



CIRC Radio Inc.

88.9 RED FM CIRV FM

1st Accessibility Progress Report 2025

Version 1 June 2025

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General

The Accessible Canada Act (ACA) and Accessible Canada Regulations (Regulations) require federally regulated broadcasting entities, such as radio stations, to electronically publish their progress reports on the implementation of their Accessibility Plans.

We have been making progress in implementing our Accessibility Plan 2024-2026. This update is our first progress report, which we have now posted on our website. However, upon request, this progress report can be made available in alternate formats to suit your preference.

We developed our Accessibility Plan in 2024 in consultation with our staff and individuals with disabilities. It echoes our beliefs and mandates that individuals with disabilities are to be treated with dignity and given the same opportunities.

We want to share with you how you can easily provide us with your feedback.

How to Provide Feedback:

CIRC Radio Inc. (88.9 RED FM) doesn't believe in a "one-size-fits-all" approach; we are interested in your feedback and views regarding our Accessibility Plan 2024-2026, its implementation, our feedback process, and any barriers you may encounter while accessing our services or while interacting with us. Your feedback will help us make further improvements in our Accessibility Plan 2024-2026 and our subsequent progress report.

To share your views and feedback with us, please get in touch with our Vice President, Bijoy Samuel.

You can reach him in the following ways:

- Via email at Bijoy@redfm.ca or

- Call 604-598-9311
- Fill out the online Feedback form on our website. You can also find more information about our feedback process description by clicking the following link: <https://vancouver.redfm.ca/accessibility-feedback/>
- Send a mail to the following address: unit #201, 8383A 128 St. Surrey, BC, V3W4G1.

How to Request Alternate Formats:

We can also make our Progress Report, Feedback Process Description, and Accessibility Plan available to you in print or a larger font size print within 15 days and in braille, audio format, or an electronic format compatible with adaptive technology that assists persons with disabilities within 45 days of receiving such requests.

How to Contact Us for Alternate Formats:

Please email Bijoy@redfm.ca, call 604-598-9311, or send a mail to the following address: Unit #201, 8383A 128 St., Surrey, BC, V3W4G1.

Areas described under Section 5 of the ACA:

Employment:

We have made the following progress in removing and preventing barriers identified in our Accessibility Plan.

- **Barrier-1:** individuals with disabilities may not easily have access to our job openings.

Progress Update: We have now enhanced our communication of job opportunities.

We are now posting all hiring ads on our website in both text format and, whenever possible, in video format.

We are now also posting all hiring ads on our LinkedIn page.

- **Barrier-2:** some people have a negative bias that individuals with disabilities cannot be very productive in their work.

Progress Update: To address this negative bias and the resulting employment barrier for individuals with disabilities in our community, we are pleased to confirm that we have designed and aired a special on-air Public Service Announcement campaign on 88.9 RED FM Toronto for one week during National AccessAbility Week 2025. This campaign encourages businesses to hire and support individuals with disabilities, enabling them to work, earn a living, and make meaningful contributions to their workplace.

**National
AccessAbility
Week 2025**

Breaking barriers together:
Paving the way for an
inclusive future



May 25–31, 2025



Image source: Canada.ca

Training Goals:

Progress Update: We have already provided sensitivity training to our staff in 2022. Although we have not provided any additional training in 2024, our goal is to offer additional accessibility and disability training to staff by December 2025. We will provide training to individuals responsible for hiring, on their duty to accommodate and conduct a bias-free hiring

process. The writer of this report- Bijoy Samuel, is one of the main persons responsible for hiring and championing inclusion, bias-free, and barrier-free accessible workplace environment, hiring practices, culture, and services based on his training from studying applicable resources such as Accessible Canada Act, Accessible Canada Regulations, CRTC Accessibility Reporting Regulations, amongst other resources.

We will provide training to our web content designers on best practices for designing in an abstract format, while creating linear and accessible content, and how to design with accessibility in mind.

For Staff with Disabilities:

Progress update: For this reporting year, we don't have any staff with disabilities; however, whenever our team includes staff with disabilities, we will consult them and facilitate a personalized workplace accommodation plan. This plan will consist of providing them with the required workplace furniture, special accessibility software, and other accommodations as feasible.

The Built Environment:

We have made the following progress in removing and preventing barriers identified in our Accessibility Plan.

- **Barrier-1:** It may be difficult for blind persons to locate our front door signage as it is not in Braille.

Progress Update: We have placed a Braille signage at the entry to our studio.



- **Barrier-2:** *Our studio entry door is locked. To enter the building, people have to press the doorbell button. Thereafter, our reception remotely opens the door. An identified Barrier is that sometimes new visitors don't see the doorbell and pull the entry door or search the area to gain access to the building.*

Progress Update: Upon identifying this barrier, we have now installed signage that mentions “Press button to enter” in both English and Braille.

