



**Corus Entertainment's Multi-Year Accessibility Plan  
2023 – 2025**

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This Multi-Year Accessibility Plan outlines Corus Entertainment Inc.'s ("Corus") strategies and action plan to continue to prevent and remove barriers to accessibility and meet the requirements under the Accessible Canada Act (ACA), 2019; the Canadian Radio-television and Telecommunications Commission (CRTC) Accessibility Reporting Regulations<sup>1</sup>; and the Accessibility for Ontarians with Disabilities Act (AODA). It will be reviewed and updated at least every three years to ensure ongoing compliance with applicable legislation and to ensure that measurable progress is being made in identified areas.

## 1. GENERAL

### **Provide Feedback, request an alternative format or contact us**

For questions, feedback, to request this plan or our feedback process in an alternate format or to obtain more information on this accessibility plan, please contact:

**Senior Director, Regulatory Compliance and Licensing** in one of the following ways:

**Telephone:** 416-934-4696

**Email:** [accessibility@corusent.com](mailto:accessibility@corusent.com)

**Online webform:** [corusent.com/accessibility/](https://corusent.com/accessibility/) to fill a feedback form either with your contact information or anonymously.

**Mail:** Attention: Senior Director, Regulatory Compliance and Licensing, Legal,  
Regulatory and Governance Department.  
Corus Entertainment  
Corus Quay  
25 Dockside Drive  
Toronto, ON M5A 05B

### **Executive Summary**

Corus is a driving force in the media industry with a diverse portfolio of strong brands that entertain and inform audiences through great storytelling and compelling content, reaching millions of people around the world every day.

Engaging audiences since 1999, the company's portfolio of multimedia offerings encompasses 33 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital and streaming assets, animation software, technology, and media services. Corus is an internationally renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats, and Corus Studios, a globally recognized producer of hit scripted and

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<sup>1</sup> Telecom and Broadcasting Regulatory Policy CRTC 2021-215

unscripted content. The company also owns innovative full-service social digital agency so.da, lifestyle entertainment company Kin Canada, leading 2D animation software supplier Toon Boom and children's book publishing house, Kids Can Press. Collectively, Corus employs approximately 3,500 full-time, part-time, and casual employees.

## **Our Commitment to Accessibility**

At Corus, our shared commitment is to respect and nurture a diverse, equitable, inclusive and accessible environment across the organization, treating all people in a way that allows them to maintain their dignity and independence.

We will strive to meet the needs of people with all abilities in a timely manner and will do so by identifying and removing barriers to accessibility and preventing new barriers in priority areas. We will make every reasonable effort to accommodate people with disabilities.

We understand and value the importance of conducting business and providing services in the communities where we operate in a manner that respects the dignity and independence of all our people, partners, clients, and customers. We view our accessibility efforts as an ongoing partnership with our customers and employees and welcome feedback on how we can continue to improve opportunities for people with all abilities.

## **Accessible Canada Act**

In July 2019, the Accessible Canada Act (ACA) came into force. The overarching goal of the ACA is to realize a barrier-free Canada by 2040. The ACA benefits all Canadians, especially persons with disabilities, through the proactive identification, removal, and prevention of barriers to accessibility in 7 priority areas:

- employment
- the built environment
- information and communication technologies (ICT)
- communication, other than ICT
- the procurement of goods, services, and facilities
- the design and delivery of programs and services
- transportation

The ACA requires regulated entities to prepare and publish accessibility plans, establish feedback processes and report openly on progress. The purpose of the accessibility plans is to create measures aimed at the identification, removal, and prevention of barriers.

Accordingly, as a federally regulated entity Corus is required to publish a multi-year accessibility plan.

In accordance with the ACA, the Corus Multi-year Accessibility Plan (the Plan) is made in consultation with persons with disabilities, reflects the principles of the ACA, and will be periodically updated.

