



A M I MEDIA KIT

What we believe

Mission:

AMI is a Canadian content company that entertains, informs, and empowers persons with disabilities through the offering of original content that reflects diversity and inclusion.

Vision:

Establish AMI as a leader in the creation of content that is led by and for people in the disability community.

AMI core values:

- Authenticity
- Sustainability
- 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 award-winning content on AMI-audio, AMI-tv, AMI+ and AMI-télé 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. The AMI Scholarship

program awards two \$5,000 bursaries to two deserving students with a permanent disability; one from the English community and one from the French.

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](#), [X](#), [YouTube](#) or [TikTok](#).

A handwritten signature in black ink, reading "David Errington". The signature is fluid and cursive, with the first name "David" being larger and more prominent than the last name "Errington".

David Errington
President and CEO

AMI Profile



is serving

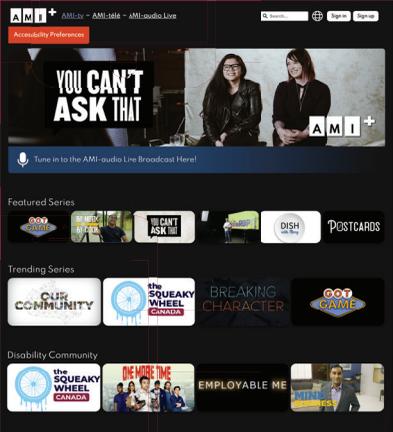
6.2 million

Canadians with disabilities



25

original programs on AMI-tv



AMI+



AMI is broadcast into

9.7 million

homes across Canada

AMI audio

Available via podcasts:



5 hours

of reading programming daily on AMI-audio

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 programs covering topics that are relevant to Canadians of all abilities, in addition to presenting feature articles from top Canadian and international publications like *The Globe and Mail*, *Maclean's*, *The Walrus* and *The Guardian*. AMI-audio programs are available free to download as podcasts on all major podcasting apps and platforms.



AMI-audio Original Programming

Reflections

Hosted by Ramya Amuthan, *Reflections* listens in on how we make sense of the world, through conversation and the lens of lived experience, weaving our questions with your stories.

The Globe and Mail Today

Kick your weekday mornings off with *The Globe and Mail Today* as Corinne Van Dusen delivers 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 and fiction from some of Canada's best writers.

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

The Guardian Daily

Hosted by Mike Ross, 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.

Audiobook Café

Host Jacob Shymanski keeps you up to date with the latest audiobook releases and literary news! Tune in as he shares in-depth conversations with authors, narrators and industry experts.

Double Tap

Hosted by Steven Scott and Shaun Preece, listen for news, reviews and technology stories of interest to people who are blind, partially sighted or part of the disability community.

Maclean's Magazine

Hosted by Anastasia Maclean and Paul Berry, listen to a selection of feature articles from the most recent edition of *Maclean's*.

Don't miss AMI-audio podcasts *My Life in Books with Red Széll*, *Disability Rights*, and *Wrongs: The David Lepodcast* and *Para Sport Nation*.



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

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 95% 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.



Christa Couture, the host of AMI-tv's *Postcards From...*

AMI-tv Original Programming

Got Game

Got Game explores coming-of-age in a board game café as six youths with disabilities share their stories in a round table discussion.

Breaking Character

Breaking Character is the first documentary series to explore the entertainment industry from the perspective of performers with disabilities.

Postcards From...

Embark on a multisensory journey, revealing a secret side to Canada we taste, touch, smell, see and hear for the first time.

All Access Comedy

Hosted by D.J. Demers, these one-hour specials feature stand-up comedy from members of the disability community.

For more AMI-tv original programs and to watch full episodes online visit AMIplus.ca

Game Changers

Each episode of *Game Changers* finds Dave Brown in his element, visiting stunning locales while spending the day chatting with notable Canadians.

Crip Trip

One quadruple amputee, one first-time caregiver, one beaten-up old motorhome, and one cross-continent crusade. What could go wrong? (Spoiler alert: a lot.)

