

Media Action Media

Annual Report
April 2018 - March 2019

INFORMED
♀PINIONS

CHAIR'S MESSAGE



Kathy English

Informed Opinions' work training women to engage with media, and encouraging journalists to include more women's voices are central to delivering on Canada's democratic promise.

This year, in addition to its established and impactful training programs, Informed Opinions launched a groundbreaking new research project, the Gender Gap Tracker, and began a significant board renewal process, recruiting a cross section of new directors with experience in media and

academia, private and non profit sectors, myself among them. As a long time journalist, I've had a front row seat to one side of this challenge, and I'm honoured to serve as chair of the board at this exciting time.

As long as public conversations and the policies they inform are chronically under-representing women's voices, it's impossible for us to solve the complex challenges we face. This report details the progress we've made this year towards bridging the gender gap in public discourse.

MISSION:

to amplify women's voices for a more democratic Canada

VISION:

to ensure diverse women's perspectives and priorities are equitably integrated into Canadian society

We motivate and train women to make their ideas more accessible to a broader audience and increase their impact. We deliver dynamic, interactive and practical workshops, engaging presentations, and professional editing support. Our Expert Women database makes it easier for journalists and others to find diverse women able and willing to offer commentary on a wide range of issues.

Women constitute more than 60 percent of university graduates and hold senior positions in many industries. Their visible leadership – as provincial premiers, university presidents, national news anchors – speaks to their capacity.

Our research finds women's voices make up fewer than a third of those being quoted in Canada – a mere 7% shift in more than two decades. But qualified sources sharing context and ideas through the news media help shape public attitudes and determine how governments spend tax dollars. Organizations and countries making effective use of women's contributions are more effective in every realm; their citizens enjoy a higher quality of life.

This report details some of the investments we're making in pursuit of that future.

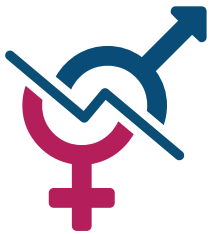
Our most significant initiative this year was the creation of the Gender Gap Tracker, a big data research tool made possible through the generous in-kind research support provided by Simon Fraser University, and additional funds received from Status of Women Canada and the Leacross Foundation.

