

**A M I**  
**MEDIA KIT**



# What we believe

AMI believes in an inclusive society in which media is accessible to all Canadians.

## 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's goal is to be a world leader in accessibility, from the way we regard our customers to the employees we hire.

# A World Leader In Accessibility: History

AMI is a not-for-profit media company that entertains, informs and empowers Canadians who are blind or partially sighted, via three broadcast services (AMI-tv, AMI-audio and AMI-télé), two websites (AMI.ca and AMItele.ca) and an app.

AMI's vision is to establish and support a voice for Canadians with disabilities, representing their interests, concerns and values through accessible media, reflection and portrayal.

Established in 1989, AMI—then known as the National Broadcast Reading Service (NBRS)—was mandated to provide equal access to published news and information for all Canadians with vision restrictions.

In 1990, the NBRS was granted a licence from the CRTC to launch an audio reading

service known as VoicePrint. The NBRS launched AudioVision Canada (AVC), a pioneer in the production of described programming for movie and television productions, in 1995.

In July 2008, The Accessible Channel (TACtv) officially launched as the world's first and only television network to broadcast all programs with closed captioning and open described video.

With the addition of a described video channel, the NBRS was renamed Accessible Media Inc. in 2010 to better reflect the expanded service offering. In 2012 both VoicePrint and TACtv were rebranded AMI-audio and AMI-tv, respectively. The organization now operates exclusively as Accessible Media Inc. and broadcasts from a state-of-the-art, fully accessible building in Toronto, Ontario. Additionally,

local AMI bureaus operate across the country, serving communities from coast to coast. In 2014, AMI launched AMI-télé, the first French language television station to broadcast all content with open format described video.

AMI believes access to media should be a right, not a privilege—and strives to be a new model media organization that creates, advocates, collaborates and enables accessibility to media.

AMI continues to evolve as a leader in accessibility and media, both nationally and internationally, with innovative programming, ground-breaking initiatives and strong community partnerships. Our commitment to our mission has been celebrated with a number of prestigious awards within Canada and abroad.

# AMI President & CEO, David Errington



“Our audience wants to access media just like any other Canadian and it’s our mandate to deliver that.”

David is a passionate advocate for media accessibility which, combined with his close to 30 years of broadcast experience, makes him the ideal President and CEO of a world leading company dedicated to making accessible media.

Under David’s leadership, AMI has had its broadcast licences for AMI-tv, AMI-audio and AMI-télé renewed through 2023.

During this time David and his team have also launched a number of initiatives including: the DV Guide, the Described Video Best Practices, the AMI-player and the new AMI-tv App.

Immediately prior to joining AMI, David was Executive Vice President and Co-Chief Operating Officer of Score Media, responsible for programming, marketing, sales and technical operations for all broadcast, broadband, satellite radio and mobile assets.

“My vision is to make accessible media across all platforms, including broadcast, broadband, wireless and any future medium that comes along,” explains Errington. “Our audience wants to access media just like any other Canadian and it’s our mandate to deliver that.”

**David Errington - President and CEO.**

A handwritten signature in black ink that reads "David Errington". The signature is fluid and cursive, written on a white background.

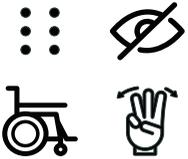
# AMI Profile



A World Leader  
In Accessibility

AMI is serving

**6.2 million**



Canadians who are:

- blind
- partially sighted
- deaf
- hard of hearing
- mobility or
- print restricted



Average of  
**6200** viewers  
during prime-time hours



AMI is broadcast into  
**10 million**  
homes across Canada



**19**  
original television  
programs

**AMI**  
audio

Available via podcasts:



the **AMI-tv app**



**6 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. Under the guidelines of sections 9(1)(h) of the CRTC Broadcasting Act, AMI-audio is deemed a must carry service and can be found on most basic digital TV packages, cable systems, IPTV and satellite direct-to-home services.

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.



Kelly MacDonal and Ramya Amuthan, hosts of *Kelly and Company*.

