

Media Action Media

Annual Report
April 2016 - March 2017

INFORMED
♀PINIONS

PRESIDENT'S MESSAGE



Amanda Parriag

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OPINIONS
♀

The small team driving our flagship Informed Opinions project delivered more training opportunities than ever this year, and an increasing number of workshop graduates shared their insights with Canadians across the country through media and civil discourse.

We also significantly expanded our impact by launching our new online database of expert women, aiming to make it impossible for a journalist to ever again declare, “But we couldn’t find a qualified woman!”

Our grassroots project Ask Women Anything continues to amplify women experts in Ottawa. This year we engaged hundreds of people in lively conversations about women in STEM, the “Sixties Scoop”, and being Muslim in Canada.

As usual, our impact far outstripped our limited resources, credit for which goes to a small army of volunteers, including our board of directors, honorary patrons, advisory committee members and the Ottawa events cohort. We deeply appreciate their support.

PROGRAMMING

Workshops
delivered: 39

Women
trained: 350

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IMPACT

“Graduates” of our commentary writing workshops published at least 67 op eds in this period, and many more shared their insights through interviews on a wide array of issues through online, print, and broadcast media.



IMPACT

Since attending an Informed Opinions workshop in 2011, **Nobina Robinson**, CEO of Polytechnics Canada, has contributed more than two dozen commentaries to national publications.

She's helped make clear the impact of education policies on labour shortages, innovation and a healthy economy.



PROGRAMMING

We delivered keynote presentations to 670 business execs, academics, students, civil servants and entrepreneurs in Toronto, Ottawa, Saskatoon, Calgary, Fredericton and Niagara-on-the-Lake.

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EXPERT WOMEN

We continued to refine and grow our online database of expert women, which featured 225 diverse women by March 2017.

EXPERTWOMEN.ca

ExpertWomen is a project of [Informed Opinions](#) [My Profile](#) [Français](#)

[Home](#) [Find Experts](#) [News](#) [About](#) [Contact](#) [FAQ](#)

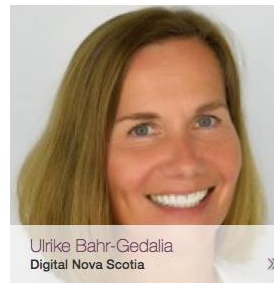
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Helping journalists, producers and conference planners find the female guests, speakers and expert sources they need.

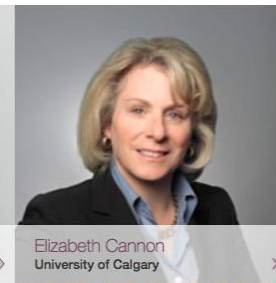


Featured Experts

Below are some outstanding expert women we've hand picked. Looking for more? [Browse or search all experts.](#)



Ulrike Bahr-Gedalia
Digital Nova Scotia



Elizabeth Cannon
University of Calgary



Miriam Capretz
Western University



 [Search Experts](#)

Spotlight



Expert Elaine Hyska says we're missing half the opiod problem by only focusing on inner city users

2017-02-23



ASK WOMEN ANYTHING

Ottawa City councillor Catherine McKenney and journalist/human rights advocate Amira Elghawaby were just two of the women who shared their informed opinions at well-attended AWA events in Ottawa this year.





IMPACT

Graduate **Kim Pate's** compelling commentaries on our prison system's treatment of the mentally ill and use of solitary confinement inspired investigative reports that helped shift public understanding and change laws.

She was appointed to Canada's Senate in November 2016.



IMPACT

“I fully credit your workshop and subsequent support and encouragement with giving me the knowledge and confidence to participate in public dialogue. One of the most rewarding outcomes has been hearing my op eds and media comments read in the Ontario Legislature. The leader of the opposition led a question period by quoting me. He later saw me at a rally and thanked me for my powerful words. Getting your voice into the public debate really can make a difference, just as you said!”

Wilfrid Laurier University professor **Janet McLaughlin**’s commentaries helped to change government legislation



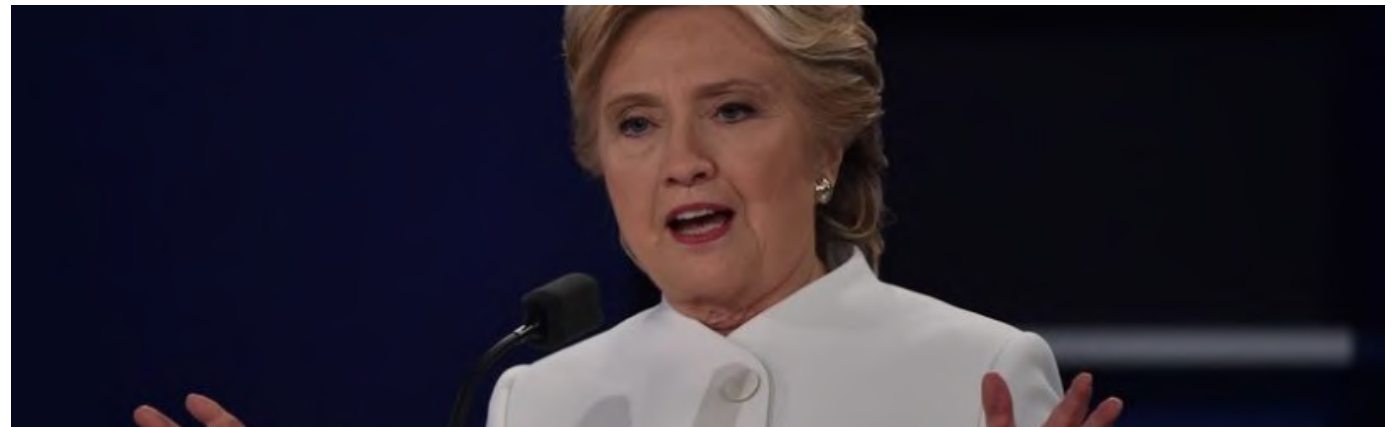
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MEDIA PROFILE