INFORMED
OPINIONS



Status of Women
Canada

Condition féminine
Canada



GENDER GAP
TRACKER

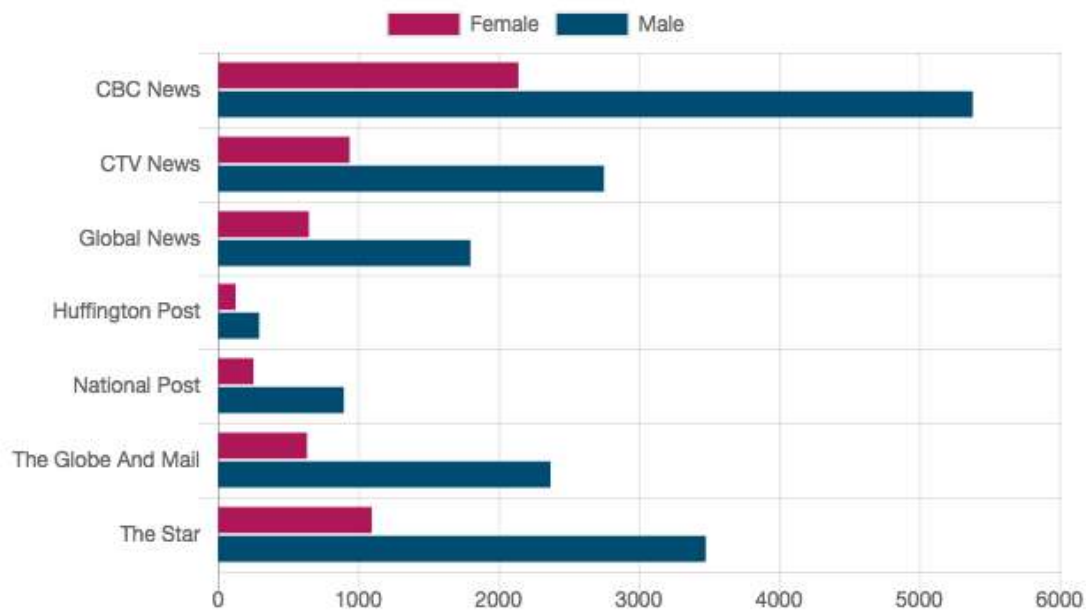
Leacross
fondation/foundation

Powered by

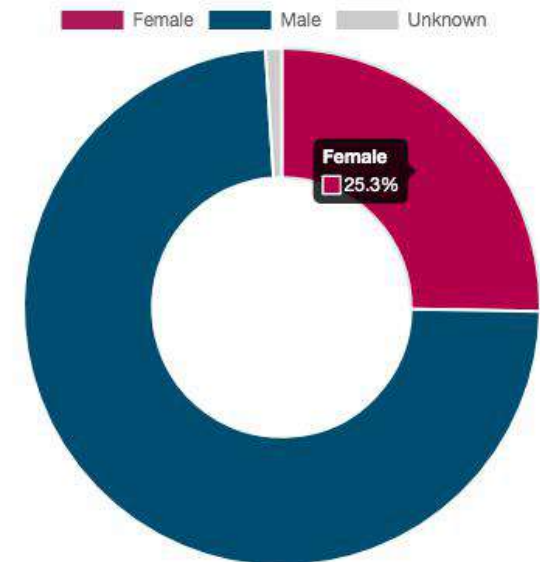


This innovative research technology measures in real time the ratio of male/female voices in influential Canadian news media.

Ratio of male and female sources by news outlet



Aggregate ratio of male and female sources





Minister for the Status of Women Maryam Monsef and Simon Fraser University's VP Research, Joy Johnson, spoke to an attentive audience at the launch of the Gender Gap Tracker.

Board member Jennifer Laidlaw facilitated an opportunity for Shari to introduce the Gender Gap Tracker to an influential audience at a 30% Club event in Toronto on International Women's Day.



The diverse team of scientists who created and continue to refine the Gender Gap Tracker also spoke about their work at a research event in Vancouver on March 26. This ground-breaking initiative could not have happened without the extremely generous in-kind contributions of Simon Fraser University.

mtaboada@sfu.ca

<https://github.com/sfu-discourse-lab>



SFU

Media coverage of the GGT achieved a reach of more than 21 million



Researchers are tracking the media's gender gap | University Affairs
New tool seeks to draw attention to the imbalance in sources used by major news outlets.
universityaffairs.ca

[Researchers are tracking the media's gender gap](#)



Online tool gives media outlets incentive to achieve gender parity | T...
Quoting more female sources likely to help engage audiences
thestar.com

[Online tool gives media outlets incentive to achieve gender parity](#)



Tracking the gender gap in Canadian media
The Gender Gap Tracker uses computational linguistics techniques to analyze how women are mentioned and quoted in Canadian media.
theconversation.com

[Tracking the gender gap in Canadian media](#)



[Link to additional earned media coverage of the Gender Gap Tracker](#)



CBC



the
Discourse.





We experienced strong engagement on social media and shared print and electronic postcards with journalists, news consumers, academics, advocates and diversity and inclusion leaders to raise awareness.

Pinned Tweet
Informed Opinions @InformedOps · Feb 13
When #journalists track the gender of their sources, they quote more women. The #GenderGapTracker lets them know how they're doing. Try it at gendergaptracker.informedopinions.org #genderequity #cdnmedia

Tracking the male-to-female ratio of sources consulted for a story is “a vaccine against self-delusion.”

— Ed Yong
Science reporter, The Atlantic

INFORMED OPINIONS

SFU Research

28 52

PROBLEM

Hmm... Canadian media still quote men 4 times as often as women.

That can't be right.

Seriously. Look at this Gender Gap Tracker.