# AMI-audio 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!

## **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.

## **Voices of The Walrus**

Dynamic reads of thought-provoking articles from Canada's best general interest magazine.

## **Kelly and Company**

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.

## **Double Tap Canada**

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

## **The Guardian This Week**

A selection of feature articles from The Guardian, a British daily newspaper with a distinctly international outlook.

## **AMI-audio Live**

Can't make it to the National Canadian Blind Hockey Tournament? Wish you could attend White Cane Week festivities? We've got you covered. AMI-audio is in your community! Listen for our live on location coverage of events and conferences in your area.

## **The Gazette**

Start your day off with the latest news and headlines fresh off the wire.

## **Late Edition**

The latest news that's dropped throughout the day across the news wires.

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

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 82% Canadian content, and features AMI original programming every day of the week.

Under the guidelines of section 9(1)(h) of the Broadcasting Act, AMI-tv is deemed a must carry service by the CRTC and can be found on most basic digital TV packages, IPTV and satellite direct-to-home services.

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.



Chris Judge and Alex Haider, hosts of *Eyes for the Job*.

# AMI-tv Original Programming

## Employable Me

An award-winning documentary series following job seekers who demonstrate how having a neurological condition or disability can make them highly employable.

## Our Community

Our Community highlights the people, places, organizations or things that have made life a little more enjoyable for individuals living with a disability across Canada.

## AMI This Week

AMI This Week is a weekly magazine show with a distinct community focus, sharing events and interesting stories from coast to coast.

## Reflect and Renew with Kevin Naidoo

Prepare yourself for mind and body rejuvenation. Those with all levels of mobility can join host Kevin Naidoo on a self-transformation journey through thoughtful meditation and yoga. Start your day with this unique series and be prepared to see a new you!

## What Happened to Holly Bartlett

Holly Bartlett was found unconscious under the MacKay Bridge in Halifax, Nova Scotia, in March of 2010. While local authorities determined Holly's death was accidental, there remains several unanswered questions, compelling evidence, and more than one theory about how she may have died.

## Eyes for the Job

Chris Judge is a lifelong handyman living with sight loss. Join him and co-host Alex Haider as they tackle a variety of DIY and renovation projects in their community workshop.

## Mind Set Go

A documentary series following the three-month wellness journey of eight Canadians as they draw inspiration from celebrated Paralympians including Summer Mortimer, Michelle Salt and Victoria Nolan.

## Postcards From . . .

Join AMI This Week's Bureau Reporters as they travel across Canada, celebrating our country's diverse cultures and experiences.

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

# AMI-tv Bureau Reporters

Along with the head office in Toronto, AMI has five local bureaus in major cities from coast to coast. Representing these regions are talented Bureau Reporters committed to connecting with the community and sharing unique stories with the rest of the nation. All of the Bureau Reporters are living with varying degrees of sight loss themselves, and are able to share a meaningful perspective with the AMI audience.



# AMI-télé

AMI-télé launched in December 2014 as the first French language TV service in the world to broadcast all content with open format described video and closed captioning. Under the guidelines of sections 9(1)(h) of the CRTC Broadcasting Act, AMI-télé is deemed a must carry service and can be found on most basic digital TV packages, cable systems, IPTV and satellite direct-to-home services.

AMI-télé offers a wide range of programming including comedies, documentaries, dramas, movies, and popular Quebecois programs. Additionally, AMI-télé launched its flagship original program *Ça me regarde* in April 2015. *Ça me regarde* is 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 new programs including *Sports sans limites*,

*Pas de panique, on cuisine!* and *Yves et Maks sur la route*.

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.

In 2012, the DV Guide was recognized by the U.S. Federal Communications Commission as the winner of the Annual Chairman's Award for Advancement in Accessibility in the Video Programming Device Solutions category.



