

Bayshore Broadcasting Accessibility Plan (Simplified)

Progress Report – May 28, 2025

Introduction

Bayshore Broadcasting is committed to helping Canada become barrier-free by 2040.

We know people connect with our content in different ways. We are working to make sure our content and operations are accessible to everyone.

Our goal is to be a leader in accessibility among Canadian media organizations. Accessibility is an ongoing process, and this report shares our progress since we published our first Accessibility Plan in 2024.

This progress report was written with more detail, and then rewritten for clarity and simplicity in keeping with the expectations of the ACA. To read the more detailed version of the report, visit www.bayshorebroadcasting.ca/accessibility

Feedback on Accessibility at Bayshore

We welcome feedback from anyone, including listeners, staff, or members of the public, about accessibility at Bayshore.

People can share feedback by contacting our Human Resources Director:

- Email: accessibility@bayshorebroadcasting.ca
- Phone: 519-376-2030
- Mail or In-person:
PO Box 280, 270 9th Street East
Owen Sound, ON
N4K 5P5
- Online: www.bayshorebroadcasting.ca/accessibility

All personal information will be kept private unless the person gives consent to share it.

Progress Update

Employment

- All employees must read and acknowledge our Accessibility policies. As of June 1, 2024, this also includes our published Accessibility Plan.
- Job postings include a statement about our commitment to hiring people from diverse backgrounds and with different abilities.
- During performance reviews, supervisors now ask employees if any barriers are affecting their work.
- We've subscribed to Citation Canada, a human resources platform that includes training on accessibility and disability awareness. We plan to roll out these training sessions over the next year.

The Built Environment

- We are reviewing our buildings to find and fix physical barriers.
- One location will get a renovated washroom that combines two small restrooms into one larger, accessible, gender-neutral washroom.
- We've added new software and hardware to support remote work and broadcasting. These tools help people with physical disabilities work or participate in our programming from anywhere.
- We're also redesigning our oldest on-air studio as part of our transition of 560 CFOS to 89.3 FM in summer 2025. Accessibility is a top priority in this renovation.

Information and Communication Technologies (ICTs)

- We continue to work with our web provider, SoCast, to improve the accessibility of our websites.
- A new website is being developed for 89.3 CFOS FM. We're committed to making it our most accessible site yet.
- In early 2026, we'll review our web hosting options. If SoCast no longer meets our accessibility needs, we'll explore switching providers. Otherwise, we'll plan updates for all sites on the SoCast platform by the end of 2026.
- We've looked for a third-party accessibility consultant but haven't yet found a group experienced with broadcasting. This search will continue in the next year.

Communication other than ICTs

- We continue to offer accessible formats and communication supports for employees, job applicants, and members of the public.
- New AI tools are helping us transcribe audio content like news and podcasts. We hope to make transcriptions available automatically in the future.

Procurement of goods, services, and facilities

- We consider accessibility in all purchases and renovations.
- Accessibility is central to the design of our new studio renovation project.

Design and delivery of programs and services

- We regularly ask for public feedback—on air and online—about accessibility barriers in our content and services.

- We make sure accessibility and diversity are reflected in our news, entertainment, and ads. Managers are encouraged to include accessibility-focused content in our programming.

Transportation

- Most Bayshore staff don't need to travel for their jobs. When travel is required, we provide accessible transportation if needed.
- In 2026, we hope to convert one of our vans into a mobile studio. This would make it easier for people with physical disabilities to join in-person broadcasts in their community.

How were persons with disabilities consulted in the preparation of this progress report?

- We invite feedback through on-air campaigns, our websites, and other channels.
- Anyone with a disability—whether an employee, listener, or community member—is encouraged to share ideas to help us improve accessibility.
- Feedback can be submitted anonymously or with a name, by phone, email, mail, or in person.
- During National AccessAbility Week (May 25–31, 2025), we are airing messages inviting feedback on our plan.
- On June 21, 2025, we're taking part in "Doors Open" in Owen Sound. Visitors will be able to tour our studios and offer feedback in person.
- We also value our ongoing relationships with organizations that serve people with disabilities, including:
 - The REACH Centre Grey/Bruce and The Journey Centre of Grey
 - Home and Community Support Services, Owen Sound
 - Breaking Down Barriers (Simcoe, Grey, Bruce)
 - Community Living, South Muskoka
 - And many others

How was feedback received by Bayshore through its feedback process and how was that feedback taken into consideration?

Since our Accessibility Plan was published on June 1, 2024, we have not received any specific feedback from people with disabilities or disability organizations.

Any future feedback we receive will be shared with our senior management team, which meets twice weekly, and will be reviewed and addressed promptly.

Summary and Looking Ahead

Bayshore Broadcasting remains committed to building a more accessible and inclusive environment for our staff, listeners, and community partners.

As a local media company, we understand our role in representing and supporting people with disabilities—not only in our workplaces and services, but in the stories we tell.

We're proud of the progress we've made this year and look forward to more improvements in 2025 and 2026. The launch of 89.3 CFOS FM gives us a great opportunity to keep Accessibility at the heart of everything we do.