



# ZOOMERMEDIA LIMITED

Accessibility Plan 2023- 2026

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## 1. Company Background and Accessibility Plan Contact Details

Founded in 2008, ZoomerMedia Limited (ZML) is a diversified media company uniquely devoted to creating content, services and experiences for people age 45-plus. ZML operates media across multiple platforms, TV, radio, print, digital, and also produces original TV and radio programming.

ZoomerMedia Mission: ZoomerMedia is a dynamic and creative organization, where employees have the opportunity to be part of a truly innovative brand of media development and innovation.

Read this plan online at:

<https://www.classicalfm.ca/contact-us>  
<https://zoomerradio.ca/crtc-licence>  
<https://www.visiontv.ca/accessibility-feedback/>  
<https://www.onetv.ca/accessibility-feedback/>  
<https://www.joytv.ca/accessibility-feedback/>  
<https://faithtelevision.ca/accessibility-feedback/>  
<https://www.zoomermedia.ca/legal-privacy-policy/>

This plan reviews the ZoomerMedia Limited's current position regarding compliance with the Accessibility Canada Act that came into effect on July 11, 2019 and efforts to be undertaken to remove and prevent barriers faced in the workplace.

To obtain additional information or for inquiries regarding this plan, please contact:

ZoomerMedia Limited  
70 Jefferson Avenue  
Toronto, ON M6K 1Y4

Email: [hr@zoomer.ca](mailto:hr@zoomer.ca) (citing Accessibility Plan Inquiry in the subject line)

## 2. ZoomerMedia Limited Accessibility Plan 2023

Understanding the issues and barriers faced by individuals 45+ and by advocating for them, the company gained an appreciation of the importance of creating an inclusive work environment. The contributions of 45+ to the corporate culture, revenues, demonstrates how inclusivity fosters a competitive and progressive company where employees thrive. The Company will apply lessons learned to create a culture of inclusivity for all persons with disabilities.

### 2.1 Accessibility Statement

ZML is committed to meeting the accessibility needs of people with disabilities. In accordance with the Accessible Canada Act which is "to benefit all persons, especially persons with disabilities", the Company will take reasonable efforts to ensure the provision of goods and services is consistent with the following guiding principles:

- Respecting the dignity and independence of people with disabilities
- Ensuring that the provision of goods and services to people with disabilities is integrated with the provision of goods and services to others unless an alternative measure is necessary
- Ensuring that people with disabilities are given an equal opportunity to obtain, use and benefit from the goods and services provided by the Company

## 2.2 Definition:

Canada Human Rights Act:

**Person with disabilities:** a disability is a physical or mental condition that is permanent, ongoing, episodic or of some persistence, and is a substantial or significant limit on an individual's ability to carry out some of life's important functions or activities, such as employment.

## 2.3 Consultation

ZML is committed to creating a transparent feedback process for employees and the public to ensure all barriers to persons with disabilities can be identified and addressed

- Through its' corporate website, the Company solicited feedback from persons with disabilities on ZML services, technology and facility to identify barriers to persons with disabilities
- The Company receives feedback on its' services and facilities from audiences who participate in the live events (concerts, show tapings) featured at the facility
- Engaged the Rick Hansen Association, whose mission it is "To create and deliver innovative solutions that lead to a global movement to remove barriers and liberate the potential of people with disabilities", to undertake a comprehensive review of the company's facilities

## 3. Areas Reviewed

### 3.1 Employment

ZML has created an Accessibility Policy to educate and create awareness amongst employees, vendors and suppliers on the importance of creating an inclusive work environment and culture. We recognize that a diverse workforce leads to creative and innovative solutions.

- As part of the onboarding process, all new employees are required to read and acknowledge the Accessibility Policy; all employees are expected to review the policy on an annual basis
- To encourage persons with disabilities to apply to open vacancies, the company will provide reasonable accommodation, at the candidates request, during any point in the selection process; this affirmation is added to all job postings

#### 3.1.1 Actions to Address Barriers in Employment

- Regularly review and update policies and polices that apply to persons with disabilities
- Review and update onboarding process to ensure all new employees are offered accommodation
- Development of a training document for business leaders and staff who have identified as a person with a disability, so together an accommodation plan can be designed

- Through training initiatives with all employees, increase awareness on the Accessibility Act and how to identify barriers in the workplace to foster a workplace culture of inclusivity

## 3.2 The Built Environment

The built environment refers to the physical work environment, equipment, furniture and tools. A safe and healthy work environment for all employees, guests, vendors is a ZML priority. ZML's Health & Safety Committee, with representation from both management and staff, oversees workplace safety issues and investigates all incidents reported.