## DV Guide listings are available:

online, English: [AMI.ca/dvguide](http://AMI.ca/dvguide)

online, French: [AMItel.ca/dvguide](http://AMItel.ca/dvguide)

24 hour bilingual access

call toll-free 1-855-855-1144

# AMI Channel Guide

| English Providers      | AMI-tv | AMI-audio |
|------------------------|--------|-----------|
| Bell Aliant            | 65     | 66        |
| Bell                   | 48     | 49        |
| Cogeco - Ontario       | 555    | 596       |
| Cogeco - Quebec        | 66     | -         |
| Compton                | 888    | 88        |
| Eastlink               | 888    | 887       |
| MTS                    | 888    | 704       |
| Novus                  | 888    | 889       |
| Rogers                 | 888    | 196       |
| Rogers Ignite          | 145    | 146       |
| SaskTel                | 554    | 555       |
| Shaw (Cable)           | 888    | 889       |
| Shaw Direct - Advanced | 888    | 288       |
| Shaw Direct - Classic  | 888    | 825       |
| Source Cable           | 111    | 110       |
| Tbaytel (IPTV)         | 1111   | 1112      |
| Telus                  | 888    | 889       |
| Vidéotron              | 173    | -         |
| Westman                | 888    | 889       |

| French Providers    | SD   | HD   |
|---------------------|------|------|
| Bell Aliant         | 698  | 198  |
| Bell                | 50   | -    |
| CCAP                | 26   | -    |
| Cablevision         | 387  | -    |
| Cogeco - Ontario    | 554  | -    |
| Cogeco - Quebec     | 65   | -    |
| Compton             | 342  | -    |
| Eastlink            | 889  | -    |
| Maskatel            | 56   | -    |
| MTS                 | 400  | 1400 |
| Novus               | 889  | -    |
| Rogers (QU, TN, NB) | 664  | -    |
| Rogers (ON)         | 606  | -    |
| SaskTel             | 276  | -    |
| Shaw                | 889  | -    |
| Tbaytel             | 1113 | -    |
| Télébec             | 387  | -    |
| Telus               | -    | 710  |
| Vidéotron           | 172  | -    |
| VMedia              | 606  | -    |

# 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.



*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)*

# Community Partners

AMI is delighted to work closely with a number of likeminded community partners to help promote accessibility in Canada and raise awareness of the invaluable services available through the AMI-tv and AMI-audio channels. Some of our valued community partners include:

## **BALANCE for Blind Adults**

BALANCE provides customized training and support to facilitate optimal independence and community engagement for persons who are blind or living with sight loss and who often have complex needs.

## **Canadian Blind Sports Association**

The Canadian Blind Sports Association is a not-for-profit organization serving individuals who are blind, partially sighted, deaf-blind, or who are blind and have additional disabilities; along with their families and other supporters.

## **Canadian Council of the Blind**

The Canadian Council of the Blind (CCB) was founded in 1944 by blind war veterans and schools of the blind. The CCB has over 65 chapters across Canada and is now the largest membership based organization of the blind.

## **CNIB**

CNIB is a registered charity, passionately providing community based support, knowledge and a national voice to ensure Canadians who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life.

## **Canadian Blind Hockey**

The Canadian Blind Hockey Association governs the sport of Blind Hockey in Canada, and promotes the sport around the world. The organization is led by a founding board of directors including blind hockey players from diverse backgrounds.

## **Fighting Blindness Canada**

Fighting Blindness Canada is a Canadian health charity dedicated to finding the causes, treatments and cures for retinitis pigmentosa, macular degeneration and related retinal diseases by supporting research and public awareness.

## **Ontario Blind Sports Association (OBSA)**

OBSA plans, promotes, coordinates and sanctions events and activities designed to assist the development of sports programs for blind and partially sighted athletes in Ontario.

## **Alliance for Equality of Blind Canadians**

The AEBC is a national charitable organization founded in 1992, focused on the increased inclusion of blind, deaf-blind and partially sighted Canadians in all aspects of social life.

# Media Contacts

## Manager, Marketing & Communications

**Janis Davidson Pressick**

800-567-6755 ext. 0971

janis.davidsonpressick@ami.ca

## Communications Specialist

**Greg David**

800-567-6755 ext. 0977

greg.david@ami.ca

## Marketing Specialist

**Elaina Falcone**

800-567-6755 ext. 1499

elaina.falcone@ami.ca

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