

THE WALRUS



2017

YEAR
IN
REVIEW



CANADA'S
CONVERSATION

The Walrus is Canada's conversation. Thank you for being a part of it.

FIFTEEN YEARS AGO, WE STARTED publishing ten issues a year of a print magazine about Canada and its place in the world. Here we are, a decade and a half later—despite the collapse of the media industry's traditional advertising-revenue model—still sparking conversations about the most important issues we face as a country.

**We do this because
The Walrus is invested in the
idea that a healthy society
relies on informed citizens.**

In 2017, at the centre of the sesquicentennial conversation, The Walrus Talks: We Desire a Better Country travelled to each province and territory over thirteen weeks to hear from Canadians what was needed to do to build the country we desire. Over 12,000 people participated directly in those national conversations, and this is what they said:

Begin reconciliation.

Embrace difference.

Study history.

Practice empathy.

Get involved.

Address inequality.

Get out there.

Protect the environment.

Be proud to be Canadian.

Read more.

This national tour generated a growth in readership, subscribers, event participants, sponsors, and donors, all of which allowed us to make a larger than ever investment in editorial activities and engage a greater diversity of voices across all of our platforms. Our internal capacity is stronger than it has ever been at a time when there has never been a greater need for The Walrus. Today, when people often choose to see the facts and opinions that support only one worldview, The Walrus widens perspectives and provides context.

**The world needs more
of The Walrus, and we are
prepared to deliver it.**

We are proudly still publishing Canada's best independent, not-for-profit, fact-based general-interest magazine, giving Canada's most compelling writers, artists, and thought leaders a national platform from which to explore the topics that matter most to Canadians. We also publish unique content at thewalrus.ca. We produce national, ideas-focused events, including The Walrus Talks and The Walrus Leadership Dinners. We operate The Walrus Store and The Walrus Workshop, helping other organizations reach their audience engagement goals. And in 2018 we will be launching The Walrus Live, The Walrus Books, and The Walrus Podcast. At the same time, we have been training Canada's future leaders and have graduated over one hundred

emerging professionals through The Walrus Editorial Fellowship Program.

As you will read in the following pages, we are doing everything we can as storytellers and conveners to provoke new thinking and engagement, and to support a culture of interested and interesting citizens. Each day, The Walrus is demonstrating that it is committed to the idea of a better Canada. This will continue to be a core theme in all that we do, across all our platforms—in 2018 and beyond.



*Helen Burstyn,
Chair,*

The Walrus Foundation



*Shelley Ambrose,
Executive Director and Publisher,
The Walrus*



**CANADA'S
CONVERSATION**

CANADA'S HEALTH CONVERSATION



Inside the Controversial Concussion Lab That Could Save Football

Why Toronto researchers are questioning the link between the sport and long-term brain damage.
Author: Brett Popplewell

IN 2017, The Walrus looked closely at the state of health care in Canada: the successes, failures, and future possibilities. In a piece on hospital-acquired delirium, Sydney Loney asked whether health care facilities sometimes do more harm than good, and Michael Kirby called on governments to expand psychiatric services.

Our contributors didn't shy away from fraught subjects. At The Walrus Talks in Ottawa, Maureen O'Neil, president of the Canadian Foundation for Healthcare Improvement, questioned whether our outsized love for the health system is preventing us from enacting tough but necessary reforms. Eternity Martis made the case for paid menstrual leave, and in a harrowing feature, Martin Patriquin profiled a family who struggled, in vain, to get psychiatric help for their son, whose violent tendencies were a risk to society.

For the June 2017 issue of the magazine, Sarah Barmak wrote a much-discussed feature on the SageLab in Kingston, Ontario, which seeks to build a better female orgasm by investigating the most complex sexual organ in the human body: the brain. Barmak's article brought national attention to an area of science where Canadian researchers lead the world.



