266,180.	384,086.	149,930.	200,800.	1,108,023.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1 through 3	107,027.	266,180.	384,086.	149,930.	200,800.	1,108,023.
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)						77,684.
6 Public support. Subtract line 5 from line 4						1,030,339.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2006	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
7 Amounts from line 4	107,027.	266,180.	384,086.	149,930.	200,800.	1,108,023.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	177.	203.	117.	2,284.	1,107.	3,888.
9 Net income from unrelated business activities, whether or not the business is regularly carried on	900.					900.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)				2,687.	308.	2,995.
11 Total support. Add lines 7 through 10						1,113,806.
12 Gross receipts from related activities, etc. (see instructions)					12	
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f))	14	92.34 %
15 Public support percentage from 2008 Schedule A, Part II, line 14	15	99.28 %
16a 33 1/3% support test - 2009. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input checked="" type="checkbox"/>		
b 33 1/3% support test - 2008. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
17a 10% -facts-and-circumstances test - 2009. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts and circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
b 10% -facts-and-circumstances test - 2008. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts and circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts and circumstances" test. The organization qualifies as a publicly supported organization <input type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions <input type="checkbox"/>		

Schedule A (Form 990 or 990-EZ) 2009

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.)**Section A. Public Support**

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(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 performed, 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 business under section 513						
4 Tax revenues levied for the organization'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						
7a 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 gross of \$5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 Public support (lines 6, 7a, and 7b)						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) 2009	(f) Total
9 Amounts from line 8						
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						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support (add lines 9, 10c, 11, and 12)						

14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here

Section C. Computation of Public Support Percentage

15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2008 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2008 Schedule A, Part III, line 17	18	%

19a 33 1/3% support tests - 2009. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

b 33 1/3% support tests - 2008. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

Schedule A (Form 990 or 990-EZ) 2009

Schedule D
(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, 11, or 12.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No. 1545-0047

2009Open to Public
Inspection

Name of the organization

ONLINE NEWS ASSOCIATION

Employer identification number

51-0389878

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the 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		
2 Aggregate contributions to (during year)		
3 Aggregate grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		<input type="checkbox"/> Yes <input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply):

Preservation of land for public use (e.g., recreation or pleasure) Preservation of an historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (a) acquired after 8/17/06	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(c) above satisfy the requirements of section 170(f)(4)(B)(i) and section 170(f)(4)(B)(ii)? Yes No

9 In Part XIV, 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, 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 XIV, the text of the footnote to its financial statements that describes these items.
- b If the organization elected, as permitted under SFAS 116, 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 ▶ \$ _____
- (ii) Assets included in Form 990, Part X ▶ \$ _____
- 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 relating to these items:
- a Revenues included in Form 990, Part VIII, line 1 ▶ \$ _____
- b Assets included in Form 990, Part X ▶ \$ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No**Part IV Escrow and Custodial Arrangements.** Complete if organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part XI? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

- c Beginning balance
- d Additions during the year
- e Distributions during the year
- f Ending balance

	Amount
fc	
fd	
fe	
ff	

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV.

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year-end balance held as:

- a Board designated or quasi-endowment %
- b Permanent endowment %
- c Term endowment %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations
- (ii) related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule H?

4 Describe in Part XIV the intended uses of the organization's endowment funds.

Part VI Investments - Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment		6,429.	5,072.	1,357.
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (D), line 10(c).)				1,357.

Schedule D (Form 990) 2009

Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	705,211.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	710,066.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	-4,855.
4	Net unrealized gains (losses) on investments	4	
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV)	8	
9	Total adjustments (net). Add lines 4 through 8	9	0.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	-4,855.

Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements	1	705,211.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a	Net unrealized gains on investments	2a	
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIV)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	705,211.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	
c	Add lines 4a and 4b	4c	0.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.)	5	705,211.

Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements	1	710,066.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIV)	2d	
e	Add lines 2a through 2d	2e	0.
3	Subtract line 2e from line 1	3	710,066.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIV)	4b	
c	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	710,066.

Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2c; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

Part III Grants and Other Assistance to Individuals in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 22.
Use Part IV and Schedule I-I (Form 990) if additional space is needed.

(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
2009 OJA AWARD	28	19,144.	0.		
KNIGHT PUBLIC SERVICE AWARD	3	5,000.	0.		

Part IV Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
▶ Attach to Form 990.

OMB No. 1545-0047

2009

Open to Public
Inspection

Name of the organization

ONLINE NEWS ASSOCIATION

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,
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'S SCHOOL OF
COMMUNICATION. IT RECEIVED NEARLY 700 ENTRIES IN 2009 FOR 25
CATEGORIES AND AWARDED \$28,000 IN PRIZES.
EXPENSES \$ 51232. INCLUDING GRANTS OF \$ 24166. REVENUE \$ 71685.

