

Bayshore Broadcasting Accessibility Plan

Progress Report – May 28, 2025

1. Introduction

Bayshore Broadcasting is committed to the realization of a Canada without barriers by 2040.

We recognize that people interact with our content in different ways, and we are actively engaged in making our content and operations accessible.

We aim to be a media organization that is a market leader in accessibility. We understand that Accessibility is an ongoing process, and this update will speak to developments that have taken place since we published our Accessibility Plan in 2024.

2. Feedback on Accessibility with Bayshore

Bayshore continues to welcome feedback on its Accessibility policies and plans from all persons, regardless of their relationship with our organization.

The person responsible for receiving feedback on our accessibility plans and any barriers encountered is Bayshore's Human Resources director.

They can be reached:

- By email: accessibility@bayshorebroadcasting.ca
- By phone: 519-376-2030
- In person or by mail:
PO Box 280, 270 9th Street East
Owen Sound, ON
N4K 5P5
- Or, through a form on our website: www.bayshorebroadcasting.ca/accessibility

*The personal information of anyone who provides feedback will remain confidential unless that person consents to the disclosure of their personal information.

3. Progress Update

A. Update on Policies, programs, practices and services in relation to the identification and removal of barriers, and the prevention of new barriers

Employment

All Bayshore employees are required to have read and acknowledge that they have read and understood the company's Accessibility policies, and as of June 1st 2024, that requirement now includes our published Accessibility Plan.

We continue to include language describing our commitment to hiring a diverse workforce in all job postings, and welcome applications from all backgrounds and abilities.

During personnel reviews, supervisors are now expected to consult with employees on whether there are any barriers that are preventing that employee from being able to perform their job to the best of their abilities (either new or ongoing).

Bayshore has also subscribed to a new HR service, Citation Canada, to gain access to a wide variety of training modules and other HR support resources for management and staff. Included in these modules are sessions providing information and training for staff on Accessibility, working with persons with disabilities, and related fields. We intend to push various training modules to staff on this subject and others in the next 12 months.

The Built Environment

Bayshore continues to review its facilities with the goal of identifying and removing barriers that may prevent people with disabilities from engaging with, participating in, or working for the company's operations.

Among the barriers identified is a washroom facility in one of our buildings that we plan to remodel to better accommodate persons with physical disabilities, by merging a smaller male and female washroom into one larger gender-neutral washroom.

We have also made substantial progress in implementing a new software and computer hardware tools for remote work, remote broadcasting, and flexible recording options. All of these tools make it easier for persons with physical disabilities to perform work for Bayshore or participate in its radio programming without having to navigate physical barriers at, or on the way to, any of Bayshore's facilities.

Bayshore is also preparing to renovate its oldest on-air studio in preparation for the transition of its single AM station, 560 CFOS, to the FM dial in late-summer 2025.

Accessibility has remained a top consideration in the design of this new studio, and we expect that the remodel will remove some physical barriers that hosts or guests may have encountered in the past.

Information and Communication Technologies (ICTs)

Bayshore continues to engage its website platform provider, SoCast, on improvements to the platform's Accessibility features.

In preparation for the transition of 560 CFOS to the FM dial in late-summer 2025, a new website will be built for the new 89.3 CFOS FM. The new site will be built on SoCast's platform, and every effort will be made to ensure that it is the most Accessible website Bayshore has published to date.

In early 2026, we intend to review our web hosting platform and consider whether it remains the best option for our needs, including our obligations to Accessibility. If we determine another provider better serves those needs, we will consider migrating later in 2026. If not, we will plan a refresh/update for all of Bayshore's current websites on the SoCast platform by the end of 2026.

We have sought a third-party accessibility consultant to assist in ensuring our websites are fully WCAG Level AA compliant, but have had difficulty identifying and selecting an organization that is well suited to a broadcaster/journalistic outlet. This effort will continue in the coming 12 months.

Communication other than ICTs

Bayshore continues to provide or arrange for accessible formats and communication supports for any employees, applicants, or persons accessing the company's goods or services.

In particular, new AI tools are making the transcription of recorded audio (i.e. newscasts, podcasts) a more straightforward process that can be more easily facilitated when requested. In the coming year, we hope to explore ways to automate this process entirely, so that audio transcriptions are always available on demand for any of our published audio.

