

Backgrounder



What is Media Action Média?

- We are a Canadian non-profit that promotes gender equity through media analysis and action, envisioning a media environment that respects and reflects people in all their diversity, celebrates their capacity and contribution, and nurtures, rather than erodes their self-esteem and opportunities.
- We are a project-based organization, led by a volunteer board of directors.
- When we are not directly supporting our flagship project [Informed Opinions](#), we also work on projects that increase our profile and build awareness of our mandate.

What is the *Ask Women Anything* series?

- Have you heard of Reddit's AMA's where various famous personalities or people with niche occupations (i.e., undertaker) come online and respond to any questions posed by the social media public?
- This is the *Ask Women Anything* series, a tongue-in-cheek response to Reddit's approach, except it is live and in-person. We are highlighting women who are in the media and experts in their areas, to present a short piece about themselves and their work and then respond to audience questions over a 45 minute period.
- This event happens at a local venue so it gives our audience an opportunity to directly ask featured presenters questions about their experiences with media. The audience receives responses from women experts in their areas, speaking in their own words, directly to them. No editorializing, just a great opportunity to hear smart women speak.
- Our first AWA was in February and featured [Angela Schliehauf](#). It was extremely well-received and told us that people in Ottawa want to see women in this type of forum. We intend to hold events in this series on a regular basis in the coming months.

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