HIGHLIGHTS

The Reality of Facing Cancer

Patients are expected to trust in their strength of character and hope for a miracle. My wife had a different approach.
Author: Paul Adams

Building a Better Female Orgasm

With publicly funded sex research under fire in the United States, Canada is taking the lead in the science of sexuality.
Author: Sarah Barmak

How Canada's Health Care System Helped Create a Killer

Johnathan Townsend's family knew he was a danger. Nobody listened.
Author: Martin Patriquin

The Danger of Putting Youth on Antidepressants

Why medication shouldn't be the default treatment for our kids' mental health.
Author: Patricia Pearson

The Power of Data in Healthcare: Walrus Talk by Huda Idrees in Ottawa

Attacking the Stigma of Mental Illness: Walrus Talk by Michael Kirby in Hamilton

Putting Patients and Families First: Walrus Talk by Maureen O'Neil in Ottawa

Why Is No One Talking About Hospital-Acquired Delirium?

Every year, bad care leaves hundreds of thousands of patients with a devastating mental disorder.
Author: Sydney Loney

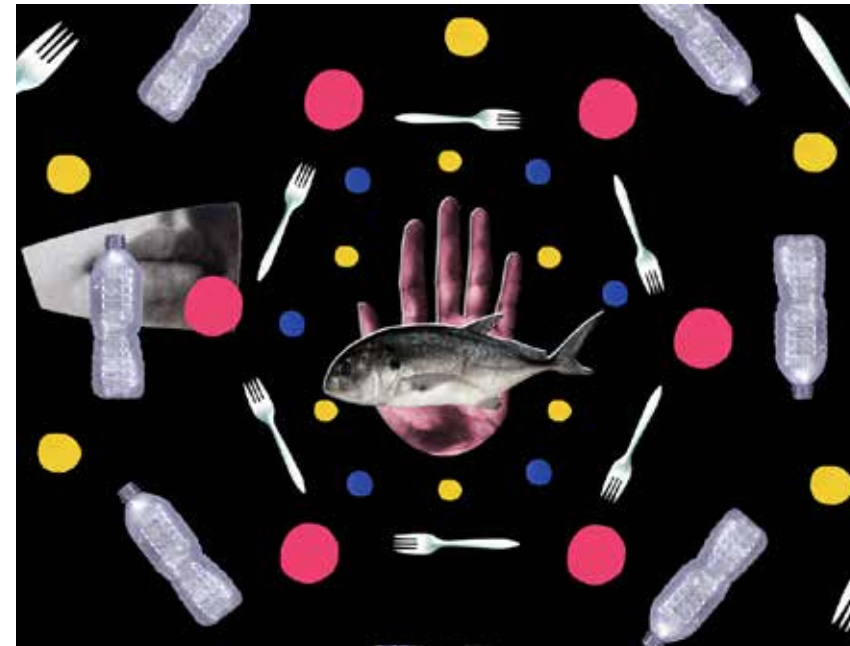
CANADA'S SUSTAINABILITY CONVERSATION

A High-Stakes Land-Use Battle at the Pristine Heart of the Yukon
The territory has been divided for years over mining and conservation. Now the Supreme Court will hear a case that will help determine the future of the Peel River watershed
Author: Rhiannon Russell

IN 2017, The Walrus published eye-opening pieces on sustainability, a topic that encompasses ecology, finance, and infrastructure. On the environmental side, biologist Laura McDonnell made the case against eating fish, whose bodies contain dangerously high levels of plastic. And in a feature on toxic algal blooms in Lake Winnipeg, Mark Mann considered both the environmental perils facing Canada's freshwater ecosystems and the ways in which scientists have resolved such crises in the past.

On the economic side, Raizel Robin showed that many middle-class Canadians are on the brink of insolvency. Tara Henley profiled a young couple who are pushing against this trend: they've developed a lifestyle brand based in frugality.

Our contributors looked to the future. At The Walrus Talks in Hamilton, Sanjay Khanna outlined the difficulties Canada may one day face, from infrastructure damage induced by climate change to unforeseen technological failures, which could be catastrophic in our smart cities. To stave off a crisis, Khanna warned, Canadian engineers and planners must "think more about reparability, ruggedness, and smart design." For Khanna, our quality of life in the decades to come depends on decisions being made today.