As explained above, the ACA identifies seven priority areas, of which six are areas relevant to Corus: employment, the built environment, information and communication technologies (ICT), communication other than ICT, the design and delivery of programs and services, and the procurement of goods and services. Corus does not provide transportation services and therefore that area is excluded from the plan.

The Plan identifies accessibility barriers, corresponding strategies, and achievable actions to identify, remove and prevent barriers across each of the six priority areas. Together, the Plan carries out the requirements under the Accessible Canada Act (ACA), 2019; the Canadian Radio-television and Telecommunications Commission (CRTC) Accessibility Reporting Regulations<sup>2</sup> and the Accessibility for Ontarians with Disabilities Act (AODA)

The Plan covers the first three years following the date of publication and will be reviewed and updated at least every three years to help ensure ongoing compliance with applicable legislation and make measurable progress in identified areas.

## **2. AREAS DESCRIBED UNDER SECTION 5 OF THE ACCESSIBLE CANADA ACT**

### **I. Employment**

#### **Current Practices**

As per Corus' Diversity Equity and Inclusion (DEI Mission) - "to value and actively involve the full range of what makes people unique, addressing biases and barriers to level the playing field, so we create a strong and innovative company where amazing people strive." - we recognize the value of a diverse workforce. .

The Company continues to enhance how it sources, attracts, and retains employees, with a lens of diversity, equity and inclusion, which includes addressing employment-related barriers to accessibility.

The CEO and the Executive Vice President, People & Communications share accountability for creating a culture of inclusion, workforce diversity, and equity at Corus.

The Diversity, Equity and Inclusion team drives the ongoing development and implementation of the DEI strategy. In addition to implementing the DEI strategy and action plan, the DEI team also provides advice to business lines about business-specific

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<sup>2</sup> Telecom and Broadcasting Regulatory Policy CRTC 2021-215

issues related to DEI. This team also oversees and helps implement DEI training. In 2022, Corus employees undertook approximately 19,500 hours of DEI training.

The DEI Council oversees the Employment Equity Plan and provides business-driven insight and advice on how to bring our DEI Mission and Vision to life across Corus. The council includes representation from management, non-management, and union areas; various geographic locations; a range of groups and identities; and leaders of our Employee Resources Groups (ERGs).

Starting in 2021, Corus embarked on creating (ERGS) for a variety of self-identifying groups and their allies.

The primary purpose of ERGs is to provide groups of employees with a formal structure within the organization to support their unique needs as they relate to personal characteristics, including visible and invisible identities. The ERGs provide an opportunity for community building, mentoring, networking, and professional development. Allies are welcome in all Corus ERGs.

In 2022 the “All Access” ERG was founded and is focused on accessibility and inclusion for people with disabilities.



Goals of “All Access” include:

- To identify and engage with the appropriate teams to address issues related to accessibility at Corus.
- To promote awareness of the importance of accessibility and the many benefits of a truly inclusive workplace.
- To provide resources, advocacy, and workshops that ensure continuous learning and inclusion for people with disabilities.
- To recognize both seen and unseen disabilities and the unique challenges that come with them.
- To work closely with the Corus Diversity, Equity and Inclusion Team and Corus leadership to further these commitments, create awareness, and ensure action.

Our commitment to diversity, equity, and inclusion (DEI) animates a slate of strategic partnerships and initiatives that are steadily transforming our workplace, content, and industry for the better.

### ***Supports for employees with disabilities***

Corus has an Accommodation Policy for employees, including a confidential Employee Accommodation Process for employees to identify barriers they are experiencing and their need for accommodation. In consultation with members of the People & Culture team, a reasonable accommodation plan will be put in place. More information about our accommodation processes can be found in the section *Built Environment*.

In 2022, Corus refreshed its Respect and Safety in the Workplace policy and rolled out mandatory training across the organization. Corus also implemented a new Raising Concerns Policy and established an Ethics and Conduct Office (ECO) to intake and investigate employee complaints related to conduct, discrimination or harassment.