Further, whenever a new visitor rings the doorbell, our reception desk views them in the camera before remotely opening the door. For new visitors, we have instructed our reception desk to verbally announce over the front doorbell speaker- as they remotely unlock the door- that the door is now open and that they should pull the door open.

Accessibility accommodations for staff with disabilities:

Progress update: As needed, for each differently able person in our staff, we will conduct an assessment and feasibility study to remove any physical barriers as per their personalized workplace accommodation plan.

We will conduct a review to identify and remove any new barriers in our built environment.

Information and Communication Technologies:

We have made the following progress in removing and preventing barriers identified in our Accessibility Plan.

- **Barrier:** The RED FM website lacked accessibility features. We have been making changes to comply with Level AA of the Web Content Accessibility Guidelines(WCAG).

Progress Update: To remove the aforementioned barrier, we worked diligently on making multiple changes on how content appeared on our website.

Thereafter, we added a third-party supplied accessibility layer to our website, which enables accessibility. However, upon conducting multiple audits, we realized that there were still

several deficiencies and barriers as our website's infrastructure is built on old technology. We decided that to overcome the deficiencies truly and to provide a barrier-free and accessible user experience for members of our community living with disabilities, we will have to stop our existing project and invest in building a new website with accessibility as a core function based on today's accessibility requirements and technology in conformance to Level AA of the Web Content Accessibility Guidelines(WCAG).

We have hired a third-party company to develop our new website. They are currently building our new website. In the interim, our existing website continues to operate with the accessibility layer.

As soon as our new website is fully operational and compliant, we will conduct consultations with individuals with disabilities to gather their experiences navigating our website. We will work on removing any identified barriers and update our subsequent progress report accordingly based on the outcomes of these consultations.

- *For any members of our staff with disabilities:*
As needed, we will provide assistive technologies to remove any information and communication technology barriers.

Communication (other than Information Communication Technologies):

We have made the following progress in removing and preventing barriers identified in our Accessibility Plan.

- ***Barrier-1:*** *Communication within departments needs to improve. Each department will send emails to the entire team to communicate the latest developments happening in their departments relating to employment.*

Progress Update: Although there is improvement in this initiative, there is still room for improvement. We will continue to encourage better communications within the departments relating to employment.

The Procurement of Goods, Services and Facilities:

Progress Update: We will continue to identify and remove barriers, as well as prevent new ones in our procurement of goods, services, and facilities.

- While procuring goods and services for our operations, we will continue to provide equal opportunities to all vendors, including individuals with disabilities.
- While procuring new facilities, we will ensure accessibility to individuals with disabilities. We will ensure that they don't have any physical accessibility barriers.

The Design and Delivery of Programs and Services:

We have made the following progress in removing and preventing barriers identified in our Accessibility Plan.

- **Barrier:** *Awareness about our new website and its accessibility features:* Furthermore, we have identified an additional barrier, where our listeners with disabilities may not be aware of the new website and its accessibility features.

Progress Update: As soon as our new website is fully operational after consultations with individuals with disabilities, we will help remove the above barrier, as our goal is to broadcast a public service announcement campaign. This

campaign will inform the public about the new accessibility features on our website.

- The live broadcasts of our radio shows are accessible with interactive voice assistants like Amazon Alexa. By December 2025, we will evaluate whether there are any new assistive technologies that we can adopt to enhance the accessibility of our content delivery.

Transportation:

Progress Update: We already have a designated handicapped parking near our studio.

Goal: By December 2025, we will review to identify any new barriers relating to transportation and explore solutions to remove them.

Consultations:

For this reporting year, we were unable to conduct consultations with individuals with disabilities, as our new website is currently under construction.

Initially, to address the identified barriers encountered while navigating our website, we made multiple changes to our website and added a third-party supplied accessibility layer. However, we realized that this was a band-aid solution that was not fully compliant. To provide easier and better accessibility and user experience, making accessibility a core feature, not just an add-on feature, we decided to invest in creating a new website based on today's technology. This new website will make accessibility a core function, providing a better barrier-free user experience for individuals with disabilities.

We have engaged a third-party vendor to build our new website. Once our new website is operational, we will conduct consultations with individuals with disabilities and, incorporate the feedback and update our next progress report accordingly: the manner in which we consulted with persons with disabilities, dates and time periods of the consultations, questions discussed, and how we made our consultations accessible along with other details.

Goals:

- Conduct a 2nd round of comprehensive consultation with individuals with disabilities and staff before December 31st, 2025.
- Incorporate feasible changes before June 2025.