Wow! 50% of the population, but 26% of those quoted.

We should tell them we expect better.

I'm

SOLUTION

INFORMED OPINIONS

GENDER GAP TRACKER

Powered by SFU

The Gender Gap Tracker aims to celebrate news media that more equitably reflect women's voices, and motivate others to do better. Visit...

gendergaptracker.informedopinions.org

and tag the media you rely on to remind them that THEY CAN:

- **Easily achieve parity** - “I’ve raised my sources from 25% women to 50%. Anybody can do this.”
— Ed Yong, Science reporter, The Atlantic
- **Enhance their reporting** - “Diversity of sources is a hallmark of quality journalism.”
— Kathy English, Public Editor, Toronto Star
- **Increase audience engagement** - Radio Canada’s *La sphère* grew its audience after featuring more women.

The Gender Gap Tracker received 3,180 visitors in its first 60 days, and the seven news outlets featured were encouraged to track the gender of their sources by 292 visitors.

We actively engaged with their newsrooms, and almost all [improved their performance](#) in the first two months, increasing the aggregate ratio from 27% women sources to 28%.



PROGRAMMING

Client workshops
delivered: 44

Total women
trained: 439

*(Represents a slight
increase over last fiscal
year, from 43 workshops
training 429 women)*

We delivered on-the-ground
programming in 10 cities...

...plus a national webinar for
members of the Canadian
Public Health Association.



Our free online workshop
resources remain accessible
to everyone at all times.

We supported bullying prevention experts, sexual health advocates and immigration scholars to improve public speaking and media interview skills, and to write publishable op eds.

INFORMED
♀PINIONS



PREVNet bullying prevention Researchers, Toronto



Action Canada sexual health advocates, Ottawa



Migration scholars, Montreal

While in Vancouver and Montreal for workshops, we also made time to convene roundtables to explore particular barriers to Indigenous women and scholars addressing sensitive issues.

INFORMED
OPINIONS
♀



Indigenous women advocates, entrepreneurs, Vancouver



Researchers across disciplines, Montreal

INFORMED CONVERSATIONS

We piloted a new initiative featuring in-depth conversations with expert women on diverse topics such as retaining women and prison reform. We're now seeking sponsors interested in supporting both this program and a podcast called **VISIBLE WOMEN**.



After participating in our pilot Informed Conversation, Jane Griffith accepted our invitation to serve on Informed Opinions' board.

SPONSORS

We continued to build collaborative relationships with the corporate sector, expanding our existing sponsorship relations to include several new supporters.



OSLER **Teck**



KEYNOTES

We spoke to public, private and non profit sector audiences convened by Teck (Vancouver), UNICEF (New York), Carleton University and the Environmental Assessment Agency (Ottawa), the 30% Club (Toronto) and the University of Regina.



Teck



**Canadian Environmental
Assessment Agency**



IMPACT

“Graduates” of our commentary writing workshops published at least 90 op eds in this period. Many more shared their insights in interviews on a wide array of issues through online, print and broadcast media.





IMPACT

Since attending an op ed workshop in 2011, **Martha Paynter**'s prolific equity-informed media engagement has transcended multiple career shifts and drawn attention to a variety of critical health issues affecting women, including the challenges faced by criminalized women who are pregnant or have young children.

A registered nurse, non-profit leader and PhD candidate, she has been profiled in Flare magazine for her effective advocacy, and in 2019, she was named a Trudeau Foundation Scholar.

INFORMED
OPINIONS
♀

IMPACT

Petra Molnar, a lawyer specializing in refugee and migration issues, attended an op ed workshop in 2017. She has written a dozen commentaries since, offering insight on the use of AI in Canada's immigration system, the implications for Canadians of the US travel ban, and violence against women as it relates to immigration issues. Her pro-active engagement has led to frequent interviews, and the Globe and Mail has recognized her valuable contributions, profiling her as one of "Canada's new sources of inspiration".