Corus is a member of The Ontario Disability Employment Network (ODEN). ODEN brings together business and employment services providers to increase employment opportunities for job seekers who have disabilities.

Our comprehensive well-being program provides a wide range of tools, communications, and policies, including an internal Flexible Work Arrangements Policy which allows us to respond to the needs of new or existing employees with accessibility needs. Our offering to employees also comprises formal benefits packages that support employees and their families as well as other amenities and supports. A few examples of the basics include:

- The Employee and Family Assistance Plan Corus provides an Employee and Family Assistance Plan (EFAP) to support employees and their families in many areas of well-being including mental health and physical health resources; this plan was extended to all employees, including those who were not eligible for coverage under the Corus benefit plan
- A life insurance and disability program
- Expanded mental health counseling to have no annual maximum for those covered by the Corus benefit plan
- Flexible work arrangements, including remote work options
- Office designs that provide access to safe and useful spaces for employees
- Webinars and events to educate employees on emotional, mental, and physical health

### **Action Plans:**

In accordance with our Employment Equity Plan (EEP), we are planning to introduce the following employment-related initiatives related to employees with disabilities with disabilities:

## **Recruitment, Selection and Hiring:**

- Develop a set of job posting guidelines, which will help our internal recruiting teams and hiring managers create more inclusive job postings (2023)
- Review job postings with an accessibility lens (2023)
- Review Corus websites for images and messaging that present barriers to employment and/or bias (2023)
- Update interview guidelines to include accommodations during interview stages. (2023)
- Continue to offer paid internships through the Corus Futures program, including targeted internships for persons with disabilities (ongoing)

## **Training, Learning and Development:**

- Develop and provide education materials for all staff about disabilities and continue to support the All Access ERG (2023)

## **Accommodation:**

- Review the Employee Accommodations Process, and Implement a regular consultation with the All Access ERG on that subject (2023)
- Continue to coach and inform leaders on the Flexible Work Arrangements Policy and having conversations with team members (ongoing)
- Continue to coach and inform leaders on about the Employee Accommodations Process and having conversations with team members (ongoing)
- Conduct an assessment of all employee facing documents for barriers and address those barriers (2023)

## **II. The Built Environment**

### **Current Practices**

Corus recognizes that addressing barriers in our built environment is an important aspect of meeting the ACA principles. Our priority is to ensure employees, vendors, visitors, partners, and the community are not confronted with accessibility issues while on-site (or on the property). At Corus, we recognize that our buildings and associated infrastructure may have different built environment barriers that may require additional consultation and a phased approach.

The People and Culture and the Facilities teams at Corus work together to promote an environment that welcomes and addresses concerns, ideas, or recommendations for improvement. We address concerns raised by employees or visiting community members



and coordinate repairs and upgrades, but we know more is required - addressing barriers goes beyond meeting the minimum standards.

Corus met the Accessibility Standards for the Design of Public Spaces<sup>3</sup> when building or making major modifications to public spaces by January 1, 2017. The majority of our buildings are fully accessible with the exception of 4 sites that have 2nd floors currently without elevator services. If access is required to one of the 4 sites, accommodations are made.

We are in the process of identifying potential attitudinal, information/communications, technology, organizational and architectural/physical barriers at our locations, and have established a committee which reviews capital improvements and minor renovations, including requests to remedy issues related to accessibility.

Corus employs four certified full-time staff to perform both Level 1 and Level 2 ergonomic assessments. This enables us to undertake cost effective and timely assessments. We accommodate all reasonable requests to modify workstations.

We recognize that relying on individuals to identify barriers can be challenging. To support a more proactive approach, our People and Culture team regularly evaluates accessibility and makes requests to the facilities team for adjustments to the physical built environment. Our Facilities team provides training on equipment or building systems that are installed to increase accessibility.

For locations where Corus employees interact with customers, our Policies for Customer Service Standards and Integrated Standards include accessibility considerations and are available on the Corus website and internal intranet.