HIGHLIGHTS

Meet the Frugal Millennials Planning for Decades of Retirement

At best, their philosophy might change your life. At worst, you'll save lots of money. Author: Tara Henley

Anger and Indifference on Lake Winnipeg

Is the viscous green sludge that coats the water an ecological disaster—or just a nuisance for beachgoers? Author: Mark Mann

Canada's Middle Class is on the Brink of Ruin

Why we'd rather binge on cheap credit than live within our means. Author: Raizel Robin

Looking at Cities with Fresh Eyes

Walrus Talk by Ken Greenberg in Toronto

The Heart of the St. Lawrence:

Walrus Talk by David Helwig in Charlottetown

What if Our Best-Laid Plans Go Awry?

Walrus Talk by Sanjay Khanna in Hamilton

Nature Deficit Disorder:

Walrus Talk by Sheila Watt-Cloutier in Montreal

The Case Against Eating Fish

As a biologist, I know what can happen to seafood before it ends up on our plates. That's why it's not on mine. Author: Laura McDonnell

CANADA'S INDIGENOUS CONVERSATION

Inside the Controversial US Evangelical Movement Targeting Indigenous People

How modern-day apostles
and prophets are waging
spiritual warfare
in the North.
Author: Joel Barde



IN 2017, Canada's sesquicentennial, the topic of settler-Indigenous relations rose to the forefront of the national conversation. During a year of soul-searching, The Walrus writers asked tough but urgent questions. Joel Barde explored the controversial rise of charismatic Christianity in Indigenous communities, and Robert Jago reconsidered the age-old notion that Canada's national parks are pristine wilderness domains, untouched by human habitation. Such sentiments, Jago argued, are incompatible with Indigenous worldviews.

The Walrus writers reflected on the complexities of Indigenous identity. Shannon Webb-Campbell recounted the trauma of having her Qalipu Mi'kmaq status revoked by a government bureaucracy. Melanie Lefebvre and Alicia Elliott argued that Indigenous people must define themselves instead of reverting to colonial labels such as Native American, Aboriginal, or Indian.

At The Walrus Talks in Winnipeg, Cree youth leader Michael Redhead Champagne explained that, while the road to reconciliation won't be easy, the journey itself is vital if the country is to seek collective healing. Such a task, for Champagne, requires buy-in from all Canadians. "When I'm hurting, you're hurting, too," he said.



HIGHLIGHTS

Canada's National Parks are Colonial Crime Scenes

Many Canadians see wilderness as a right of citizenship. But the concept of Canada as a wilderness is unrecognizable to me and to other Indigenous people. Author: Robert Jago

Naming Ourselves Who defines Indigenous identity?

Co-authors: Melanie Lefebvre and Alicia Elliott

The Lost Indigenous Youth of Thunder Bay

In *Seven Fallen Feathers*, Tanya Talaga exposes a northern city's hard truths. Author: Martha Troian

Canada 15000:

Walrus Talk by Alethea Arnaquq-Baril in Iqaluit

Canada's Three Founding Nations:

Walrus Talk by Phil Fontaine in Saskatoon

Indigenous Women and the Story of Canada:

Walrus Talk by Sarah Robinson in Whitehorse

Canada:

A Creation Story:

Walrus Talk by Rebecca Thomas in Halifax

Can the Government Take Away my Indigenous Identity?

With my status under threat, I am revisiting what it means to be a Mi'kmaq writer. Author: Shannon Webb-Campbell

CANADA'S POLITICAL CONVERSATION

Where Is Our Nation-to-Nation Relationship, Mr. Trudeau?

Indigenous voters bet on him to follow through on his promises. Now many of us feel betrayed.
Author: Robert Jago



AT THE Walrus Talks in Winnipeg, Jane Hilderman, Executive Director of Samara Canada, argued that the world is entering a phase of political uncertainty. For the first time in decades, she said, “the number of full democracies [worldwide] is now in decline.”

In 2017, The Walrus contributors considered Canada’s place in this shifting political landscape and recommended ways to strengthen our democratic institutions. Ira Wells called on the NDP to return to its socialist roots. Andrew Coyne suggested a similar back-to-first-principles course for the Conservatives. And Robert Jago, enjoined the Liberals to honour their commitment to equitable, nation-to-nation relations with Indigenous people in Canada.

For Caro Loutfi, Executive Director of Apathy Is Boring, it isn’t just political parties that must seek revitalization; democracy depends on citizen engagement, too. At The Walrus Talks in Montreal, Loutfi outlined her vision of an expanded public sphere, where Canadians debate issues that affect the health of their nation. “Everyone should be capable of talking politics,” she said.