ASK WOMEN ANYTHING

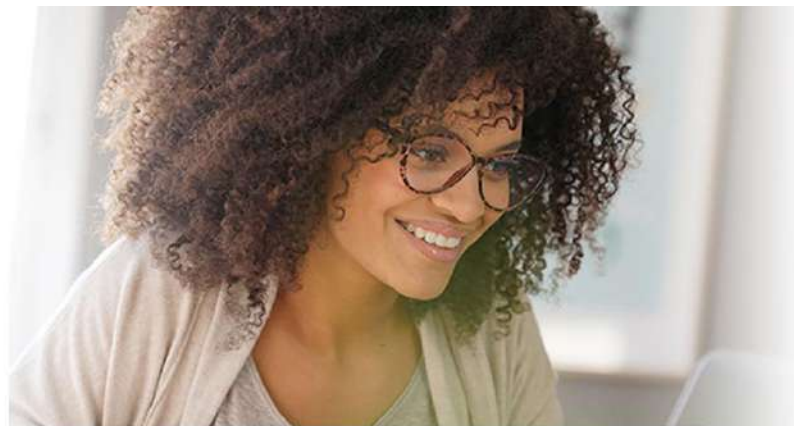
Panelists at these sold-out events spoke about working with a disability, alternative lifestyles, founding start-ups, teen activism, transgender family dynamics and ending gender-based violence. In addition to amplifying their voices, AWA events also give our volunteers the opportunity to hone their own speaking and hosting chops.



Volunteer Paroma Datta presents AWA swag to now best-selling author Amanda Jett Knox (R) and her partner, Zoe.

We organized all of our free online educational resources in one location to make it easy for people to find support that's designed to help them amplify their voices through media.

INFORMED
OPINIONS
♀



INFORMED OPINIONS ♀ Learning Hub

SAY YES TO MEDIA INTERVIEWS • WRITE COMPELLING COMMENTARY • PRESENT WITH IMPACT •

Learning Hub



Say yes to media interviews



Write compelling commentary



Present with impact



EXPERT WOMEN

Our online database of experts now features 900 diverse sources, almost double the 500 profiled last year.

We also began building a dedicated French database, *FemmesExpertes*, to launch next year.