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 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,

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

Schedule O (Form 990) 2009

2009

Supplemental Information to Form 990

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
▶ Attach to Form 990.

Name of the organization

ONLINE NEWS ASSOCIATION

Employer identification number

51-0389878

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.

THE COMPENSATION FOR THE POSITION OF WEB EDITOR WAS SET AND APPROVED BY THE PRESIDENT AND TREASURER IN 2008.

FORM 990, PART VI, SECTION C, LINE 18: THE FORM 990 IS AVAILABLE ON THE ORGANIZATIONS WEBSITE.

FORM 990, PART VI, SECTION C, LINE 19: THE DOCUMENTS ARE AVAILABLE ON THE ORGANIZATION'S WEBSITE.

FORM 990, PART XI, LINE 1

ACCOUNTING METHOD: CASH BASIS

THE FINANCIAL STATEMENTS ARE PREPARED ON THE CASH BASIS OF ACCOUNTING, WHICH IS A COMPREHENSIVE BASIS OF ACCOUNTING OTHER THAN GENERALLY ACCEPTED ACCOUNTING PRINCIPLES.

FORM 990, PART XI LINE 2C

THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS, WHICH INCLUDES ONA OFFICERS (PRESIDENT, VICE-PRESIDENT, TREASURER AND SECRETARY), AS WELL AS THE EXECUTIVE DIRECTOR, PROVIDE OVERSIGHT OF THE AUDIT REVIEW, WITH THE TREASURER TAKING THE LEAD IN COMPILING AND REVIEWING FINANCIAL

Supplemental Information to Form 990

Complete to provide information for responses to specific questions on
Form 990 or to provide any additional information.
▶ Attach to Form 990.

Name of the organization

ONLINE NEWS ASSOCIATION

Employer identification number

51-0389878

STATEMENTS. IN 2009, THE COMMITTEE AND EXECUTIVE DIRECTOR SEARCHED FOR
AN INDEPENDENT ACCOUNTANT, AND THE BOARD APPROVED THE HIRING OF GOODMAN
& COMPANY TO HANDLE COMPILING OUR 2009 AUDIT MATERIALS; THE AUDIT WAS
DONE BY ERE, LLC, A FIRM WE HAD CHOSEN BY THE SAME PROCESS IN 2008.

• If you are filing for an **Additional (Not Automatic) 3-Month Extension**, complete only Part II and check this box **X**

Note. Only complete Part II if you have already been granted an automatic 3-month extension on a previously filed Form 8868.

• If you are filing for an **Automatic 3-Month Extension**, complete only Part I on page 1.

Part II Additional (Not Automatic) 3-Month Extension of Time. Only file the original (no copies needed).		
Type or name of the exempt organization. For the amount due, see the form. See instructions.	Name of Exempt Organization	Employer identification number
	ONLINE NEWS ASSOCIATION	51-0389878
	Number, street, and room or suite no. If a P.O. box, see instructions. P.O. BOX 65741	For IRS use only
	City, town, or post office, state, and ZIP code. For a foreign address, see instructions. WASHINGTON, DC 20035	

Check type of return to be filed (file a separate application for each return):

Form 990 Form 990-EZ Form 990-T (sec. 4010 or 4080a trust) Form 1041-A Form 5227 Form 990-B
 Form 990-BL Form 990-PF Form 990-T (trust other than above) Form 4720 Form 990

STOP! Do not complete Part II if you were not already granted an automatic 3-month extension on a previously filed Form 8868.

ONLINE NEWS ASSOCIATION

• The books are in the care of **P.O. BOX 65741 - WASHINGTON, DC 20035**
 Telephone No. **646-290-7900** FAX No. _____

• If the organization does not have an office or place of business in the United States, check this box

• If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) _____ If this is for the whole group, check this box . If it is for part of the group, check this box and attach a list with the names and titles of all members the extension is for.

4 I request an additional 3-month extension of time until **NOVEMBER 15, 2010**

5 For calendar year **2009**, or other tax year beginning _____, and ending _____

6 If this tax year is for less than 12 months, check reason: Initial return Final return Change in accounting period

7 State in detail why you need the extension

ADDITIONAL TIME IS NECESSARY TO FILE A COMPLETE AND ACCURATE RETURN

a	If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 990-B, show the tentative tax, less any refundable credits. See instructions.	\$	\$
b	If this application is for Form 990-PF, 990-T, 4720, or 990-B, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868.	\$	\$
c	Balance Due. Subtract line 5b from line 5a. Include your payment with this form, or, if required, deposit with FTD program or, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	\$	N/A

Signature and Verification

Under penalties of perjury, I declare that I have examined this form, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete, and that I am authorized to prepare this form.

Signature **Jane McDonald** Title **EXECUTIVE DIRECTOR** Date **11/17/10**

Form 8868 (Rev. 4-2009)