We Were Broncos

Ryan Straschnitzki wanted to be a professional hockey player. But after the Humboldt Broncos bus crash, he had to adapt to a new athletic goal of becoming a wheelchair basketball player while completely changing his lifestyle.

The Squeaky Wheel: Canada

A satirical, half-hour news format poking fun at the ableist society people with disabilities face every day.

Pretty Blind

In this scripted comedy, follow Jennie as she navigates life in an inaccessible and uneducated world, using her intelligence and sharp wit to educate others about disability.

Our Community

Highlights the people, places, organizations or things that have made life more enjoyable for Canadians with a disability.

Underdog Inc.

An adrenaline-fueled docuseries following Dale Kristensen, who stands just four-foot-two but takes on jobs built for giants.

Award-winning Programming

AMI's programming has been recognized in Canada and around the world for authentic storytelling, representation and positive portrayal.

Employable Me

Winner, Best Factual Series, Canadian Screen Awards (2022)

Winner, Lifestyle Program of the Year, Banff Rockie Awards (2018-2020)

The Squeaky Wheel: Canada

Nominated, Best Sketch Comedy or Series, Best Performance, Sketch Comedy or Series, Canadian Screen Awards (2025)

Finalist, Excellence Award for Representation of Disability in the Scripted Category, Diversify TV MIPCOM (2024)

All Access Comedy Special

Nominated, Best Writing, Variety or Sketch Comedy, Canadian Screen Awards (2025)

Work with us!

AMI is accepting new program proposals for AMI-tv. Do you have an idea you think AMI would be interested in? We would love to hear from you. Please visit the [Independent Producers page](#) for more details.



AMI-télé

AMI-télé offers a wide range of programming including comedies, documentaries and movies. Its flagship original program *Ça me regarde*, is a weekly magazine-style program focused on disability, exploring everything from health and technology to personal finances and travel.

AMI-télé has continued its commitment to producing original programming that is both interesting and pertinent to the francophone community and Canadians of all abilities. Original programs include *Ça ne se demande pas*, *Pas de panique, on cuisine!*, *Style sur mesure* and the very popular recent hit comedy *Vestiaires*, AMI's first-ever scripted series.



The cast of *Vestiaires*

AMI-télé Original Programming

Ça me regarde

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

Vestiaires

Follow this hilarious sketch-comedy series, which tells the story of a team of swimmers from the disability community who meet daily in the locker rooms of a pool.

Connectés sur l'avenir

A documentary series that explores innovative technologies created in Quebec, and around the world, which improve the lives of people with disabilities.

Style sur mesure

Now in its second season, host Audray Metcalfe and her team of style experts offer a made-to-measure makeover for participants with disabilities that suits their personality.

La clé Deschamps

In each episode of this two-season series, rock singer-songwriter Martin Deschamps meets different musicians and invites them to his studio, where an artistic and human connection is born.

La longue remontée

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

Divergentes

This documentary series, led by Coco Belliveau and Naadei Lyonnais, reveals the many faces of neurodivergence in women, seeking to understand their atypical brains and learn to fully embrace their differences.

Vacances entre filles

Wheelchair user Eve Morissette and Marie-Christine Ricignuolo, who is partially sighted, experience adapted tourist activities around the province of Québec.

Critiques atypiques

Four food critics stir up fear in the culinary world as they visit the restaurant of a renowned chef in Quebec to assess their talent. Our critics are unpredictable, spontaneous and unique!