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



Nada Naffi
Concordia University

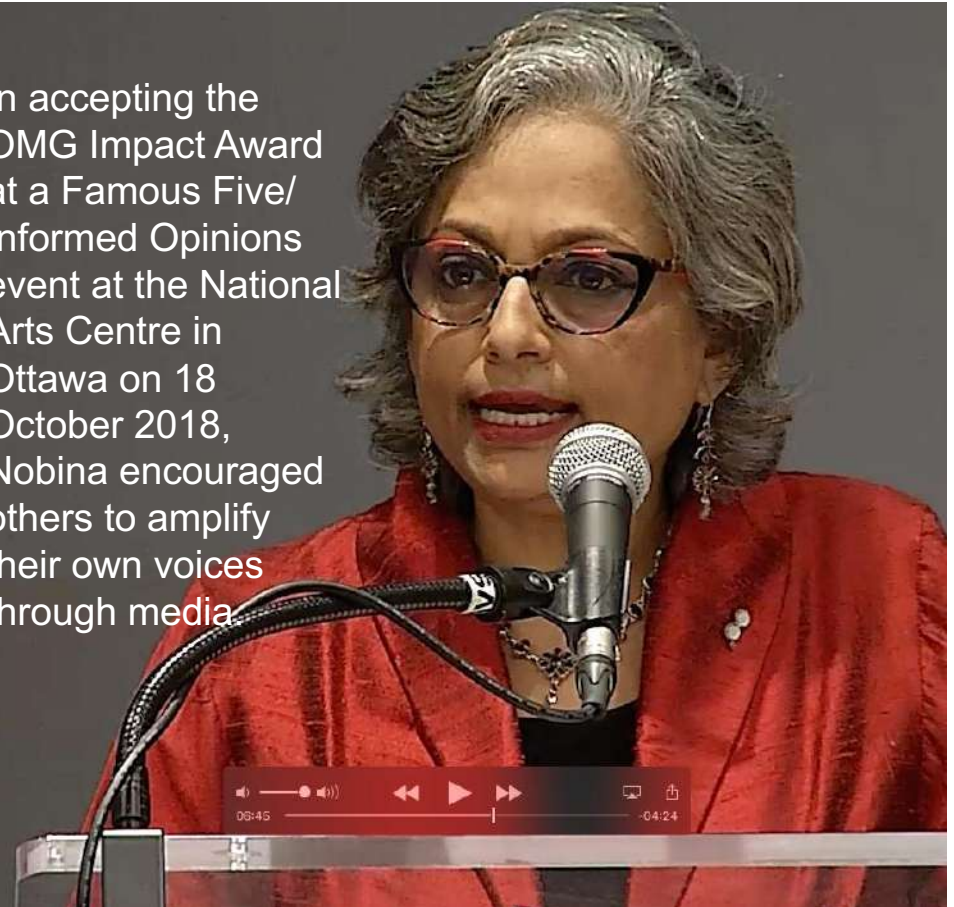
OMG Impact Award

Within 6 years of attending a commentary writing workshop, CEO of Polytechnics Canada **Nobina Robinson** wrote or co-authored more than three dozen op eds.

Her advocacy significantly increased funding for applied research, spurred the creation of the Canada Apprentice Loan program, and helped make innovation internships available to polytechnic and college students.

We were delighted to recruit her to the board in the wake of recognizing her impact.

In accepting the OMG Impact Award at a Famous Five/ Informed Opinions event at the National Arts Centre in Ottawa on 18 October 2018, Nobina encouraged others to amplify their own voices through media.



INFORMED
OPINIONS
...is amplifying women's voices

Informed Opinions' Team

OPINIONS
GENDER GAP
TRACKER

Sanantha Luchuk,
Manager Admin &
Recruitment

Laura Shine,
Co-Lead,
FemmesExpertes

Shari Graydon,
Founder &
Catalyst

Maika Sondarjee,
Co-Lead,
FemmesExpertes

Zeba Taschi,
Communi-
cations intern

BOARD of DIRECTORS

President

Kathy English

Treasurer

Nobina Robinson

Members at Large

Jane Griffith

Evelyne Guindon

Jennifer Laidlaw

Laura McGee

Dugan O'Neil

Amanda Parriag

Scott White



The Conversation's Scott White offered a journalist's perspective and board members Jennifer Laidlaw, Nobina Robinson, Amanda Parriag and Evelyn Guindon were also on hand to support staff in launching the Gender Gap Tracker.

We are extremely fortunate to benefit from the encouragement and insight of a number of extraordinary individuals from across the country who variously:

- Lend us their names;
- Donate to our work;
- Make valuable introductions;
- Provide pro bono professional counsel and technical support

HONORARY PATRONS

Sally Armstrong
Kim Campbell
Denise Donlon
Shirley Greenberg
Michaëlle Jean
Nancy Ruth
Bonnie Sherr Klein
Constance Sugiyama
Carole Taylor
Vianne Timmons

ADVISORY COMMITTEE

Naila Keleta-Mae
David Mitchell
Isabelle Perrault
Ann Rosenfield
Heather Scoffield
John Simpson

FINANCIAL STATEMENTS

31 March 2019



KELLY HUIBERS McNEELY
PROFESSIONAL CORPORATION

INDEPENDENT AUDITOR'S REPORT

To the Directors of Media Action Média

Opinion

We have audited the accompanying financial statements of Media Action Média ("the Organization"), which comprise the statement of financial position as at March 31, 2019, and the statements of revenue and expenditures and changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2019, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other Matter

A review engagement was completed on the financial statements of Media Action Média for the year ended March 31, 2018, issued on September 13, 2018.

Responsibilities of Management and Those Charged with Governance for the Financial Statements
Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations 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.