We have a process for employees to request individual support in emergency situations such as a building evacuation, which resulted in individualized plans being developed. These plans are reviewed on an ongoing basis.

### **Action Plans:**

- Continue ongoing facilities evaluation and conduct formal reviews at each physical site to address barriers to physical access (2024)
- Engage with counterparts of leased buildings to address barriers (2024)
- Develop a 5-year capital investment schedule to prioritize and address upgrades required – including door openers, signage, lighting, ramps, elevators, turning radios, washroom facilities, etc. (2024)

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<sup>3</sup> *Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c. 11, O.Reg 191/11.*

- Expand a monthly health and safety building inspection report to include issues related to accessibility (2024)

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

#### **Current Practices:**

At Corus, we continue to leverage the skills and expertise of our digital/information technology and communications teams to help us alleviate challenges and find ways to support accessibility solutions for persons with disabilities using our websites.

In 2020, Corus partnered with an accessibility solutions organization, Site Improve. Site Improve provides tools to help us identify, in real time, accessibility issues across 33 Corus websites and includes visual design, development and content error types. This has proven to be exceptionally useful as the teams remediate or update the websites.

As a part of our onboarding with Site Improve, several accessibility-training sessions for our teams were conducted. This included training in the areas of Design/UX, Development, Quality Assurance and Content writing.

At Corus we regularly undertake website audits to help ensure our websites and company intranet are accessible and comply with World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0 Level AA. The Digital Technology department is committed to remediating all accessibility challenges across level A and AA issues. Over the last two years, our teams prioritized updating our websites to remove identified accessibility barriers. As a matter of practice, if any accessibility issues are identified through Site Improve, these are captured in our user stories and prioritized across our backlog of items.

Our websites are dynamic in nature; we regularly add new features and content. Our teams are committed to checking Site Improve and remediating any new accessibility issues that arise because of a new feature or content. Team members have added the Site Improve browser extension to enable them to see accessibility issues at the page level and remediate them as they go through website updates.

Corus has developed a specific internal Digital Technology Accessibility Plan. Team members include:

- Director of Product & Digital Creative
- Product Manager – Web: Corusent, factual & Dramatic, Kids, Sales
- Product Manager – Web: Lifestyle
- Product Manager – Web: Global News & Radio

## **Action Plans:**

- Ensure the collective accessibility scores of our 33 Corus websites remain above an 85/100 Site Improve score, which aligns with the WCAG 2.0 Level AA accessibility guidelines (ongoing)
- Check Site Improve regularly to remediate any new accessibility issues that arise because of new features or content (ongoing)
- Conduct ongoing Site Improve accessibility training and support for new members of the digital technology teams (ongoing)

## **IV. Communication, other than ICT**

### **Current Practices:**

As a broadcaster and content creator, Corus communicates in a variety of ways with the public and the communities that we serve including on-air content, customer relations, and content that we create and/or provide as accessible.

Corus is committed to conducting business and providing services in these communities in a way that respects the dignity and independence of all our people, partners, clients, and customers.

In 2019, Corus provided its Multi-Year Accessibility Plan outlining Corus' strategies and action plan to continue to prevent and remove barriers to accessibility and meet the requirements under the Accessibility for Ontarians with Disabilities Act (AODA) 2005.

Some of the below accomplishments came out of compliance-driven initiatives, but many of them were in place prior to the introduction of accessibility legislation.

- A review was done to identify potential Attitudinal and Information/Communications barriers at our Corus Quay head office
- Subject matter experts were consulted
- In 2012, we created an Accessibility & Diversity page on our corporate website with links to related policies, information on Notice of Disruptions, and details on how to provide feedback on the accessibility of our services and contact information (copies of AODA Compliance Reports are also posted on this page)
- Policies for Customer Service Standards and Integrated Standards are available on the Corus website and internal intranet

- Corus job postings confirm that we will make our best efforts to provide accommodations for people with disabilities upon request
- Continued website audits are completed to ensure compliance with World Wide Web Consortium Content Accessibility Guidelines (WCAG) 2.0 Level AA

