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
“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.
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.

INFORMED OPINIONS
EXPERT WOMEN

We continued to refine and grow our online database of expert women, which featured 225 diverse women by March 2017.
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.
We collaborated with CBC and TVO to demystify broadcast media interviews for several dozen Toronto and Ottawa-based experts, introducing them to hosts and producers, and giving them tours of radio and TV studios.
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.
“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.
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
BOARD of DIRECTORS

Amanda Parriag, President
Leona Liu, Treasurer
Andrea Benoit, Secretary
Canice Leung
Emily Hiltz
Luciana Nechita

INFORMED OPINIONS

ADVISORY COMMITTEE

Julie Cafley
Kathy English
Jane Griffith
April Lindgren
Isabelle Perrault
Elizabeth Sheehy

INFORMED OPINIONS

HONORARY PATRONS

Louise Arbour
Sally Armstrong
Kim Campbell
Shirley Greenberg
Michaele Jean
Nancy Ruth
Bonnie Sherr Klein
Constance Sugiyama
Carole Taylor
FINANCIAL STATEMENTS

31 March 2017

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 expenses and changes in net assets and cash flow 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 organisations.

Kelly Huibers McNeely Professional Corporation

Stittsville, Ontario
September 13, 2017

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

MEDIA ACTION Média
STATEMENT OF FINANCIAL POSITION (Prepared without Audit)

As at March 31, 2017

<table>
<thead>
<tr>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSETS</td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$219,100</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>16,349</td>
</tr>
<tr>
<td>Government remittances receivable</td>
<td>4,605</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>886</td>
</tr>
<tr>
<td></td>
<td>$280,333</td>
</tr>
<tr>
<td>LIABILITIES</td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td>$5,393</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>186,123</td>
</tr>
<tr>
<td></td>
<td>191,518</td>
</tr>
<tr>
<td>NET ASSETS</td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>89,215</td>
</tr>
<tr>
<td></td>
<td>$280,333</td>
</tr>
</tbody>
</table>

Approved on Behalf of the Board:

The accompanying notes are an integral part of these financial statements.
### MEDIA ACTION MÉDIA

#### STATEMENT OF REVENUE AND EXPENDITURES AND CHANGES IN NET ASSETS
(Prepared without Audit)

For the year ended March 31, 2017

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>113,704</td>
<td>84,172</td>
</tr>
<tr>
<td>Workshops and lectures</td>
<td>129,931</td>
<td>112,749</td>
</tr>
<tr>
<td>Donations</td>
<td>7,665</td>
<td>700</td>
</tr>
<tr>
<td>Book sales and royalties</td>
<td>1,653</td>
<td>412</td>
</tr>
<tr>
<td>Other income</td>
<td>119</td>
<td>204</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>252,932</td>
<td>198,237</td>
</tr>
</tbody>
</table>

| **EXPENDITURES**     |          |          |
| General operating (note 4) | 4,553    | 12,654   |
| Project - Expert Women (note 4) | 137,704  | 84,172   |
| Informed Opinions (note 4) | -82,522  | -58,719  |
| **Total**            | 216,799  | 195,545  |

**NET REVENUE**

26,133

**NET ASSETS - BEGINNING OF YEAR**

As previously stated 105,062
Prior year adjustment (note 3) (50,000)
As retained 55,062

**NET ASSETS - END OF YEAR**

$ 69,215 $ 53,062

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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH PROVIDED BY (USED IN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating activities</td>
<td>36,153</td>
<td>2,692</td>
</tr>
<tr>
<td>Net change in net cash working capital items:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>9,601</td>
<td>3,958</td>
</tr>
<tr>
<td>Government remittances receivable</td>
<td>17,972</td>
<td>761</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>(36)</td>
<td>49</td>
</tr>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>(1,729)</td>
<td>(5,507)</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>31,755</td>
<td>154,328</td>
</tr>
<tr>
<td><strong>Net change in cash</strong></td>
<td>73,812</td>
<td>154,075</td>
</tr>
</tbody>
</table>

**CASH - BEGINNING OF YEAR**

180,288

**CASH - END OF YEAR**

$ 254,080 $ 185,288

The accompanying notes are an integral part of these financial statements.
FINANCIAL STATEMENTS
31 March 2017

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 non-profit organizations. The principle accounting policies of theOrganization 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 at a 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 expenditure during the reporting period. Actual results could differ from these estimates.

3. PRIOR PERIOD ADJUSTMENT

Comparative figures have been restated as $50,000 was erroneously included in revenue; however, the expenditure 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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Operating</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audit, accounting and legal</td>
<td>$2,935</td>
<td>$6,150</td>
</tr>
<tr>
<td>Board meetings and travel</td>
<td>845</td>
<td>1,015</td>
</tr>
<tr>
<td>Office</td>
<td>702</td>
<td>312</td>
</tr>
<tr>
<td>Publicity and communications</td>
<td>71</td>
<td>4,138</td>
</tr>
<tr>
<td></td>
<td>$4,553</td>
<td>$12,644</td>
</tr>
<tr>
<td>Expert Women</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration</td>
<td>$3,119</td>
<td>$837</td>
</tr>
<tr>
<td>Professional fees</td>
<td>33,207</td>
<td>37,844</td>
</tr>
<tr>
<td>Publicity and promotion</td>
<td>14,076</td>
<td>5,565</td>
</tr>
<tr>
<td>Travel</td>
<td>4,524</td>
<td>3,439</td>
</tr>
<tr>
<td>Wages and benefits</td>
<td>58,776</td>
<td>36,427</td>
</tr>
<tr>
<td></td>
<td>$113,784</td>
<td>$84,172</td>
</tr>
</tbody>
</table>

4. EXPENSES

Informed Opinions

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and legal</td>
<td>$821</td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td>83,484</td>
<td>84,080</td>
</tr>
<tr>
<td>Supplies and equipment</td>
<td>769</td>
<td>409</td>
</tr>
<tr>
<td>Meetings and travel</td>
<td>2,895</td>
<td>1,151</td>
</tr>
<tr>
<td>Publicity and communications</td>
<td>1,338</td>
<td>2,496</td>
</tr>
<tr>
<td>Workshops and lectures</td>
<td>9,215</td>
<td>10,498</td>
</tr>
<tr>
<td></td>
<td>$98,822</td>
<td>$98,719</td>
</tr>
</tbody>
</table>
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.
5 Strategies for Being Heard

- Women's voices are underrepresented in media
- Do you know enough to add value?
- I'm not sure if I'm the best person
- Men quoted 70%... women only 30%

Step Up to the Mic
- If you are being asked, you do have something to offer
- He who knows you... build your profile

Know Your Value
- When women are at the table... better ROI
- Be able to articulate your value

Make It Bigger Than Yourself
- Think of those who cannot speak
- What issues can you shed light on?

Recruit Allies
- Ask for backup
- Look for influential allies

Be Visible
- Sit or stand where you can be seen
- Be strategic... where is the decision maker

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