In preparing the financial statements, Management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Kelly Huibers McNeely
Professional Corporation

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

Stittsville, Ontario
August 30, 2019

1058 McConigal St. W. Auriprior, Ontario K7S 1M4	9 Emily Street Caretton Place, Ontario K7C 1R9	16 Gore Street West Perth, Ontario K7H 2L6	5992 Hazeldean Rd. Stittsville, Ontario K2S 1B9
Phone: 613-963-1430 (1-866-999-1339) Fax: 613-686-3960 (Perth local 613-267-3949)			
acctg@khmpc.ca			

FINANCIAL STATEMENTS

31 March 2019

MEDIA ACTION MÉDIA STATEMENT OF FINANCIAL POSITION As at March 31, 2019

	2019	2018 (unaudited)
ASSETS		
CURRENT ASSETS		
Cash	\$ 380,785	\$ 315,717
Accounts receivable	30,458	35,775
Government remittances receivable	6,632	10,547
Prepaid expenses	910	845
	<u>\$ 418,785</u>	<u>\$ 362,884</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 36,037	\$ 26,953
Deferred contributions	-	142,420
	<u>36,037</u>	<u>169,373</u>
NET ASSETS		
Unrestricted	382,748	193,511
	<u>\$ 418,785</u>	<u>\$ 362,884</u>

Approved on Behalf of the Board:


Director


Director

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

MEDIA ACTION MÉDIA STATEMENT OF REVENUE AND EXPENDITURES AND CHANGES IN NET ASSETS For the year ended March 31, 2019

	2019	2018 (unaudited)
REVENUE		
Grants	\$ 196,635	\$ 127,812
Earned revenue	147,782	170,712
Donations	100,236	58,247
Sponsorships	17,500	10,000
Other income	111	327
	<u>462,264</u>	<u>367,098</u>
EXPENDITURES (note 3)		
Salaries and professional fees	198,014	194,528
Audit, accounting and legal	7,785	6,950
Office and meetings	13,381	6,589
Marketing and promotion	53,847	54,735
	<u>273,027</u>	<u>262,802</u>
NET REVENUE	189,237	104,296
NET ASSETS - BEGINNING OF YEAR	193,511	89,215
NET ASSETS - END OF YEAR	<u>\$ 382,748</u>	<u>\$ 193,511</u>

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

FINANCIAL STATEMENTS

31 March 2019

MEDIA ACTION MÉDIA STATEMENT OF CASH FLOWS For the year ended March 31, 2019

	2019	2018 (unaudited)
CASH PROVIDED BY (USED IN)		
OPERATING ACTIVITIES		
Net revenue	\$ 189,237	\$ 104,296
Net change in non-cash working capital items:		
Accounts receivable	5,317	(19,435)
Government remittances receivable	3,915	(6,140)
Prepaid expenses	(65)	41
Accounts payable and accrued liabilities	9,084	21,558
Deferred contributions	(142,420)	(43,703)
NET CHANGE IN CASH	65,068	56,617
CASH - BEGINNING OF YEAR	315,717	259,100
CASH - END OF YEAR	\$ 380,785	\$ 315,717

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

MEDIA ACTION MÉDIA NOTES TO THE FINANCIAL STATEMENTS March 31, 2019

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.

FINANCIAL STATEMENTS

31 March 2019

MEDIA ACTION MÉDIA NOTES TO THE FINANCIAL STATEMENTS

March 31, 2019

3. EXPENSES

	Expert Women	Gender Gap Tracker	Social Sciences & Humanities Research Council	General Operating	Total
Salaries and professional fees	\$ 50,410	\$ 27,678	\$ 13,500	\$ 106,426	\$ 198,014
Audit, accounting and legal	593	-	-	7,192	7,785
Office and meetings	1,280	959	-	11,142	13,381
Marketing and promotion	12,495	8,863	-	32,489	53,847
	<u>\$ 64,778</u>	<u>\$ 37,500</u>	<u>\$ 13,500</u>	<u>\$ 157,249</u>	<u>\$ 273,027</u>

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.

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.

INFORMED ♀ OPINIONS