

# Accessibility Plan Progress Report

June 2025



## **GENERAL**

Maritime Broadcasting System Limited (MBS), is a Maritime owned and operated radio and digital media company, with 29 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.

We have prepared this progress report to meet MBS Radio's obligations under the Accessible Canada Act (ACA) and the Accessible Canada Regulations (ACR). This report provides updates on the progress our company has made in implementing its accessibility plan.

## **FEEDBACK PROCESS**

### How to provide 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: Corinne Crockett  
Accessibility Manager

Phone : 902-425 1225, extension 1272  
Email : [corinne.crockett@mbsradio.com](mailto:corinne.crockett@mbsradio.com)

Feedback may be provided on an anonymous basis if so desired.  
MBS will acknowledge receipt of all feedback other than if anonymous.

#### How to request alternate formats:

You can also contact us to ask for a copy of our accessibility plan and our feedback process description in these alternate formats: print, large print, Braille, audio or an electronic format that is compatible with adaptive technologies intended to assist persons with disabilities. We will provide the format requested as soon as possible. Braille and audio formats may take up to 45 days while print, large print and electronic formats may take up to 20 days.

The MBS Accessibility plan is available on-line at:

<https://www.mbsradio.com/accessibility/>

We will use feedback, when deemed relevant, to act accordingly. We may also use this for our next progress report and our next accessibility plan.

#### **FEEDBACK**

In the past 12 months, MBS has not received any feedback regarding its accessibility plan.

The company is determined to ensure all management and personnel are continuously aware of our plan and our obligations.

With the recent acquisition of 5 radio stations from Bell Media (CKTY-FM and CKTO-FM Truro, CKBC-FM Bathurst, CJCJ-FM Woodstock and CIKX-FM Grand Falls), we will initiate training programs for our new employees and management.

MBS completed a thorough evaluation of these radio stations regarding accessibility. As a result, we are renovating our Truro facilities to meet barrier-free standards on the first floor of the building. Additionally, a new wheelchair ramp is being installed in these facilities.

#### **CONSULTATIONS**

The company has not yet completed any formal consultations with persons with disabilities or their organizations.

As part of our on-going evolution, we firmly believe that knowledge is power, and it is our intent to initiate consultations with selected organizations to ensure we are meeting and exceeding expectations. The results of these consultations will be included in our next update.

## **SECTION 5 OF THE ACCESSIBLE CANADA ACT**

### **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.

We are in the process of reviewing our job posting protocol to ensure there are no barriers for persons with disabilities.

### **THE 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.

Included earlier in this progress report, we are renovating our Truro facilities to remove barriers along with installing a new wheelchair ramp.

### **INFORMATION & COMMUNICATION TECHNOLOGIES**

Digital Content: We remain 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 continued 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.

New training modules are being developed for all front-line staff on serving clients with communication disabilities.

## **PROCUREMENT OF GOODS, SERVICES AND FACILITIES**

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.

To date, we have encountered no issues.

## **DESIGN AND DELIVERY OF PROGRAMS & ADVERTISING SERVICES**

We will continue to be mindful in ensuring 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.

## **TRANSPORTATION**

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.

## CONCLUSION

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.

We will continue to monitor and measure our progress. We will publish another progress report on the evolution of our current accessibility plan, following which a new accessibility plan may be published.