



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
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.”

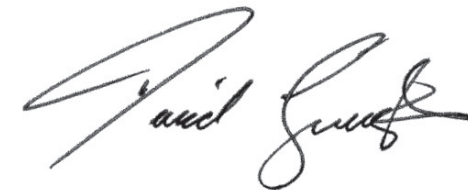
AMI is a media company dedicated to establishing and supporting a voice for Canadians with a disability, representing their interests, concerns and values through accessible media, reflection, and portrayal.

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 shows and documentaries 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

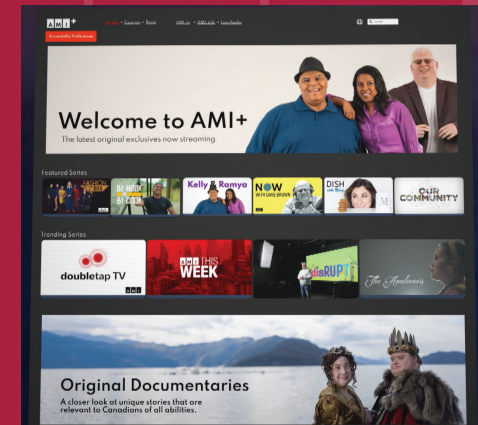
6.2 million

Canadians with disabilities



27

original
programs
on AMI



AMI+



AMI is broadcast into

9.7 million

homes across Canada

AMI
audio

Available via podcasts:



2 hours

of live audio
programming
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 like *The Globe and Mail*, *Maclean's*, *The Walrus* and *The Washington Post*. AMI-audio programs are available free to download as podcasts on all major podcasting apps and platforms.



AMI-audio Original Programming

AMI Today

Hosted by Jacob Shymanski, *AMI Today* promotes literacy, technology and advocacy through lively interviews, digging into audiobooks and debuting the latest AMI podcasts.

The Globe and Mail Today

Kick your weekday mornings off with *The Globe and Mail Today* at 8 a.m. Eastern as Corinne Van Dusen and Matt Speirs 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.

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

The Washington Post

Listen for a selection of the most thought-provoking perspectives published by the newspaper. Founded in 1877, *The Washington Post* has won multiple Pulitzer Prizes and is influential in shaping public opinion in the U.S. and abroad.

Maclean's Magazine

Hosted by Anastasia MacLean and Michael Wile, listen for a selection of feature articles from the most recent edition of *Maclean's*.

Double Tap

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

AMI-audio Live

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

Don't miss AMI-audio podcasts *AMI Audiobook Review*, *My Life in Books with Red Széll* and *Kelly and Ramya*.



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

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 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.



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

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.

Mind Your Own Business

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

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

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?

Disrupt

Disrupt showcases music, short films, poetry, animation, spoken word, comedy, dance, puppetry and other mediums, with a disability-first punk rock attitude.

The Squeaky Wheel: Canada

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

Fashion Dis

Fashion Dis celebrates a head-to-toe overhaul of a frustrated style seeker discouraged by an industry lacking adaptive options.

Our Community

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

Healthy at Home

Fitness instructor Bobbi Janzen guides viewers through a home workout that tones and strengthens for everyday living.

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 (2020)

Winner, Lifestyle Program of the Year, Banff Rockie Awards (2019)

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

By Hook or By Cook

Winner, Sound Editing/Sound Mixing, The IndieFest Awards (2023)

The Squeaky Wheel: Canada

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

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 Véronique Vézina and Keven Breton, 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

Host Émanuelle Robitaille and team of style experts offer a made-to-measure makeover for participants with disabilities that suits their personality.

La clé Deschamps

In each episode, 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.

Adaptés

Ingrid Falaise meets with adults or children with disabilities to spend a day enjoying fully inclusive activities.

Vacances entre filles

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

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

AMI+

With a streamlined layout, visitors to AMI+ can access AMI's stable of audio, television and digital 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.



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

Media Contacts

Director, Marketing & Communications

Janis Davidson Pressick

1 800-567-6755 ext. 0971

janis.davidsonpressick@ami.ca

Communications Specialist

Greg David

1 800-567-6755 ext. 0977

greg.david@ami.ca

Digital Marketing Specialist

Cassandra Chaddock

1 800-567-6755 ext. 8293

cassandra.chaddock@ami.ca

 AccessibleMediaInc

 @AccessibleMedia

 AccessibleMedia

 AccessibleMediaInc

 AccessibleMediaInc

 Accessible Media Inc.



FOR SALES ENQUIRIES, please email info@ami.ca