

# Accessibility Plan

June 2024



## **GENERAL**

Maritime Broadcasting System Limited (MBS), is a Maritime owned and operated radio and digital media company, with 24 radio stations across Nova Scotia, New Brunswick, and Prince Edward Island. Our portfolio includes on-air advertising, live on-location broadcasts, digital platforms, strategic event promotion, and creative marketing solutions.

MBS is committed to providing a barrier-free environment for all individuals, including clients, employees, job applicants, suppliers, and visitors who enter our premises across the Maritimes, who access information we provide, and who use our products and services. We continuously strive to identify, remove, and prevent barriers, to ensure full and equal participation in society for persons with disabilities.

## **FEEDBACK**

To provide feedback about accessibility barriers you may encounter at any of our locations, or to provide feedback on our accessibility plan, please contact us as follows:

Mail: 90 Lovett Lake Court, Suite 101

Halifax, Nova Scotia, B3S 0H6

Attn: Alexa Doyle

Phone: 902- 425-1225 extension 1213

Email: [alexa.doyle@mbsradio.com](mailto:alexa.doyle@mbsradio.com)

Feedback may be provided anonymously.

MBS will acknowledge receipt of all feedback other than if anonymous.

MBS will ensure that personal information will remain confidential unless consent is obtained.

## **OUR ACCESSIBILITY PLAN**

MBS has prepared this Accessibility Plan in response to the Accessible Canada Act and the Accessible Canada Regulations. We have developed this Accessibility Plan to help make our workplaces, information, and services more accessible for persons with disabilities.

This is a dynamic document that reflects our ongoing efforts to address barriers and enhance accessibility across various aspects of our operations. It serves as a roadmap for continuous improvement and guides our decision-making processes to ensure that accessibility considerations are integrated into all facets of our business. We will report on our progress annually and review and develop a new plan for 2026.

## **DEFINITIONS**

**Disability:** Any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment—or a functional limitation—whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a barrier, hinders a person’s full and equal participation in society.

**Barrier:** Anything—including anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice—that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation.

## **OUR ACCESSIBILITY GOALS**

We will review our job posting protocol to ensure there are no barriers for persons with disabilities.

We will review our physical locations to see how access can be improved for persons with disabilities to allow independent access our radio stations.

We will review our communication methods to find ways to improve the accessibility of the material by persons with disabilities.

We will review our radio station websites to make them more accessible for persons with disabilities.

We will review our purchasing practices to ensure that new products purchased are accessible to persons with disabilities.

## **Areas described under Section 5 of the ACA**

### **Employment**

In alignment with the Accessible Canada Act, MBS is committed to fostering an inclusive and accessible workplace environment. We ensure compliance with the Act and oversee initiatives to promote diversity, equity, and accessibility within our workforce.

When seeking appropriate candidates for employment opportunities, we explicitly specify our commitment to providing a fair and equitable work environment. Our job postings encourage applications from qualified individuals, including women, visible minorities, Indigenous peoples, and persons with disabilities. We believe in the value of diversity and actively seek to attract and retain talent from diverse backgrounds, ensuring that our workforce reflects the richness of the communities we serve.

Our goal is to foster a culture of diversity, equity, and inclusion where all employees feel valued, respected, and empowered to contribute their unique perspectives and talents to our organization's success. We recognize that diversity is a strength and are committed to creating opportunities for all individuals to thrive and succeed within our organization.

### **Built Environment**

Our commitment to accessibility extends beyond policies and practices to include the physical spaces within Maritime Broadcasting System Limited. We recognize

the importance of creating a built environment that is inclusive and barrier-free for all individuals, regardless of their abilities or mobility limitations.

To ensure the accessibility of our built environment, we seek input from our staff, listeners, and clients to identify potential barriers within our premises and develop strategies to address them effectively.

Our goal is to create an environment where everyone can navigate our facilities safely and independently.

By proactively addressing barriers within our built environment, we strive to create an inclusive workplace where all individuals feel welcome and valued. We are committed to ongoing improvement and will continue to work collaboratively to ensure that our premises are accessible to everyone.

### **Information and Communication Technologies (ICT)**

At Maritime Broadcasting System Limited, we recognize the pivotal role that information and communication technologies (ICT) play in facilitating accessibility and inclusion for individuals with disabilities. We are committed to ensuring that our digital platforms and services are accessible to all users, regardless of their abilities or technological limitations.

**Website Accessibility:** We have taken proactive measures to ensure that our website is accessible to individuals with disabilities. This includes following the web accessibility standards such as the Web Content Accessibility Guidelines (WCAG) and implementing features such as keyboard navigation options, and resizable text. We regularly monitor and evaluate the accessibility of our website to identify areas for improvement and make necessary updates accordingly.

**Digital Content:** We are committed to ensuring that all digital content produced by Maritime Broadcasting System Limited is accessible to individuals with disabilities. This includes providing captions for videos when available. We work closely with our content creators to integrate accessibility best practices into their workflow and provide training on accessible content creation where necessary.

By prioritizing accessibility in our ICT initiatives, we aim to create a digital environment that is inclusive and accessible to all users. We are committed to

ongoing improvement and will continue to ensure that our digital platforms meet the diverse needs of our audience.

### **Communication other than ICT**

As a broadcasting company, our main source of communicating our information is by ICT, but we seek input on our other types of communication. Our goal is to ensure accessibility in verbal and signage communications.

### **Procurement Processes**

MBS is committed to ensuring that our procurement processes are conducted in a manner that promotes accessibility and inclusivity. We recognize that the goods, services, and facilities we procure play a significant role in shaping the accessibility of our organization and the experiences of our stakeholders. As such, we are dedicated to identifying and eliminating barriers within our procurement practices to ensure equitable access for individuals with disabilities.

### **Design and Delivery of Programs and Advertising Services**

At MBS, we are dedicated to ensuring that our radio programs, online features, and advertising services are designed and delivered in a manner that promotes accessibility and inclusivity for all individuals, including those with disabilities. We recognize the importance of providing accessible content and services to our audience, and we are committed to identifying and eliminating barriers within our design and delivery processes to ensure equitable access for individuals of all abilities.

### **Transportation Considerations**

MBS is committed to ensuring that transportation considerations are addressed in a manner that promotes accessibility and inclusivity for all individuals, including those with disabilities. We recognize that transportation plays a vital role in facilitating access to our facilities and services, and we are dedicated to identifying and eliminating barriers within our transportation practices to ensure equitable access for individuals of all abilities.

## **CONSULTATIONS**

Since June 2023 we have an “Accessibility” tab on our corporate website, and are welcoming and encouraging feedback from our listeners, clients, employees, and community members regarding our accessibility initiatives and any barriers encountered by individuals with disabilities. We recognize that feedback is essential for identifying areas for improvement and ensuring that our accessibility efforts are effective and responsive.

At Maritime Broadcasting System Limited, we firmly believe in and support the principles outlined in the Accessible Canada Act. We are committed to creating an equitable and accessible company that advances our core purpose: to make our communities better. Accessibility is not just a legal obligation for us; it is a fundamental value that guides our actions and decisions in all aspects of our operations. This policy reflects our commitment to accessibility and will guide our ongoing efforts to create an inclusive environment for all individuals.