



**A M I** MEDIA KIT



# What we believe

## Mission:

AMI is a media company that entertains, informs and empowers Canadians who are blind or partially sighted.

## Vision:

Establish and support a voice for Canadians with disabilities, representing their interests, concerns and values through accessible media, reflection and portrayal.

## AMI core values:

Authenticity

Empowerment

Inclusion

Innovation

Passion

Stewardship



# AMI President & CEO, David Errington



“AMI’s content teams are committed to providing a platform for the disability community and to share the stories that are unique and relevant to them.”

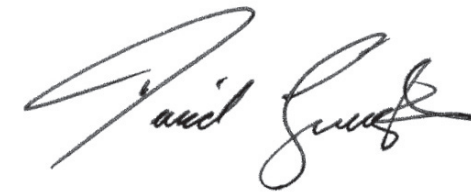
AMI is a media company dedicated to establishing and supporting a voice for Canadians with a disability, representing their interests, concerns and values through accessible media, reflection, and portrayal.

AMI’s content teams are committed to providing a platform for the disability community and to share the stories that are unique and relevant to them. AMI’s library of shows and documentaries, including the award-winning *Employable Me* and *Ça ne demande pas* shine a light on the people and topics that are often overlooked or ignored in mainstream media.

We are dedicated to creating opportunities for the disability community through our internship and apprenticeship programs, providing

paid opportunities in various departments.

I encourage you to connect with us. If you are interested in learning more about AMI and our commitment to the disability community, drop us a line at [info@ami.ca](mailto:info@ami.ca) or visit our website [AMI.ca](http://AMI.ca). You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) or [TikTok](#).

A handwritten signature in black ink, appearing to read 'David Errington'.

**David Errington**  
President and CEO



# AMI Profile



is serving

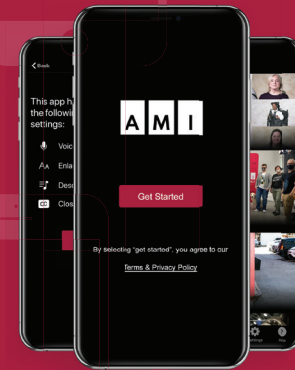
**6.2 million**

Canadians with disabilities



**137**

original  
programs  
on AMI



**the AMI-tv app**



AMI is broadcast into

**9.7 million**

homes across Canada

**AMI**  
audio

Available via podcasts:



**5 hours**

of live audio  
programs  
daily



# AMI-audio

AMI-audio is an accessible television channel and streaming service offering a variety of compelling stories and engaging original content to Canadians who are blind, partially sighted or otherwise print restricted.

AMI-audio airs a variety of live programs covering topics that are relevant to Canadians of all abilities, in addition to presenting feature articles from top Canadian and international publications. AMI-audio programs are available free to download as podcasts on all major podcasting apps and platforms.





# AMI-audio Original Programming

## The Pulse

Host Joeita Gupta and a team of guest contributors bring us closer to issues currently impacting the disabled community across Canada and the world.

## The Neutral Zone

Brock Richardson and his panel of sports experts engage in a lively roundtable discussion about Parasports and professional sports news and newsmakers.

## The Globe and Mail Today

Kick your weekday mornings off with *The Globe and Mail Today* at 8 a.m. Eastern as Mike Ross and Corinne Van Dusen deliver news, editorials, business, sports and entertainment stories pulled from the latest edition of *The Globe and Mail*.

## Voices of The Walrus

Roger Ashby takes you into the pages of *The Walrus*, and a chorus of vibrant voices brings to life essays, fiction, and poetry from some of Canada's best writers.

## The Guardian Daily

Hosted by Hannah Tausz and Laura Kirker, listen for a selection of feature articles from *The Guardian*, a British daily newspaper with a distinctly international outlook focused on politics, economics and environmental issues.

## Maclean's Magazine

Hosted by Matt Speirs, listen for a selection of feature articles from the most recent edition of *Maclean's*.

## AMI-audio Live

Listen for our live on location coverage of events and conferences in your area.