CNIB Access Labs Engagement Session:

In the spring of 2025, the Canadian Association of Broadcasters (CAB) organized an engagement session/consultation with the Canadian National Institute for the Blind (CNIB).

Unfortunately, RED FM missed attending this engagement session. However, RED FM reached out to CAB and obtained detailed summary notes of the session.

We have studied these detailed and informative notes and are incorporating some of the key takeaways as part of our commitment to advance accessibility and create a barrier-free environment. The notes detailed that the CNIB's engagement session/consultation, led by an expert on accessibility and inclusion, included a panel of three individuals living with a disability. The discussion focused on a wide range of accessibility issues, from improved approaches for closed captioning and described video, to best practices in the workplace on how to create a more inclusive and accessible environment and culture.

As per the notes, some of the Key Takeaways that are helpful to RED FM are:

The CNIB outlined principles that CAB members can adopt to ensure their environments are accessible, emphasizing that

workplace accommodations should be individualized, proactive and respectful, as well as begin with an inclusive design.

The CNIB explained that using people-first language and avoiding stigmatizing terms helps normalize conversations about disability and fosters inclusion. The session emphasized the importance of normalizing conversations about disability and accommodation, using respectful and up-to-date language, and asking for clarification when unsure.

The CNIB highlighted that blindness exists on a spectrum, that many blind individuals are highly skilled in using technology, and that with the right support and inclusive environments, individuals with disabilities can fully participate in work, community, and daily life.

The CNIB provided feedback to CAB members on key practices to create accessible workplaces. The session explained how accommodation is not about fixing problems after they arise, but about proactively designing inclusive, barrier-free environments that respect the dignity and individuality of all employees. Effective accommodation requires engaging directly with individuals to understand their specific needs, while also making simple, organization-wide changes.

How technologies like screen readers, magnifiers, and talkback features are essential tools that help individuals living with disabilities participate more fully in both the workplace and media spaces. The session highlighted how assistive technologies have become powerful tools for independence, enabling blind and partially sighted individuals to access information, navigate digital spaces, and fully participate in work and media environments.

This consultation also included direct conversations with individuals living with disabilities, who provided valuable feedback to CAB members. They explained that small, everyday actions, like keeping pathways clear, sharing information in multiple formats, and modelling inclusive language, can significantly improve

accessibility across any organization. They also recommended proactively inviting feedback and designating a go-to person for accessibility to foster a more inclusive and responsive workplace culture.

The session with the CNIB also included a discussion with a panel of individuals living with disabilities, who provided valuable feedback to broadcasters. They emphasized the need for high-quality audio descriptions in media. They also discussed the importance of customizable accessibility features like font size and contrast settings (14 point is effective; ariel font is preferred). The panel explained how using clear and inclusive language should be prioritized, especially for audiences with cognitive barriers. They also focused on the role of high-contrast visuals and clear, accurate captions in improving accessibility.

Overall, for RED FM, although we missed personally attending this external consultation/engagement session with individuals living with disabilities, the session's summary notes provided RED FM with valuable insights in a focused and personalized manner. We are incorporating some of these learnings to achieve our accessibility goals mentioned in our Accessibility Plan and also in the development of this year's Accessibility Progress Report. For example, as we are currently developing a barrier-free and accessible website, we have provided some of these takeaways to our website developers to ensure that the font size and contrast settings support the users of screen readers. Furthermore, we changed the font of this Progress Report from Aptos to Verdana, and we increased the font size from 12 to 14.

In the coming weeks, we look forward to attending other important engagement sessions/consultations with experts on accessibility and individuals living with disabilities. In particular, we are looking forward to attending sessions with the Disability Screen Office and the Broadcasting Accessibility Fund to learn more about the needs and interests of individuals living with disabilities who work in the screen-based sector. These sessions will be led by individuals living with disabilities.

Feedback:

In 2024, CIRC Radio Inc. (88.9 RED FM) did not receive any feedback through its feedback process. We will continue to seek feedback to identify and remove barriers, as well as prevent new ones, as we continuously improve our Accessibility Plan.

Conclusion:

This Accessibility Progress Report reflects CIRC Radio's commitment to providing an inclusive and accessible experience for our audience and employees.

Moving forward, we will continue to work on and progress toward our goals to remove or prevent the remaining identified barriers as detailed in our Accessibility Plan 2024-2026.

In closing, we would like to reiterate that 88.9 RED FM is committed to advancing accessibility in consultation with you and members of our community who live with disabilities to facilitate a barrier-free and accessible user experience. We are interested in your feedback and views regarding our Accessibility Plan 2024-2026, its implementation, our feedback process and any barriers you may encounter while accessing our services or interacting with us. This will help us make further improvements in our Accessibility Plan 2024-2026 and incorporate in our next Progress Report.

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