

Media Action Media

Annual Report
April 2017 - March 2018

INFORMED
♀PINIONS

PRESIDENT'S MESSAGE



Amanda Parriag
Board President
2010 - 2018

This is my last President's Message, and I'm thrilled to be able to pass the torch, confident that Media Action is thriving. I've been intensely gratified to see many hundreds of women participate in Informed Opinions' workshops and then amplify their voices in the media. And it's been a privilege to spearhead our Ask Women Anything program in Ottawa; I've learned so much from the cutting-edge panelists we've been able to engage. Political, cultural and social climates have converged so that more than ever, Canadians are paying attention to the issues we address, and participating in the solutions we're leading. Informed Opinions' new leadership has the opportunity to build on this solid footing and nation-wide impact.

PROGRAMMING

19 keynotes delivered to 1275 people – double the previous year -- reaching business executives, bankers, lawyers, researchers, engineers and students in Calgary, Vancouver, Toronto, Ottawa, Winnipeg and Victoria.

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Odgers-Berndtson convened clients in Toronto, Ottawa, Calgary and Vancouver to hear our message about the importance of including women's voices. These sessions generated additional bookings in the corporate sector.

PROGRAMMING

Workshops
delivered: 43

Women
trained: 427

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2017 Global Change Leaders, Coady International Institute, Antigonish

IMPACT

We solicit feedback from workshop participants regarding benefits derived, and why they would recommend us to others. Here are their aggregated replies...



Writing
Compelling
Commentary
(200 responses)

Making the Most
of Media Interviews
(70 responses)



IMPACT

Their media activity is further evidence: at least 90 grads published op eds in this period, up more than 25% over last year. Many also shared their insights in interviews through influential media.

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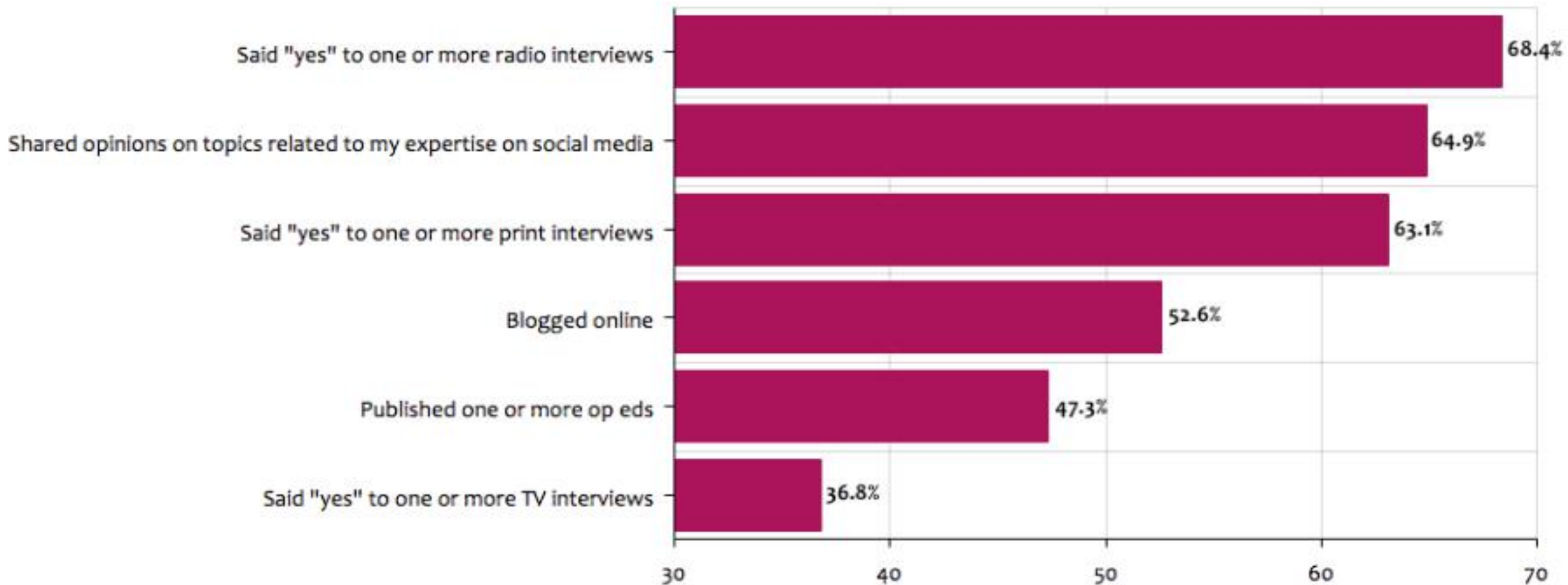
IMPACT

In a September 2017 survey, we sought to measure their media engagement in a deeper way. Here's how they responded to 2 key questions...