HIGHLIGHTS

Preparing for the End of American Leadership

Canada is ready for a world without the United States as its global superpower. Author: Stephen Marche

How to Save the Conservative Party

The days of conservatism as a revolutionary force are gone. The movement must instead rebuild as an intellectual force—one that can win minds, not just the odd election. Author: Andrew Coyne

Repeal the Indian Act:

Walrus Talk by Douglas Cardinal in Winnipeg

Building Democratic Infrastructure:

Walrus Talk by Jane Hilderman in Winnipeg

A Turning Point for Our Democracy:

Walrus Talk by Caro Loutfi in Montreal

Socialism is Back. Is the NDP Listening?

Instead of fighting for the scraps of the political centre, the left can score a victory by returning to its principles. Author: Ira Wells

CANADA'S INNOVATION CONVERSATION

Rise of the Robots
Automated trucks will transform an industry and put millions out of work. Author: Sharon J. Riley



IN 2017, The Walrus writers explored the complexities of our wired, hyper-connected lives. At The Walrus Talks in Charlottetown, entrepreneur Clifton van der Linden warned Canadians against being passive consumers: “We must all be active participants in how new technologies are adapted and integrated into the fabric of our society.”

Sharon J. Riley considered the threat that self-driving technology poses to the trucking industry. Joshua Oliver questioned whether cryptocurrencies are wise investments. And The Walrus Executive Editor Jessica Johnson profiled Wealthsimple, a tech company that seeks to make asset management accessible and cool.

Our contributors argued that, for technology to be an equalizing force, it must be buttressed by citizen engagement and public investment. In a lively speech at The Walrus Talks in Toronto, political strategist Siri Agrell defended traditional institutions—such as governments, public-service providers, and legacy media outlets—as stabilizing forces in a tech economy that won’t reliably safeguard human welfare. At *thewalrus.ca*, Cam Sylvester argued that, if electric cars are to become ubiquitous in Canada, the government must invest in national infrastructure.

HIGHLIGHTS

Can Wealthsimple Teach Millennials How Not To Be Broke?

Its minimal branding and user-friendly platform replicates the big bank services—without the human contact. Author: Jessica Johnson

The Reason More Canadians Don’t Drive Electric Cars

Without a national charging system, eco vehicles are just fancy toys. Author: Cam Sylvester

We Don’t Need to Reinvent the Tent:
Walrus Talk by Siri Agrell in Toronto

Artificial Intelligence Will Save Lives:
Walrus Talk by Brendan Frey in Ottawa

Technology and the Future of Canada:
Walrus Talk by Clifton van der Linden in Charlottetown



Toss of the Bitcoin
Canadians have poured millions into blockchain, but many don’t know what they’re buying. Author: Joshua Oliver

CANADA'S PLACE-IN-THE-WORLD CONVERSATION

Is Canada Really a Safe Haven?

An influx in claims of asylum from Donald Trump's America forces a Manitoba border town to confront our nation's hypocritical attitudes toward refugees.

Author: Michael Lista



ACCORDING TO THE WALRUS contributor Stephen Marche and his viral essay “This American Carnage,” Canada is now a foremost defender of the global liberal order. In a decade that saw worldwide financial turmoil followed by a surge of populist nativism, Canada was a beacon of tolerance and stability. We can leverage its newfound status toward greater international and moral clout, Marche wrote.

But as Governor General Julie Payette argued at The Walrus Talks in Montreal, this leadership position comes with responsibilities. To aspire to our highest ideals, Payette said, we must reflect on how and when our actions fall short. To that end, The Walrus writer Michael Lista questioned whether Canada's refugee policies are as generous as Canadians make them out to be. Annie Hylton revealed that subsidiaries of Canadian mining companies are responsible for human rights abuses in Guatemala. And Richard Poplak investigated our federally run Export Development Fund, which is implicated in corruption across the developing world.

As a means of building a more just nation, our contributors thought critically about how Canada engages with the international community. As Samantha Nutt, Executive Director of War Child Canada, said at The Walrus Talks in Charlottetown: “No matter how old [our country] gets or how successful, there is room to grow, improve, and make amends.”