In 2022, Corus re-launched its “Accessibility at Corus” web page making the page easier to locate, and improving the Accessibility Feedback process which is available for use by both employees and the public. Improvements included:

- Positioning and improved identification of the Accessibility Feedback page through the menu button at the top of the Corus home web page, as well as on the footer of the home page
- Creating a quick link button on the main Corus website home page
- Identifying a ‘person responsible’ for managing communication received either through the dedicated email address [accessibility@corusent.com](mailto:accessibility@corusent.com), a direct phone line, or a completed Form
- Creating a link from each individual station or sub-company webpages to the Corus home web page accessibility feedback page
- Created a form that can be used by employees or the public to provide Accessibility Feedback or ask questions related to accessibility at Corus
- Provided a means for accessibility feedback to be submitted confidentially and anonymously
- Acknowledge all correspondence received and endeavour to respond to all non-anonymous feedback within 3 business days
- Identified that requests may be made to provide feedback or to request information in alternated accessible formats

**Action Plans:**

- We will continue our shared commitment to respect and nurture a diverse and accessible environment across the organization.(ongoing)
- We will remain committed to meeting the needs of people with varying abilities in a timely manner and will do so by preventing and removing barrier to accessibility, including Communications. (ongoing)

## V. The Procurement of Goods, Services and Facilities

### Current Practices:

In 2022, Corus introduced a Supplier Code of Conduct. Included in this code is an expectation that our suppliers will similarly embrace the benefits of and commitment to a diverse workforce to drive innovation and commercial success. We require our suppliers to provide us with diversity data to support our reporting.

In our Television Broadcast division, Corus seeks to procure all programs with Closed Captioning (CC), and where applicable, with Described Video (DV). When content is delivered without CC Corus ensures the content is captioned prior to air. For content delivered without DV, all attempts are made to describe the required content prior to air. For programming without DV subject to a regulated DV exception, a logo is displayed at the start of the first airing and an audio notification is provided indicating that any repeat broadcast will be aired with DV. For more information, please see the section of this Plan titled *The design and delivery of programs and services*.

In our role as a broadcaster, we recognized the opportunity and need for technology and expertise in the areas of closed captioning and described video. In 2015, Corus established Quay Media Services (QMS) and acquired a Canadian-based closed captioning company, FastFile, one of the largest entertainment accessibility providers in Canada.

A trusted partner to broadcasters everywhere, the FastFile team delivers thousands of hours of high-quality accessible entertainment to our broadcast, online and education partners annually in both of Canada's official languages.

QMS provides partners within the broadcast, online and education sector with the following accessibility supports and expertise:

- When offline closed captioning is not possible, QMS provides live closed captioning for live events such as an awards show, sporting event, a reality television finale, or a local newscast
- QMS produces long form and short form offline closed captioning for content that uses different platforms (multi-language closed captioning is also available allowing us to reach an intersection of persons with disabilities, including those for which English is not their first language)
- QMS uses the strongest combination of engines and tools in the market today, including the use of QMS Foresight that delivers automated captions exceeding the 98.0 NER threshold
- QMS is part of the Described Video Best Practices working group and describes many of the most popular programs on Canadian TV today in multi-Languages

- QMS utilizes synthetic described video technologies and completed hundreds of hours of described video utilizing the most advanced high fidelity Wavenet synthetic voices

## **VI. The Design and Delivery of Programs and Services**

Corus is a leading media and content company that develops and delivers high-quality brands and content across platforms for audiences around the world. In addition to our role as a broadcaster, we create and produce news, lifestyle, animation, and entertainment content as well as children's books for domestic and international audiences. We recognize the important role we play as we collectively work together to build a more accessible future.