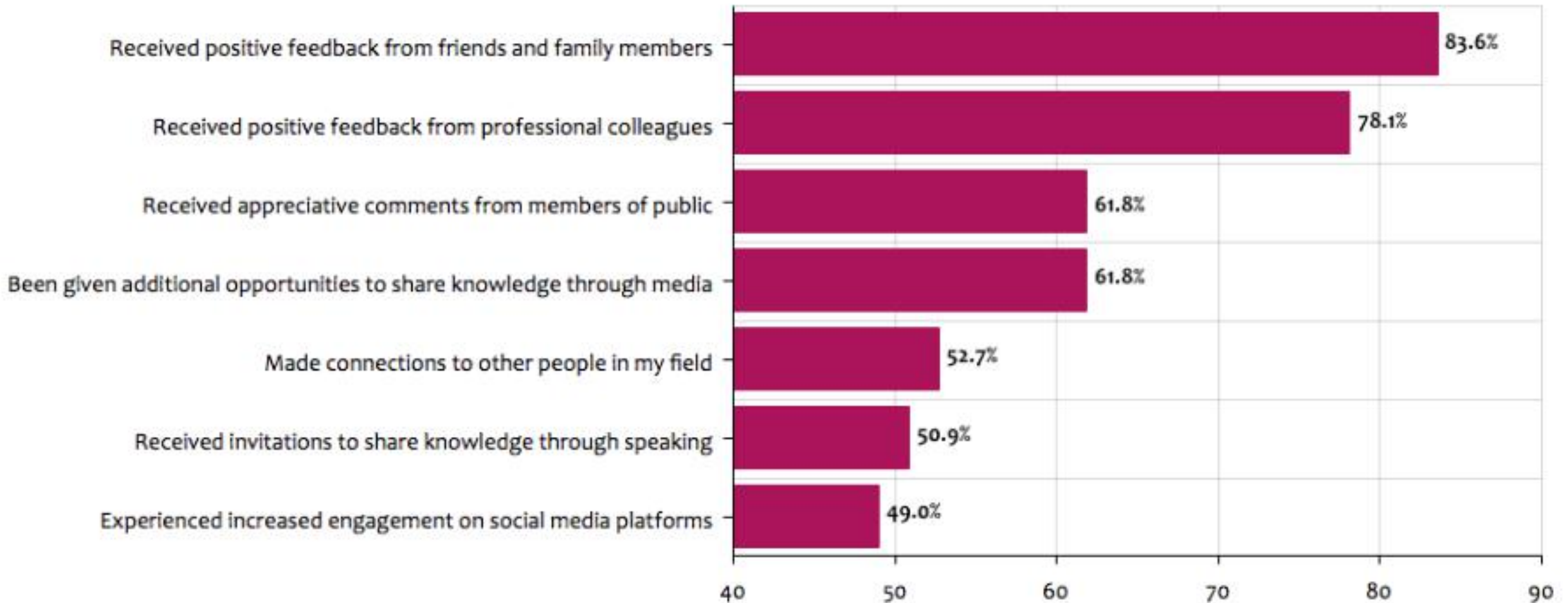
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What kind of media engagement have you had in the past year?



What kind of feedback have you received as a result?



WEBSITE

We refreshed both our logo and the website, updating the colours and streamlining the content to make it easier for all stakeholders to find what they're looking for.

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Featured Experts

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



Q Search Experts

Are you a journalist?
Receive updates on women of interest.
[Sign Up for the Mailing List](#)

Are you an expert?
Start sharing your informed opinion.
[Apply to Join Today](#)

EXPERT WOMEN

We doubled the number of women profiled in our online database of experts, which featured almost 500 diverse sources by March 2018, across many disciplines.

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Naila Keleta-Mae
University of Waterloo



Elizabeth Sheehy
University of Ottawa



Janet McLaughlin
Wilfrid Laurier University



Andrea Auger
First Nations Child & Family Caring Society of Canada



Donna Thomson
Independent



Ann Rosenfield
Charitably Speaking



Nobina Robinson
Polytechnics Canada



Annette Henry
University of British Columbia



Nadia Naffi
Concordia University



We continued partnering with the producers of TVO's nightly public affairs program, The Agenda, to give some of our Toronto-based experts a behind-the-scenes and on-the-set experience. A number have since been interviewed on the show.