We used op eds to draw attention to the addition of Viola Desmond to our \$10 bill, the use of a cartoon character as a UN ambassador for women, and the significance of women's voices in the context of the US election.



Backhouse and Graydon: We're all standing on Hillary Clinton's shoulders



We are haunted by this image: a small woman in a tailored pantsuit, waiting to debate a large, imposing man. They're on stage, beneath glaring lights, in a packed auditorium.



Shari Graydon
Founder, Catalyst



Samantha Luchuk
Manager, Administration



Meredith Dault
Manager, ExpertWomen

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BOARD of DIRECTORS

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FINANCIAL STATEMENTS

31 March 2017

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KELLY HUIBERS McNEELY PROFESSIONAL CORPORATION

REVIEW ENGAGEMENT REPORT

To the Members of Media Action Média

We have reviewed the statement of financial position of Media Action Média as at March 31, 2017 and the statements of revenue and expenditures and changes in net assets and cash flows for the year then ended. Our review was made in accordance with Canadian generally accepted standards for review engagements and accordingly consisted primarily of inquiry, analytical procedures and discussions related to information supplied to us by the Organization.

A review does not constitute an audit and consequently we do not express an audit opinion on these financial statements.

Based on our review, nothing has come to our attention that causes us to believe that these financial statements are not, in all material respects, in accordance with Canadian accounting standards for not-for-profit organizations

Kelly Huibers McNeely
Professional Corporation

Stittsville, Ontario
September 13, 2017

Authorized to practise public accounting by
The Chartered Professional Accountants of Ontario

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acctg@khmpc.ca

MEDIA ACTION MÉDIA

STATEMENT OF FINANCIAL POSITION (Prepared without Audit)

As at March 31, 2017

	2017	2016
ASSETS		
CURRENT ASSETS		
Cash	\$ 259,100	\$ 185,288
Accounts receivable	16,340	25,941
Government remittances receivable	4,407	2,435
Prepaid expenses	886	850
	<u>\$ 280,733</u>	<u>\$ 214,514</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 5,395	\$ 7,124
Deferred contributions	<u>186,123</u>	<u>154,328</u>
	191,518	161,452
NET ASSETS		
Unrestricted	89,215	53,062
	<u>\$ 280,733</u>	<u>\$ 214,514</u>

Approved on Behalf of the Board:

Amelia Parys
Director

Leon J.
Director

The accompanying notes are an integral part of these financial statements.

FINANCIAL STATEMENTS

31 March 2017

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MEDIA ACTION MÉDIA
STATEMENT OF REVENUE AND EXPENDITURES AND CHANGES IN NET ASSETS
(Prepared without Audit)
For the year ended March 31, 2017

	2017	2016
REVENUE		
Grants	\$ 113,704	\$ 84,172
Workshops and lectures	129,991	112,749
Donations	7,665	700
Book sales and royalties	1,453	412
Other income	<u>119</u>	<u>204</u>
	<u>252,932</u>	<u>198,237</u>
EXPENDITURES		
General operating (note 4)	4,553	12,654
Project - Expert Women (note 4)	113,704	84,172
Informed Opinions (note 4)	<u>98,522</u>	<u>98,719</u>
	<u>216,779</u>	<u>195,545</u>
NET REVENUE	<u>36,153</u>	<u>2,692</u>
NET ASSETS - BEGINNING OF YEAR		
As previously stated	103,062	50,370
Prior period adjustment (note 3)	<u>(50,000)</u>	<u>-</u>
As restated	53,062	50,370
NET ASSETS - END OF YEAR	<u>\$ 89,215</u>	<u>\$ 53,062</u>

The accompanying notes are an integral part of these financial statements.