Our goals are informed by a diverse set of inputs from stakeholders, from formal consultation processes to informal conversations among colleagues. To establish our priorities, we consider the relative importance of various issues to society as well as our company's ability to take effective action on each issue. We also take into account factors such as:

- Our people: Our employees and directors provide valuable input and feedback.
- Research and expert opinion.
- Audiences and users: We receive and respond to feedback from our audiences and users on a wide range of topics, including accessible programming. Anyone can share comments, feedback, and concerns with Corus online (web, email, social), or by phone, or regular mail.

### **Current Practices:**

#### **Television**

Operating in Canada's highly regulated broadcast environment, Corus is committed to leadership and compliance in the area of accessibility. Corus embraces our responsibilities as a Canadian broadcaster and our services operate with discipline in meeting our licensing requirements. Audiences can use a public resolution process through the CRTC to address any concerns regarding the accessibility of our programs.

## *Closed Captioning*

Closed captioning (“CC”) makes TV programs accessible for people who are deaf, deafened, or hard of hearing by translating audio into text captions displayed on the screen. The captions also identify who is speaking and the emotions they are feeling, and include icons for elements such as music (♪).<sup>4</sup>

Corus is currently required to provide quality closed captioning<sup>5</sup> for 100% of the English- and French-language programs, advertising, sponsorship messages and promos broadcast over the broadcast day.

Corus is further required to provide audio description of Canadian information programs, including news. Audio Description (“AD”) relies on a program host or announcer to provide a voice-over by reading aloud or describing key elements of programming, such as text and graphics that appear on the screen. It is often used for information-based programming, including newscasts, weather reports, sports scores, and financial data. Most broadcasters are required to provide audio description.

## *Described Video*

Described Video (“DV”) is a narrated description of a program’s main visual elements, such as setting, costumes, or body language. The description is added during pauses in dialogue and enables people to form a mental picture of a program. It works best for prerecorded programs, such as dramas and documentaries.<sup>6</sup>

For its television stations, Corus is currently required to provide described video for certain English- and French-language programming that is broadcast during prime time.

## **Content**

Corus is an internationally renowned content creator and distributor through Nelvana, a world class animation studio expert in all formats, and Corus Studios, a globally recognized producer of hit scripted and unscripted content. Nelvana provides CC content on request to third-party licensees.

Corus is also home to Canada’s fastest growing podcast network Curioscast. The award-winning Curioscast network launched in 2018 and is home to internationally recognized brands with diverse audio storytelling, including:

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<sup>4</sup> CRTC – TV Access for People who are Deaf or Hard of Hearing: Closed Captioning

<sup>5</sup> Broadcasting Regulatory Policy CRTC 2019-308 and 2011-741-1

<sup>6</sup> Described Video Canada – Four things you need to know about Described Video  
<https://describedvideocanada.com/four-things-you-need-to-know-about-described-video/>

- Global News: News and talk radio shows from all across Corus Radio. Corus' portfolio includes leading news-talk radio stations. Certain news programs carried on Corus' Global television are also broadcast on Corus radio stations and/or Global News podcasts. As a result, Corus ensures that our news programming on television has exceptional audio description, that can then be broadcast to audio only based services.
- When Life Gives you Parkinson's: A weekly podcast with Corus' own National Director of Talk Radio, Larry Gifford as he shares his personal journey into what it's like to live and work with Parkinson's disease as a 40-something husband and father with a career.

Presenting partners of "When Life Gives You Parkinson's" include content and promotional partner *Spotlight YOPD*, and *The Michael J. Fox Foundation for Parkinson's Research Parkinson's IQ + You*.