ZML's head office is located in Toronto with additional offices in Vancouver.

The Company engaged the Rick Hansen foundation to conduct a comprehensive audit of the main facility to identify barriers for persons with disabilities within the physical work environment.

Initial feedback was the built environment meets accessibility requirements. Full report is forthcoming.

Observations of areas requiring improvement:

- Bathrooms: Add grab bar to bathroom(s); use lever faucets; ensure adequate space between grab bar and toilet paper dispenser; lower paper towel dispenser
- Kitchen: Ensure plates, glasses and cutlery are available in lower cupboards; knee access required under certain sinks; cupboard pulls should be changed as current ones are difficult to use for people with manual dexterity issues
- Emergency equipment not at accessible heights
- Create an evacuation plan and policy that address the requirements of persons with disabilities

### 3.2.1 Actions to Address Barriers in the Built Environment

- With the audit findings of the Rick Hansen Foundation, the Company will prioritize the areas that most impact persons with disabilities and develop a project plan and timeline for remedying the most problematic areas
- Work with property management on areas requiring structural changes
- Continue to provide ergonomic equipment (e.g. stand up desks) to enhance the work environment
- Ensure all ZML facilities apply best practices in the workplace planning process
- Conduct an accessibility review of all offices

### 3.3 Information and Communication Technologies (ICT)

Using the WCAG Guidelines, the Company's IT department undertook a comprehensive audit of corporate websites to identify areas that were non-compliant.

Audit results highlights:

- ZML's information and communications technology hardware and software does not consistently meet accessibility requirements\*
- Six websites deemed to be compliant with color contrast and legibility
- Two websites deemed to be non-compliant
- Functionality of website and how it is developed needs to be improved

\* Full report available upon request

#### 3.3.1 Actions to Address Barriers Information in and Communication Technologies (ICT)

- IT department is currently in the planning stages of redeveloping a corporate website not in compliance and will use the WCAG Guidelines in its' design; the work is projected to commence in the summer of 2023
- Using the redesigned website as a blue print, other corporate websites deemed to have accessibility deficiencies will be prioritized and redeveloped
- Review IT hardware and software accessibility capabilities and where feasible, implement accessibility functionality

### 3.4 Communication (other than ICT)

As part of its' communication strategy, ZML, will investigate communication options to ensure that regardless of the limitation of the person's disability, they will have a means to communicate.

#### 3.4.1 Actions to Address Barriers to Communication

- Regularly review all internal and external communication products to confirm that meet accessibility standards; research best practices
- Continue with existing feedback mechanisms and continue to investigate alternative formats to solicit feedback
- Regularly review its' offering of TTY (teletypewriter) for the latest upgrades; this communication device is used by people who have hearing impairment or severe speech impairment

### 3.5 Procurement

Persons with disabilities will be given the opportunity to provide ZML with goods and services. Any proposals and tenders issued will be made available in a broad range of mediums, at the vendor/suppliers request. The Company will endeavor to engage suppliers and vendors who are committed to offering accessible services.

### 3.5.1 Actions to Address Barriers to Procurement

- Develop a Procurement Policy that defines accessibility requirements clearly in the tenders, RFPs, and contract
- Continue with existing feedback mechanisms and continue to investigate alternative formats to solicit feedback

## 3.6 The Design and Delivery of Programs and Services; Broadcasting Act Requirement

ZML regularly seeks feedback on its' radio and TV stations. To maintain its' TV license the Company must meet regulatory compliance requirements as specified in the Bulletin CRTC 2013-515. Program logs are regularly submitted to the Commission.

In the most recent Annual Compliance Evaluation for the 2020/21 Broadcast year, all ZML TV stations were deemed to be compliant. Areas evaluated included, closed captioning and described video for both content and advertising material, for broadcast day and prime time.

### 3.6.1 Actions to Address Barriers to the Design and Delivery of Programs and Services

- As a condition of our broadcast license, continue to submit program logs to the Commission, to confirm that the company is meeting compliance requirements and programs are accessible to persons with disabilities
- Continue to solicit feedback from persons with disabilities to ensure all ZML radio and TV programming are accessible
- Investigate new technology that may enhance the listener and viewer experience

## 3.7 Transportation

Not applicable to ZML.

## 4. On-going Commitment

ZML's Accessibility Plan is the foundation of the organizational objective to create an environment that is accessible to persons with disabilities. We will build an inclusive environment applying best practices and continuing to solicit feedback from persons with disabilities on support that they require to access our facility, products and services. We will conduct research on tools and systems that can make ZML a more welcoming environment for persons with disabilities.

We have identified actions that will help us achieve our goal and we will provide annual progress reports on our successes.