



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: 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-tv App for Android and Apple).

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 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 or visit our website AMI.ca. You can also follow us on [Facebook](#), [Instagram](#) or [Twitter](#).

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

David Errington
President and CEO

AMI Profile



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.



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*, *AMI Audiobook Review*, *Connecting Disability*, *My Life in Books with Red Széll*, *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 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*.

The Guardian This Week

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

AMI-audio Live

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

Double Tap Canada

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

Maclean's Magazine

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

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

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.



Ardra Shephard (middle, holding a cane) and the expert cast of *Fashion Dis*

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.

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?

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.

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.

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 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, Andréanne Fortin 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

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:

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

online, French: [AMItel.ca/guidevd](https://amitele.ca/guidevd)

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.



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

For further information on the AMI Scholarship Program, visit AMI.ca/scholarship or AMItel.ca/bourse-ami-tele

Community Partners

AMI is delighted to work closely with a number of like-minded community partners to help promote accessibility in Canada and raise awareness of the invaluable services available through AMI. 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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