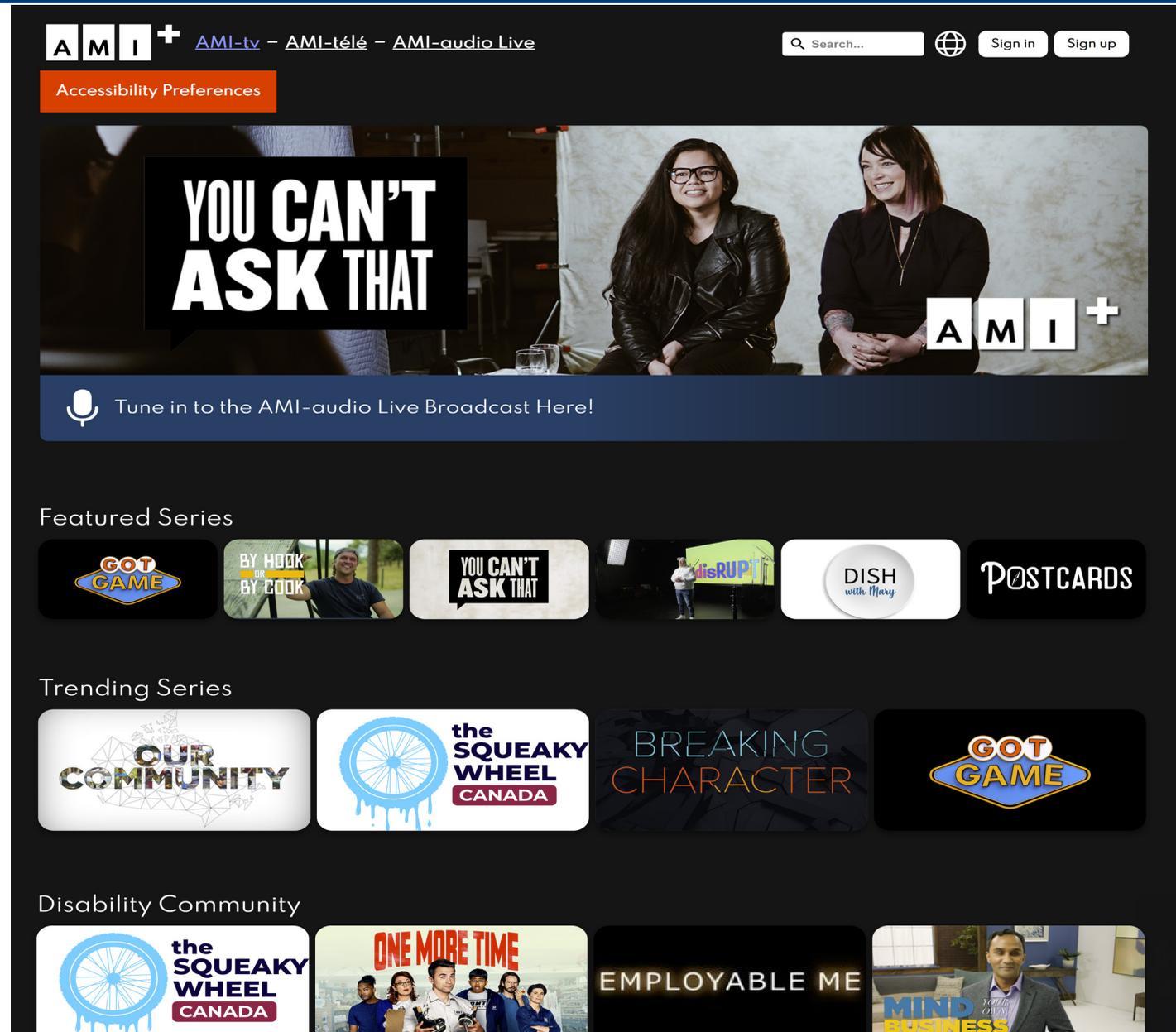
To learn more about AMI-télé programming and initiatives please visit amitele.ca

AMI+

With a streamlined layout, visitors to AMI's free streaming service, AMI+, can access our stable of audio and television content created by and for the disability community. Additionally, visitors can utilize customizable accessibility settings for the blind and partially sighted community AMI serves.

Placed at the very top of the site and on every page of AMI+, users can select Accessibility Preferences and choose from eight levels of contrast, change the line spacing and the font. Once those selections are made, the website will remember those settings. AMI+ is fully compatible with assistive technology, including screen readers and magnifiers, and Windows, Apple and Android platforms and devices.

Visit [AMI+](#) today!



Scholarship Program

Launched in 2012, The AMI Robert Pearson Memorial Scholarship program was created to ensure that post-secondary education is available to members of the disability community.

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

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