## Double Tap

Listen for news, reviews and technology stories of interest to people who are blind or partially sighted.



Steven Scott, Marc Aflalo and Shaun Preece, hosts of *Double Tap*

To learn more about AMI-audio's programs visit [AMI.ca/listen](http://AMI.ca/listen)



# AMI-audio Original Podcasts

AMI is pleased to offer the following as video podcasts on YouTube.

## Tripping On Air

*Fashion Dis* host Ardra Shephard, along with Alex Hajjar, brings her confessional/informational blog, *Tripping On Air*, to the podcast airwaves where she spills the tea on what it's really like to live with MS. Every month, *Tripping On Air* invites the cool kids of chronic illness to tune in, hang out, have a laugh, learn some tips, and above all, feel seen.

## Shaun of the Shed

Hosted by *Double Tap's* Shaun Preece from his shed in Manchester, *Shaun of the Shed* gives those new to the world of technology a helping hand with everything from using a screen reader or smart speakers to unboxing and starting up a new computer.

To learn more about AMI podcasts visit [AMI.ca/podcasts](http://AMI.ca/podcasts)

## Raising Kindness with Becki Zerr

In *Raising Kindness with Becki Zerr*, Becki and her son, Bennett, perform acts of kindness in such settings as shelters, community centres and nursing homes in southern Saskatchewan. Along the way, listeners learn about the work being done at those venues and meet people who improve the lives of those in need.

## The Pulse

Host Joeita Gupta leads an in-depth discussion on issues impacting the disability community across Canada.

## Low Vision Moments

Part story time, part comedy, part awareness-driven, *Low Vision Moments* with Jennie Bovard presents funny experiences that happen when you are blind or partially sighted.

## The Blind Golf Canada Podcast

Hosted by Gerry Nelson and Darren Douma, *The Blind Golf Canada Podcast* champions the evolution of the AMI-supported sport, including its recent partnership with ParaGolf Canada. Summer episodes of *The Blind Golf Canada Podcast* feature highlights of the four ParaGolf Canada major events held every year.

## Original Audio Podcasts

Don't miss audio-only podcasts *Kitchen Confession*, *Accessing Art with Amy*, *Into You*, *AMI Audiobook Review*, *Connecting Disability*, *My Life in Books with Red Széll*, *Tales from the Halifax School for the Blind*, *Eyes on Your Money with Ryan and Becky*, *The Blind Reality* and *Triple Vision*.



# AMI-tv

AMI-tv is a television channel that is broadcast nationally in English. The channel offers two specialized features, open described video and closed captioning, on all of its programming. The makeup of the programming is over 80% Canadian content, and features AMI original programming every day of the week.

All of AMI-tv original programs feature Integrated Described Video (IDV)—a groundbreaking style of description pioneered by AMI to create a more seamless experience for the audience. IDV tells the story with natural, ambient sound and description from the cast during production, eliminating the need for a secondary audio track.



Kelly MacDonald and Ramya Amuthan, hosts of *Kelly and Ramya*



# AMI-tv Original Programming

## NOW with Dave Brown

Dave Brown, community reporters and show contributors break down the day's events, discuss them and reach out to listeners and viewers for their thoughts. It's the morning show... with attitude!

## Kelly and Ramya

Hosts Kelly MacDonald and Ramya Amuthan bring their energetic perspectives to interviews and discussions about arts, entertainment, and lifestyle issues focused on the blind and partially sighted community.

## Breaking Character

*Breaking Character* explores disability representation through performers with disabilities trying to make it onto the screen, stage, comedy club circuit and runway.

*For more AMI-tv original programs and to watch full episodes online visit [AMI.ca/watch](http://AMI.ca/watch)*

## By Hook or by Cook

Freestyle motocross rider Bruce Cook is on a mission to help others realize their dreams the same way he did: with innovation, modifications and a lot of determination.

## Dish with Mary

Mary Mammoliti—a home cook and food blogger who is partially sighted—knows her way around the kitchen. Can she navigate her way through a cook-along with Canadian chefs?