MEDIA ACTION MÉDIA
STATEMENT OF CASH FLOWS
(Prepared without Audit)
For the year ended March 31, 2017

	2017	2016
CASH PROVIDED BY (USED IN)		
OPERATING ACTIVITIES		
Net revenue	\$ 36,153	\$ 2,692
Net change in non-cash working capital items:		
Accounts receivable	9,601	3,928
Government remittances receivable	(1,972)	(775)
Prepaid expenses	(36)	69
Accounts payable and accrued liabilities	(1,729)	(5,567)
Deferred contributions	<u>31,795</u>	<u>154,328</u>
NET CHANGE IN CASH	73,812	154,675
CASH - BEGINNING OF YEAR	185,288	30,613
CASH - END OF YEAR	<u>\$ 259,100</u>	<u>\$ 185,288</u>

The accompanying notes are an integral part of these financial statements.

FINANCIAL STATEMENTS

31 March 2017

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MEDIA ACTION MÉDIA NOTES TO THE FINANCIAL STATEMENTS (Prepared without Audit)

March 31, 2017

1. THE ORGANIZATION

Media Action Média is an organization working to improve the images of women in the media. Media Action Média is incorporated under the Ontario Corporations Act as a registered charity and is exempt from taxes under the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. The principal accounting policies of the Organization are summarized as follows:

Revenue Recognition

Media Action Média follows the deferral method of accounting for contributions. Restricted contributions including grants are recognized as revenue in the year in which the related expenditures are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Workshop and lecture revenue, book sales and royalties are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Capital Assets

Capital assets purchased with government funding are expensed in accordance with funding guidelines. Capital assets purchased from unrestricted revenues are written off to operations in the year of acquisition.

Contributed Services

The Organization receives the services of many volunteers the cost of which cannot be reasonably estimated. Therefore, no representation of this expenditure has been included in these financial statements.

Accounting Estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires Management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenue and expenditures during the reporting period. Actual results could differ from these estimates.

MEDIA ACTION MÉDIA NOTES TO THE FINANCIAL STATEMENTS (Prepared without Audit)

March 31, 2017

3. PRIOR PERIOD ADJUSTMENT

Comparative figures have been restated as \$50,000 was erroneously included in revenue, however, the expenditures to which the funding related had not yet incurred, accordingly, the revenue from the prior year decreased and deferred contributions increased \$50,000.

4. EXPENSES

	2017	2016
General Operating		
Audit, accounting and legal	\$ 2,935	\$ 6,574
Board meetings and travel	845	1,610
Office	702	312
Publicity and communications	71	4,158
	\$ 4,553	\$ 12,654
Expert Women		
Administration	\$ 3,119	\$ 877
Professional fees	33,207	37,864
Publicity and promotion	14,076	5,565
Travel	4,524	3,439
Wages and benefits	58,778	36,427
	\$ 113,704	\$ 84,172
Informed Opinions		
Accounting and legal	\$ 821	\$ -
Staff	83,484	84,080
Supplies and equipment	769	499
Meetings and travel	2,895	1,158
Publicity and communications	1,338	2,496
Workshops and lectures	9,215	10,486
	\$ 98,522	\$ 98,719

FINANCIAL STATEMENTS

31 March 2017

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MEDIA ACTION MÉDIA
NOTES TO THE FINANCIAL STATEMENTS
(Prepared without Audit)

March 31, 2017

5. FINANCIAL INSTRUMENTS

The Organization's financial instruments consist of cash, accounts receivable, and accounts payable and accrued liabilities. It is Management's opinion that the fair value of these instruments is not materially different than their cost and that the Organization is not exposed to significant interest rate, currency or credit risk.

6. CONTINGENT LIABILITIES

Certain program revenues of the Organization are subject to conditions regarding the expenditures of the funds. The Organization's accounting records are subject to audit by funding agencies to identify instances, if any, in which the amounts charged to projects have not complied with the agreed terms and conditions, and which, therefore, would be refundable to the funding agency. Any potential adjustments to the financial statements as a result of these audits will be recorded in the future period in which they become known. Any payments made will be recorded to reduce other revenues.



SPEAKING *while* FEMALE

5 STRATEGIES for BEING HEARD



★ SHARI GRAYDON ★
EXPERT WOMEN.CA
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RECRUIT ALLIES

- Ask for **BACK UP**
- Look for i recruit Influential **ALLIES**

MAKE IT BIGGER THAN YOURSELF

- Think of those who cannot speak
- What **ISSUES** can you shed light on?

STEP UP TO THE MIC

- If you are being **ASKED** you do have something to offer
- Miss Canada pageant
 - Sound bite
 - article
 - Interviews
 - speaking requests
- It's **WHO** knows you...
...**BUILD** your profile

KNOW YOUR VALUE

- When women are at the table....
... better **ROI**
- Be able to **ARTICULATE YOUR VALUE**

• Women's Voices are **UNDER-REPRESENTED** in media

• Do you know enough to **ADD VALUE?**

I'm not sure if I'm the **BEST PERSON**

BE VISIBLE

- Sit or stand where you can be **SEEN**
- Be strategic ... where is the **DECISION MAKER**

"Too bad you turned DOWN the interview..."
~Shari's husband~



• **MEN** Quoted **70%**
Women only **30%**

@CarolynEllis

BRILLIANCEMASTERY.COM



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