HIGHLIGHTS

The Authoritarian Next Door

America is learning what it's like to live without democracy. Where does that leave us? Author: Stephen Marche

How a Federal Agency Helps Finance Some of the World's Most Corrupt Regimes

Export Development Canada has perfected the art of lending billions of taxpayer dollars to scandal-ridden foreign buyers. But its transparency could use some work. Author: Richard Poplak

Could It Happen Here?

Walrus Talk by Michael Adams in Calgary

The World Needs to Hear Our Voice:

Walrus Talk by Tima Kurdi in Toronto

The Sky is Not the Limit:

Walrus Talk by Julie Payette in Montreal

The Policy We Need:

Walrus Talk by Samantha Nutt in Charlottetown

Making Canada a

21st-Century Leader: Walrus Talk by Dani Reiss in Banff

This American Carnage

The inauguration of Donald Trump, the women's march, and the transformation of a country Author: Stephen Marche

CANADA'S IDENTITY CONVERSATION

Dating While Black
What I learned about racism from my online quest for love. Author: Hadiya Roderique

“IF WE DESIRE a better country,” said activist Prasanna Ranganathan at the Walrus Talks in Saskatoon, “it must include all of us, from the first discussion that launches a movement for change to the highest positions of leadership in our land.” For Ranganathan, a productive conversation on diversity and inclusion must be as varied as the nation itself. In 2017, The Walrus did its part to broaden the diversity discourse.

Many of our features were deeply personal. Fatima Syed considered the assimilation pressures that Muslim Canadian women face. Stephen Trumper recounted the daily challenges of navigating his home from a wheelchair. And in a review of author Roxane Gay’s *Hunger*, Lauren Bride contemplated the difficulties of living in an “unruly” body that doesn’t conform to notions of idealized femininity.

In her much-lauded cover story for the March 2017 issue of The Walrus, Hadiya Roderique reflected on her experiences as a Black woman in a dating scene that favours white beauty. To better understand Canadians’ romantic preferences, Roderique created two dating profiles for herself: one featured her photograph, while the other had a photograph of a white friend. Her experiment offers sobering insights into how racial bias plays out in the lives of Canadians, even when they’re pursuing love. This groundbreaking feature received three nominations for the 2018 National Magazine Awards.



HIGHLIGHTS

Living In Between Fat and Thin

In a society where size means everything, we are constantly negotiating to fit in. Author: Lauren Bride

How Conjoined Twins Are Making Scientists Question the Concept of Self

A new documentary asks what it means to share your consciousness. Author: Michael Harris

Wheelchair Parkour

When you live with a serious disability, your own home becomes an obstacle course. Author: Stephen Trumper

The Othering of Neighbourhoods:

Walrus Talk by Mustafa Ahmed in Surrey

Stop Trying to Fix Disability:

Walrus Talk by Molly Burke in London

Racism is a Distraction:

Walrus Talk by Azeezah Kanji in Winnipeg

Let’s Ruin Some Dinner Parties:

Walrus Talk by Julie S. Lalonde in Ottawa

Post-Poster:

Inclusion in Action:
Walrus Talk by Prasanna Ranganathan in Saskatoon

I’m Not Your Kind of Muslim

Growing up, Western culture told me I could only fit in by abandoning my values. I’ve since stopped apologizing for practicing my faith in my own way. Author: Fatima Syed

CANADA'S ARTS CONVERSATION



How One Translator Brought Quebec's Greatest Authors to English Canada

For Sheila Fischman, translation represents the hope that our country's fractured identity can be healed by understanding how others see the world. Author: Derek Webster

A THRIVING ARTS SCENE needs a robust critical community. Last year in the pages of *The Walrus* magazine, Caoimhe Morgan-Feir explored the genre-defying work of Vancouver artist Geoffrey Farmer. Derek Webster profiled Sheila Fischman, the translator who almost singlehandedly brought Québécois poetry to an Anglo-Canadian audience. And Heather Igloliorte profiled a new generation of Nunatsiavut artists who deserve global recognition. Meanwhile, at The Walrus Talks in Winnipeg, playwright Jordan Tannahill explained how theatre in Canada can be a bulwark against authoritarianism.