## Level Playing Field

Introducing the athletes, community groups, healthcare professionals and grassroots innovators who demonstrate a desire to help drive positive social change through sport.

## Double Tap TV

Join hosts Steven Scott and Marc Aflalo as they help viewers better understand how technology can assist in everyday life.

## Postcards From...

Join AMI's intrepid travellers as they travel across Canada, celebrating our country's diverse cultures and experiences.

## Fashion Dis

Each episode of *Fashion Dis* celebrates the head-to-toe overhaul of a frustrated style seeker discouraged by an industry that lacks adaptive options.

## Mind Your Own Business

With the help of mentors, entrepreneurs in the disability community aim to take their businesses to the next level.



# AMI-télé

AMI-télé offers a wide range of programming including comedies, documentaries, dramas, movies, and popular Quebecois programs. Additionally, AMI-télé launched in April 2015 its flagship original program *Ça me regarde*, a magazine-style program exploring everything from health to personal finances with a special focus on accessibility and inclusion.

AMI-télé has since expanded its commitment to producing original programming that is both interesting and pertinent to the francophone community and Canadians of all abilities by introducing popular new programs including *Ça ne se demande pas*, *Pas de panique, on cuisine!*, *Des familles comme les autres* and *Engagez-moi*.



Bob Le Chef and Véronique Vézina, hosts of *Pas de panique, on cuisine!*

# AMI-télé Original Programming

## Ça me regarde

A weekly magazine show hosted by Véronique Vézina and Keven Breton, that tackles a wide variety of subjects, stories, expert advice, tips and tools for people living with a disability.

## Ça ne se demande pas

A documentary series that confronts prejudices and breaks down taboos in our society in an authentic, fun and relatable way.

## Des familles comme les autres

A family-oriented weekly magazine show that explores the reality and daily life challenges of families which include a member living with a disability.

## Pas de panique, on cuisine!

Chef Bob and Véronique Vézina, a visually impaired home-cook, prepare simple, healthy, and low-cost recipes with a ton of helpful hints.

## Pas plus compliqué que ça

Recently blind woodworker Éric undertakes small jobs, with the help of his sighted carpenter friend, in order to help people with disabilities.

## La longue remontée

A gripping 4 episode account of Dominic, Mandir, Mathieu and Sabryna's journey to recovery following a recent accident or serious health condition.

## La santé de l'oeil

Exploring different eye conditions through the experiences of everyday Canadians.

## Mon guide yoga

Yoga coach Line Lampron invites you to an accessible yoga class for more comfort and well-being in your daily life!

## Viens souper

Dominic Tardif invites three guests with different profiles, but who share their views on a shared topic.

*To learn more about AMI-télé programming and initiatives please visit [amitele.ca](http://amitele.ca)*



# DV Guide

The Described Video Guide or DV Guide, was built and is maintained on a daily basis by AMI.

Launched on June 1, 2012, it was developed in partnership with our Canadian broadcast partners and the Canadian Radio-Television & Telecommunications Commission's (CRTC) Described Video Working Group.

A first of its kind in the world, the DV Guide is a comprehensive list of all described programming in Canada that enables viewers who are blind or partially sighted to plan their TV viewing in advance.



DV Guide listings are available:



# Scholarship Program

Launched in 2012, The AMI Robert Pearson Memorial Scholarship program was created to further strengthen AMI's commitment to making accessible media for all Canadians.

The program is open to Canadian citizens or permanent residents of Canada with a permanent disability who are currently registered in and returning to a full-time program of study at an accredited Canadian post secondary college or university. AMI will award two \$5,000 bursaries to two deserving students with a permanent disability; one from the English community and one from the French.



Victoria Lacey, English recipient of the 2019 AMI Robert Pearson Memorial Scholarship

For further information on the AMI Scholarship Program, visit [AMI.ca/scholarship](http://AMI.ca/scholarship) or [AMItel.ca/bourse-ami-tele](http://AMItel.ca/bourse-ami-tele)



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