ASK WOMEN ANYTHING

This year our dedicated volunteers hosted 7 engaging conversations on critical topics such as mental health, truth & reconciliation, women in STEM and sexual harassment.



IMMIGRATION – THE REAL DEAL panelists (from left) Rama Al-Safadi, Sarah Onyango, Sally Dimachki, Susima Lopez Martinez hosted by Media Action President, Amanda Parriag

OMG Media Accountability Award

We celebrated the anniversary of the date on which women were declared “persons” by hosting an event on Parliament Hill at which we honoured the team at **TVO’s The Agenda** for its performance in pursuit of achieving parity. Over the course of several years, they featured an average of more than 45% women.



The Agenda
host, Nam
Kiwanuka

OMG Impact Award

Since taking one of our first workshops in 2010, University of Ottawa law prof **Elizabeth Sheehy** has published more than two dozen op eds and given more than 100 media interviews on sexual assault and related criminal justice issues. In the process, she's helped educate millions of Canadians and to introduce the Philadelphia model of police response into Canada.



Liz Sheehy
accepts the
OMG Impact
Award on
Parliament Hill,
October 2017

IMPACT

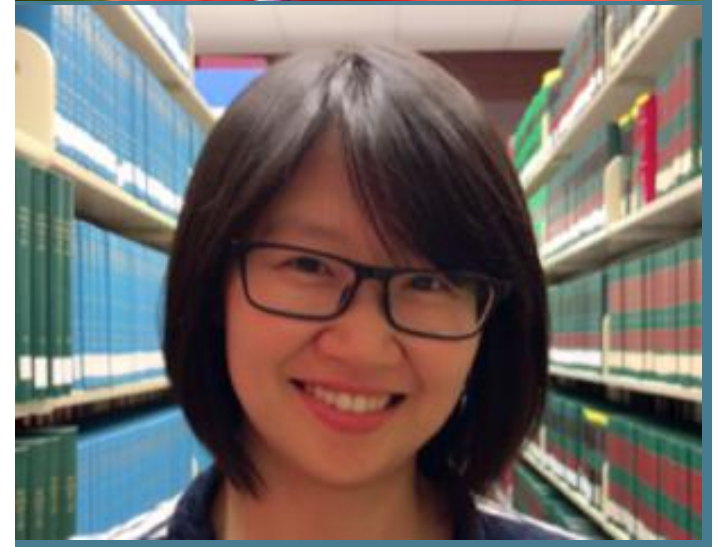
After participating in an open workshop sponsored by NSERC, Western University professor, Bipasha Baruah, a Canada Research Chair holder in Global Women's Issues, published 4 commentaries offering nuanced and evidence-based analysis on the under-appreciated impact of women's NGOs, the role of toxic masculinity, and problematic assumptions about women in peacekeeping.



MULTI-GENERATIONAL IMPACT

University of Victoria law professor, Maneesha Deckha, (top right) attended one of our workshops in 2010. Some of her op eds on animal rights have informed national conversations. Now she's mentoring others:

Our doctoral student, Qian Liu (bottom right) just did an interview with BBC World News about reproductive rights in China. I referred her to your online resources, which she found very helpful... Just wanted you to know of the reverberations of your work for the next generation of women scholars!



MEDIA PROFILE

We continue to practice what we preach, using op eds to draw attention to a range of issues connected to the costs and consequences of under-representing women.

Valuing women as expert sources in the news

by Shari Graydon *Policy Options* March 2018

Engaging women and diverse talent is now imperative

by Kelly Nolan *HPC Wire* March 2018

Here's why we should feature more women in the public

sphere by Shari Graydon *Ottawa Citizen* January 2018

Has the #MeToo movement forgotten about our women

in uniform? by Kelly Nolan *Huffington Post* January 2018

Sad truth on how companies respond to workplace sexual

harassment by Kelly Nolan *Toronto Star* November 2017

Organizational bias is killing opportunities for diversity

Research Money by Kelly Nolan October 2017

A photograph of three women standing outdoors in front of a stone building. The woman on the left is wearing a purple and pink patterned headscarf and a black jacket. The woman in the center is smiling, wearing a green cardigan over a patterned shirt. The woman on the right is also smiling, wearing a dark red top. In the top right corner, there is a red and white logo for Simon Fraser University.

SFU

SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

This year we also initiated an exciting new data analysis research project in collaboration with Simon Fraser University to harness the power of big data to keep media accountable.