In addition to criticism, *The Walrus* ran original work from Canadian illustrators and photographers, including Sara Hylton's National Magazine Award-nominated photo essay "Portraits of Resistance," depicting Indigenous women whose loved ones have disappeared. *The Walrus* also continued to publish writing from the nation's finest poets and authors, including Alix Ohlin, George Elliott Clarke, and Jillian Tamaki. "Will there be a Canadian literature in fifty years?" Margaret Atwood asked at The Walrus Talks in Toronto. If the strength of the fiction, poetry, and criticism published by *The Walrus* is any indication, the answer is a resounding yes.



HIGHLIGHTS

The Rise of Nunatsiavut Art
After decades of being perceived as "inauthentic," it's time for Labrador Inuit artists to receive the recognition they deserve. Author: Heather Igloliorte

The Movie That Shocked Canada
Fifty years ago, *Miracles in Modern Medicine* brought the uncensored human body to the big screen—and into popular culture. Author: Simon Lewsen

How One Artist Is Redefining the Exhibition Space
Geoffrey Farmer transforms rooms into new worlds for his installation projects. Author: Caoimhe Morgan-Feir

The Next Fifty Years of Canadian Writing:
Walrus Talk by Margaret Atwood in Toronto

Step out of Your Cultural Comfort Zone:
Walrus Talk by Molly Johnson in Halifax

Creativity Is a Gift:
Walrus Talk by Freeman Patterson in Fredericton

Art Against Tyranny:
Walrus Talk by Jordan Tannahill in Winnipeg

The Age of Creativity
My father is a remarkable painter. And he's done some of his best work in his eighties. Author: Emily Urquhart

THE WALRUS EDITORIAL FELLOWSHIP PROGRAM

THE WALRUS Editorial Fellowship Program reduces barriers for future employment by offering promising young editors the opportunity to work with skilled professionals, by providing introductions to those in the sector, and by helping to develop a strong portfolio of published work. The fellows work closely with our editorial team for six months, participating in every part of the publication process. To date, over one hundred fellows have graduated from the program, and over seventy percent have gone on to distinguished careers in Canadian and international media organizations including the CBC, the *National Post*, *Torontoist*, *Toronto Life*, the *Globe and Mail*, and *The New Yorker*.

The Walrus trained six aspiring journalists in 2017, thanks to the generosity of The Chawkers

Foundation, Lucille and Urban Joseph, Jim and Sandra Pitblado, and Donald Bainbridge.

“We support transformational opportunities for young people. To us, The Walrus Editorial Fellowship Program is not only an investment in young journalists, it is an investment in the future of high-calibre journalism in Canada.”

Lucille Joseph and Urban Joseph, OC

“My time at The Walrus was invaluable to my career in the magazine publishing industry. Interacting with staff and with many of Canada’s award-winning journalists confirmed for me the value of words and the responsibility editors have. I am grateful for all the knowledge and opportunities The Walrus Editorial Fellowship gave me, and for the support The Walrus continues to extend.”

Sheima Benembarek, former Joseph Fellow in the Walrus Editorial Fellowship Program



THE ALLAN SLAIGHT PRIZE FOR JOURNALISM



Jessica Johnson,
Brett Popplewell and
Emmanuelle Gattuso

THE WALRUS and the Slaight Family Foundation are delighted to announce a new prize to celebrate journalistic achievements by writers in The Walrus. The prize supports journalists in pursuing compelling stories of social import.

The inaugural \$10,000 Allan Slaight Prize for Journalism has been awarded to Brett Popplewell for his story “Head Games,” an investigative feature about the world’s two leading concussion labs fighting over the link between football and long-term brain damage.

“I’m both humbled and honoured to receive this award,” says Popplewell. “It is a privilege to work on stories of this depth and to be published alongside so many other journalists whom I admire. I am thankful to The Walrus and to The Slaight Family Foundation for continuing to support long-form journalism.”

