



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

AMI: 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.

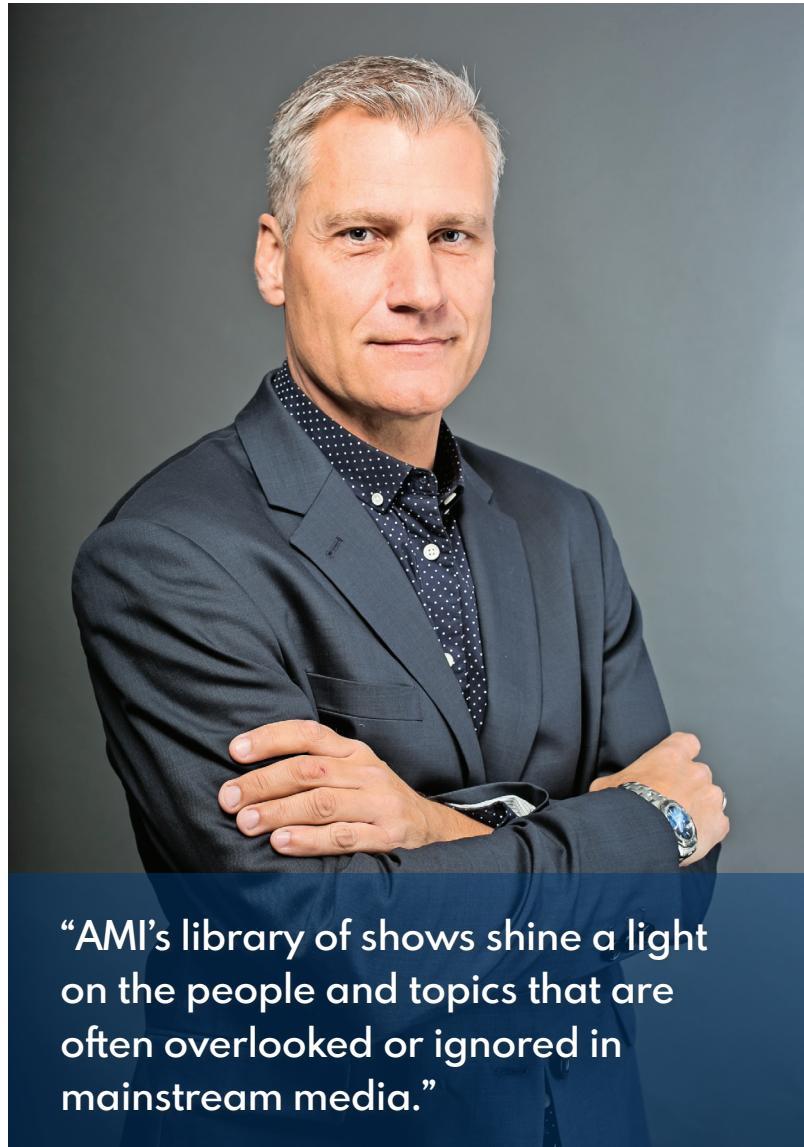
With the addition of a described video channel, the NBRS was renamed Accessible Media Inc. in 2010 to better reflect the expanded service offering. In 2012 both VoicePrint and TACtv were rebranded AMI-audio and AMI-tv, respectively. The organization now operates exclusively as Accessible Media Inc. and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



“AMI’s library of shows shine a light on the people and topics that are often overlooked or ignored in mainstream media.”

David is a passionate advocate for encouraging accessibility and inclusion which, combined with his more than 30 years of broadcast experience, makes him the ideal head of a world-leading organization that entertains, informs and empowers Canadians living with a disability. Since joining AMI in July 2009, David has been instrumental in leading significant change at AMI, pivoting from a company focused on the mechanics of accessibility to an organization dedicated to establishing and supporting a voice for Canadians with disabilities, representing their interests, concerns and values through accessible media, reflection and portrayal.

“Our content teams at AMI 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*, shine

a light on the people and topics that are often overlooked or ignored in mainstream media.”

In addition, under David’s leadership, AMI’s broadcast licences were successfully renewed in 2013 and 2018 and AMI was awarded a French channel, AMI-télé, which launched in December 2014. Most recently, AMI broadened its reach as a multi-platform content company with the release of the AMI-tv/ AMI-télé App for iOS and Android.

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

David Errington, AMI President and CEO

AMI Profile



is serving

6.2 million

Canadians with disabilities



AMI is broadcast into
10.5 million
homes across Canada

Average of
2400 viewers
during prime-time hours



50
original
television
programs

AMI
audio

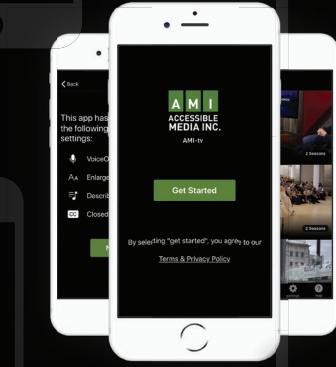
Available via podcasts:



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(l)(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 MacDonald 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.

Original podcasts

Don't miss *Kitchen Confession*, *Low Vision Moments*, *Accessing Art with Amy*, *Into You*, *A Yogi's Guide to Health and Wellness*, *The Blind Reality* and *Tales from the Halifax School for the Blind*.

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.

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.

AMI-audio Live

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

The Guardian This Week

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

Double Tap Canada

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

Voices of The Walrus

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

To learn more about AMI-audio's programs visit AMI.ca/listen

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 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.



Mark Joly and Laura Warren, hosts of AMI-tv's *Sight Seers*

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.

Double Tap TV

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

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.

Eyes for the Job

Chris Judge is a lifelong handyman living with sight loss. Join Chris and his co-hosts as they tackle a variety of DIY and renovation projects in their community workshop and on the road.

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.

Sight Seers

An investigative documentary series that follows the work and travels of a pair of clairvoyants with a unique way of seeing the world.

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/watch

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 Québécois 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!*

To learn more about AMI-télé programming and initiatives please visit 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
online, French: AMItélé.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 ATL	888	196
Rogers Ignite	145	146
Rogers MTN	888	889
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
Axion	162	-
Bell Aliant	698	198
Bell	50	1004
CCAP	26	-
Cablevision	387	-
Cogeco - Ontario	554	-
Cogeco - Québec	65	-
Compton	342	-
Eastlink	889	-
Ebox	53	-
Maskatel	56	-
MTS	400	1400
Novus	889	-
Rogers (QC,TN, NB)	664	-
Rogers (ON)	606	-
SaskTel	276	-
Shaw	889	-
Tbaytel	1113	-
Télébec	387	-
Telus	-	710
Vidéotron/Helix	172	454
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 or AMItv.ca/bourse-ami-tv

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.

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