TEAM (from right)

Kelly Nolan
Special Projects

Shari Graydon,
Founder & Catalyst

Samantha Greenhill,
*Manager, Administration
& Recruitment*

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BOARD of DIRECTORS

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Member at large
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Carole Taylor

FINANCIAL STATEMENTS

31 March 2018



KELLY HUIBERS McNEELY PROFESSIONAL CORPORATION

INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Directors of Media Action Média

We have reviewed the accompanying financial statements of Media Action Média that comprise the balance sheet as at March 31, 2018 and the statements of financial position, statement of revenue and expenditures and changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for private enterprises, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The Practitioner performs procedures, primarily consisting of making inquiries of Management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Media Action Média as at March 31, 2018, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting principles for not-for-profit Organizations.

Kelly Huibers McNeely
Professional Corporation

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

Stittsville, Ontario
September 13, 2018

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acctg@khmpc.ca

MEDIA ACTION MÉDIA

STATEMENT OF FINANCIAL POSITION (Prepared without Audit)

As at March 31, 2018

	2018	2017
ASSETS		
CURRENT ASSETS		
Cash	\$ 315,717	\$ 259,100
Accounts receivable	35,775	16,340
Government remittances receivable	10,547	4,407
Prepaid expenses	845	886
	<u>\$ 362,884</u>	<u>\$ 280,733</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 26,953	\$ 5,395
Deferred contributions	<u>142,420</u>	<u>186,123</u>
	169,373	191,518
NET ASSETS		
Unrestricted	193,511	89,215
	<u>\$ 362,884</u>	<u>\$ 280,733</u>

Approved on Behalf of the Board:

Director

Director

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

FINANCIAL STATEMENTS

31 March 2018

MEDIA ACTION MÉDIA
STATEMENT OF REVENUE AND EXPENDITURES AND CHANGES IN NET ASSETS
(Prepared without Audit)
For the year ended March 31, 2018

	2018	2017
REVENUE		
Grants	\$ 127,812	\$ 91,345
Workshops and lectures	170,712	129,991
Donations	58,247	30,024
Book sales and royalties	247	1,453
Sponsorships	10,000	-
Other income	80	119
	<u>367,098</u>	<u>252,932</u>
EXPENDITURES		
General operating (note 3)	4,487	4,553
Project - Expert Women (note 3)	137,814	113,704
Informed Opinions (note 3)	<u>120,501</u>	<u>98,522</u>
	<u>262,802</u>	<u>216,779</u>
NET REVENUE	104,296	36,153
NET ASSETS - BEGINNING OF YEAR	89,215	53,062
NET ASSETS - END OF YEAR	<u>\$ 193,511</u>	<u>\$ 89,215</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, 2018

	2018	2017
CASH PROVIDED BY (USED IN)		
OPERATING ACTIVITIES		
Net revenue	\$ 104,296	\$ 36,153
Net change in non-cash working capital items:		
Accounts receivable	(19,435)	9,601
Government remittances receivable	(6,140)	(1,972)
Prepaid expenses	41	(36)
Accounts payable and accrued liabilities	21,558	(1,729)
Deferred contributions	<u>(43,703)</u>	<u>31,795</u>
NET CHANGE IN CASH	56,617	73,812
CASH - BEGINNING OF YEAR	259,100	185,288
CASH - END OF YEAR	<u>\$ 315,717</u>	<u>\$ 259,100</u>

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

FINANCIAL STATEMENTS

31 March 2018

MEDIA ACTION MÉDIA

NOTES TO THE FINANCIAL STATEMENTS (Prepared without Audit)

March 31, 2018

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, 2018

3. EXPENSES

	2018	2017
General Operating		
Audit, accounting and legal	\$ 4,274	\$ 2,935
Board meetings and travel	8	845
Office	205	702
Publicity and communications	-	71
	\$ 4,487	\$ 4,553

Expert Women

Administration	\$ 2,428	\$ 3,119
Professional fees	104,462	33,207
Publicity and promotion	27,839	14,076
Travel	3,085	4,524
Wages and benefits	-	58,778
	\$ 137,814	\$ 113,704

Informed Opinions

Accounting and legal	\$ 1,192	\$ 821
Contracts	90,066	83,484
Supplies and equipment	1,286	769
Meetings and travel	1,070	2,895
Publicity and communications	7,060	1,338
Workshops and lectures	19,827	9,215
	\$ 120,501	\$ 98,522

4. 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.

FINANCIAL STATEMENTS

31 March 2018

MEDIA ACTION MÉDIA

NOTES TO THE FINANCIAL STATEMENTS (Prepared without Audit)

March 31, 2018

5. 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.

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