The shortlisted stories for the 2017 Allan Slaight Prize for Journalism were:

- “Peace be Upon You” by Nadim Roberts (January 2017)
- “Dating While Black” by Hadiya Roderique (March 2017)
- “Forced Confessions” by Ben Travers (May 2017)
- “Pleasure Principal” by Sarah Barmak (June 2017)
- “The Gritter” by Michael Lista (June 2017)
- “Head Games” by Brett Popplewell (September 2017)
- “Second Coming” by Joel Barde (November 2017)
- “Overhauled” by Sharon J. Riley (December 2017)
- “Old Masters” by Emily Urquhart (December 2017)
- “Finding the Right Words” by Derek Webster (December 2017)

The Walrus gratefully acknowledges The Slaight Family Foundation for their leadership in establishing this prize, and their support of our work through the Allan Slaight Writers’ Fund since 2009.

Allan Slaight is one of Canada’s pre-eminent entrepreneurs and philanthropists. As a former radio news director, Allan is pleased to support serious journalism at The Walrus.



THE WALRUS REACH

OUR BUSINESS success in 2017 allowed us to invest more heavily in editorial content. Now publishing weekly content at *thewalrus.ca*, our operations are virtually unrecognizable from the days when we published only ten print issues a year. As a result, not only is the size of our audience growing, but engagement levels are high, and the average time spent reading per page is three times longer than the industry norm. And, our subscriber renewal rate of 87% has never been higher.

IN 2017

- **200,000** Canadians read The Walrus in print
- **3,600,000** readers explored independent, fact-based journalism at *thewalrus.ca*
- **462** pieces of journalism were published
- **21** poems, **12** pieces of fiction, and **185** pieces of original artwork were featured
- **1** Canada's Best General Interest Magazine was won
- **192** Talkers in **24** cities and **13** provinces and territories sparked essential conversations, and hundreds of thousands of people watched them
- **23** sponsors supported our work
- **19** community activities were sponsored by The Walrus
- **6** Walrus Fellows were trained in our Editorial Fellowship Program
- **7** of interns and summer students joined our efforts
- **1,500** people supported the Canadian Conversation through philanthropic donations to The Walrus



THE WALRUS SUPPORTERS

The Walrus is eternally grateful for the continued generosity of our founding donor, The Chawkers Foundation.

The Walrus proudly recognizes the contribution of the Slaight Family Foundation, creator of the Allan Slaight Writers' Fund.

Emerging artists at The Walrus are generously supported by the RBC Emerging Artists Project, and poetry at The Walrus is generously supported by the Hal Jackman Foundation.

We acknowledge support from the Government of Canada, the Ontario Media Development Corporation, and the Ontario Arts Council.

The 1,500 Donors who supported our work in 2017 are recognized in the April 2018 issue of The Walrus

OPTIMISTIC CANADIANS

The Walrus salutes these community leaders who have made substantial multi-year commitments. Their commitments allow us to plan on a longer horizon and execute projects in an environment designed for success rather than survival.

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ORDER OF THE WALRUS

This designation recognizes outstanding transformative one-time gifts to The Walrus that help accomplish major editorial projects that would not otherwise be possible. This special two-year capacity-building campaign, launched in Canada's sesquicentennial year, celebrates a commitment from donors to our idea of a better Canada.

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Diane Blake and Stephen Smith
Ira Gluskin and Maxine Granovsky Gluskin
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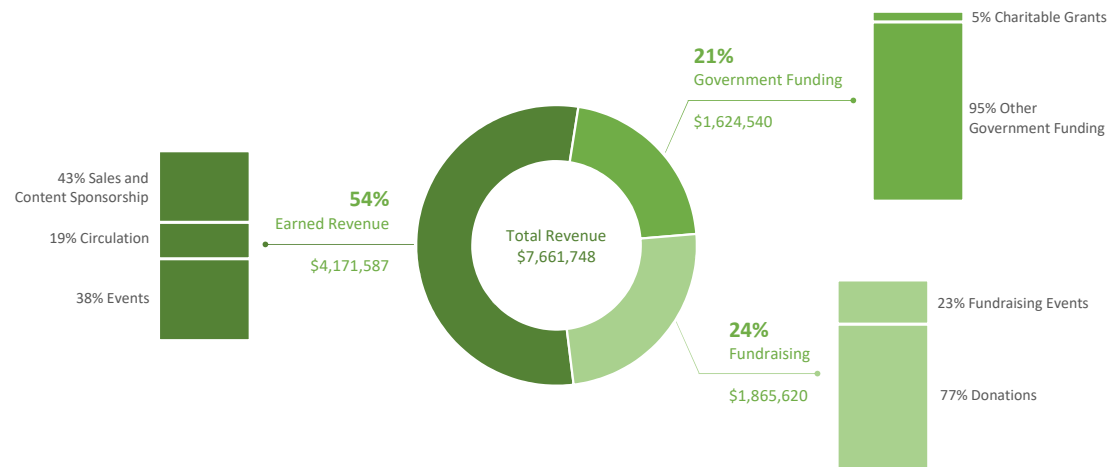
Donald K. Johnson