Procurement of goods, services, and facilities

As Bayshore Broadcasting procures goods and services for its operations, and examines additions or changes to its facilities, we continue to consider Accessibility at all times.

The studio renovation project noted above, for example, has Accessibility improvements at its core.

Design and delivery of programs and services

Bayshore continues to solicit feedback from its audiences, through on-air campaigns and messages on our digital services, on any barriers that persons with disabilities may encounter in the course of consuming our content. As noted in the introduction to this report, we recognize that feedback is not a one-time engagement – we are committed to regular and ongoing campaigns to encourage input and feedback on Accessibility.

We also remain committed to ensuring Accessibility and Diversity are reflected in our news and editorial content, entertainment content, and advertising content. Managers and supervisors are instructed to encourage the inclusion of relevant Accessibility stories and information in our content creation process, as described in our Accessibility Plan.

Transportation

Bayshore's employees are not generally required or expected to travel to do their jobs. In situations where an employee must travel away from their main office, Bayshore will ensure accessible transportation services are available for individuals with a disability, if applicable.

A new initiative Bayshore is exploring for 2026 is to outfit one of our station vehicles, a cargo van, to include an operating mobile studio. This would allow us to facilitate live, interactive broadcasts in the community with greater ease, therefore improving access to programming and personalities for persons who may have difficulty reaching our facilities due to a physical disability.

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

Bayshore solicits feedback from its audiences, customers, and employees, through on-air campaigns and messages on our digital services, on any barriers that persons with disabilities may encounter in the course of consuming our content, using our services or facilities, or working for the company.

A disabled person in any of those groups is strongly encouraged to share their thoughts, concerns, and ideas on how Accessibility can be improved at Bayshore in any way. Input

is welcomed either anonymously or named, through a variety of methods – electronic, by phone, by mail, or in person.

During National AccessAbility Week, May 25th-31st 2025, Bayshore is renewing an on-air campaign of promotional messages to encourage our audience to read and comment on our accessibility plan.

On June 21st 2025, Bayshore will be participating in “Doors Open,” an initiative in the City of Owen Sound to welcome members of the public into businesses and other operations that they might not normally be able to see. During this event, listeners and other members of the public will be invited to visit and tour our offices and studios. During this event, we plan to invite feedback on our Accessibility Plan from visitors as they explore our facility.

Bayshore also continues to value as clients or community partners a number of organizations that work with disabled persons in our various markets, including:

- The REACH Centre Grey/Bruce, and The Journey Centre of Grey, both of which provide programming for individuals with an intellectual or developmental disability.
- Home and Community Support Services, Owen Sound, which empowers individuals, often elderly, who may have physical mobility or cognitive challenges navigate day-to-day life.
- Breaking Down Barriers, Simcoe/Grey/Bruce, which provides supports, services and programs to enhance the opportunity for people with diverse disabilities to live independently in the communities of South Georgian Bay, Simcoe, Grey and Bruce Counties including the cities of Orillia and Barrie.
- Community Living, South Muskoka, which works to build independence, foster inclusion, and empower people living with a developmental disability across their lifespan.

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

Since the publication of Bayshore’s Accessibility Plan on June 1, 2024, no notable pieces of feedback or commentary has been received from a disabled person or representatives of the disabled community.

Bayshore’s senior management team now meets twice weekly to address matters of importance to the company, and any feedback or concerns raised about Accessibility will be brought to this meeting by the person responsible for receiving such feedback, and addressed.

4. Progress Summary and Conclusion

Bayshore Broadcasting remains committed to our goal of ensuring that we are creating a welcoming, inclusive and accessible environment and community for our employees, our listeners, and our advertisers.

As a prominent media organization in the community, Bayshore has an obligation to recognize and reflect disability not only within the workplace and interactions with employees and customers, but within the broader community of our listeners.

We are proud of the progress we have made to address and remove barriers this year, and look forward to taking more steps forward in 2025-26. The conversion of 560 CFOS to 89.3 CFOS FM has given us an opportunity to engage our staff and other stakeholders on all aspects of the radio station's operation and brand, including Accessibility, and we are pleased with the ideas that have been generated from that process.