"When our family wanted to honour and advance my father's intellectual passions, The Walrus made a proposal for generating content that would be meaningful to his rich legacy. As a keen thinker, researcher and innovator, my father would have been tickled, annoyed and argumentative about the outcome of our donation. But above all, he would be pleased to see the quality and creativity of discussion."

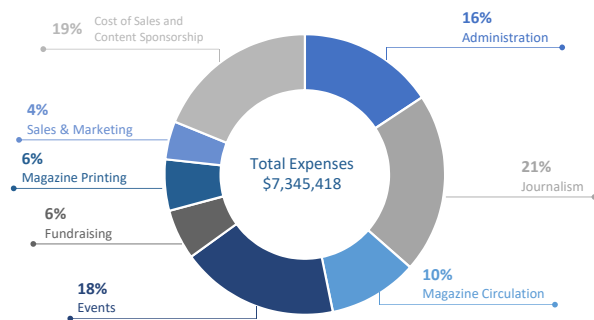
Chethan Lakshman, Optimistic Canadian

THE WALRUS 2017 FINANCIALS

REVENUE



EXPENSES



THE WALRUS LAB

THE WALRUS LAB works with external clients to create client-branded awards, prizes, events, tours, supplements, digital platforms, podcasts, and more. The Workshop is based at The Walrus in Toronto, serving Canadian clients from coast to coast to coast. Significant projects to date include the Lieutenant Governor’s Visionaries Prize, the Amazon Canada First Novel Award, and the Governor General’s Literary Awards. With these projects we brought broad audiences—people ranging from literary critics to start-up-sector ingénues to policy wonks—out to celebrate and spur conversation around excellence in their fields, and succeeded in enhancing our client’s brands and furthering their specific goals.

The Lieutenant Governor’s Visionaries Prize

An Ontario150 Signature Initiative launched to celebrate Canada’s sesquicentennial, the Lieutenant Governor’s Visionaries Prize. The prize was established to give Ontario’s most creative thinkers a forum for tackling the challenges that Ontarians and Canadians will face over the next fifty years—and to give them a chance to present their solutions in front of a panel of the province’s thought leaders.

Thousands of Ontarians from across the province submitted ideas in six categories: Reconciliation, Governance, Inclusive Prosperity, Environmental Stewardship, Social Cohesion, and Scientific and Technological Innovation. In October 2017, the finalists in each category

presented their ideas to the Lieutenant Governor, a jury, and a live audience at public events in six cities across Ontario.

Amazon Canada First Novel Award

The Amazon Canada First Novel Award, co-presented with The Walrus, recognizes the outstanding achievement of a Canadian first-time novelist. In 2017 the winner of the Amazon Canada First Novel Award was Katherena Vermette for her book *The Break*, and the 2018 winner will be announced in May, 2018.

A new category, the Youth Author Short Fiction Award, was added when the 2018 prize opened for submissions in the fall of 2017.

Governor General’s Literary Awards

The Governor General’s Literary Awards have had a long-standing promotional partnership with The Walrus to help raise the profile of Canadian literature nationally and internationally. The 2017 partnership comprised an advertising campaign as well as sponsored content focused on the art of storytelling in various aspects: telling stories to children, re-telling stories in a new language, and giving voice to untold stories.

Other Clients

Canadian Canoe Museum	Lieutenant Governor of Ontario
Community Foundation of Canada	National Trust for Canada
Concordia Reading Room	Nature Conservancy of Canada
Jordan Tourism	REEL Canada

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