## Action Plans

In addition to broadcasting regulatory requirements, the regulator also provides a list of expectations regarding the accessibility of our television programming, which Corus endeavors to meet at all times. As a result:

- If closed captioning is available, Corus will continue to provide viewers with a closed-captioned version of all programming broadcast during the overnight period (ongoing)
- When programming with closed captioning on traditional platforms is made available on non-linear online platforms operated by Corus, Corus will continue to provide the closed captioning on non-linear online platforms. (ongoing)
- Corus will continue to display a standard described video logo and broadcast an audio announcement indicating the presence of described video before the broadcast of each described program; and make information available regarding the described programs that it will broadcast (ongoing)
- Corus will continue to participate in working groups dedicated to accessibility in broadcast (ongoing)
- Relating to news programming: whenever ASL is supplied with a video feed for news/information programming, Corus will run that feed with the ASL window as supplied (ongoing)
- Corus continues to develop and implement a plan that will ensure that news and information programming that airs on television, can be rebroadcast as segments on our website with CC intact (2023)



- We are currently implementing a plan to provide live rundowns for captioners to allow for more accurate and efficient captioning resulting in a better viewer experience (2023-24)

## **VII. Transportation**

Corus does not undertake transportation services.

### **3. Consultation**

In 2021, Corus engaged a third party, the Canadian Centre for Diversity and Inclusion (CCDI) to complete an Employment Systems Review (ESR) across all designated groups including persons with disabilities. The ESR included a review of policies and practices related to hiring, training, promotion, retention, and accommodation. A company-wide survey was conducted as well as a focus group with employees who identified as a person with a disability. The feedback from this review helps to inform this plan and has been incorporated into Corus' Employment Equity Plan and DEI Action Plan (see below for more information).

Working with a third party, Corus distributes employee engagement surveys quarterly to all full-time, part-time and contract employees (approximately 3500 people with a 78% response rate). In 2022, we included an inclusion index. The inclusion index helps us measure people's sense of belonging, comfort in being their authentic selves, and the degree to which diverse perspectives are valued. The inclusion index, as well as the broader engagement survey reporting, helps inform our DEI action plan.

The inclusion index included feedback ratings on the following:

- I feel comfortable being myself at work (authenticity)
- My team has a culture in which diverse perspectives are valued (Diverse Perspectives)

In 2022, Corus launched its accessibility feedback process under the ACA requirements. At that time, the Senior Director, Regulatory Compliance and Licensing, who is responsible for the Plan and the Feedback process for Corus, held a one-on-one consultation with an external community member who is blind to review the Corus Feedback process and web page and to gather recommendations where necessary for improvement. The findings from that consultation resulted in changes to the webpage and the access point for the accessibility feedback on the Corus website.

In September of 2022, Corus along with other broadcasters who make up a DV Working Group held a community tele-town hall, hosted by the CNIB. Approximately 55 people

from the community joined the broadcasters on the call for an update from the broadcasters on DV developments as well as to provide an “open mic” forum for session for Q&A from the community. 14 individuals from the community participated in the Q&A providing their questions, comments and/or concerns. Many of the individuals applauded the broadcasters for their progress in DV content and improved viewing experiences. Others raised concerns related to live programming, particularly as it relates to News and Sports, and DV on non-linear platforms.

The tele-town hall provided an invaluable opportunity for the broadcasters to broaden awareness of our feedback processes with the very community members whose feedback will be the most important to us relative to DV, and to generally provide them with information about what they can expect in the years to come.

The broadcasters also reminded participants of the dedicated corporate email addresses created as a way for community members to communicate directly about any concerns or issues they may have with described video on our stations and services, and encouraged them to continue using this feedback process, or the ones established under the ACA, to communicate concerns with the provision of DV or any other barriers to service.

Through establishing lines of communication with the Community we have ensured a seamless and direct process for their feedback, and this remains a cornerstone to providing a better viewing experience of our traditional linear services through the resolution of any unknown issues.

Similar to the DV Working Group, the NER Working Group which consisted of broadcasters, closed captioners, and representatives of the deaf, deafened, or hard of hearing communities was established in 2016 for the development and implementation of measures to improve the quality of live closed captioning in Canada continues to exist today. Following the implementation of the NER process which established a process for measuring the accuracy of live captioning, the English Broadcast working group continues to meet to discuss further advancements ala NER Phase 2 including: user preferences, auto captioning integration and quality user assessments. Corus publishes random scoring on the NER basis of live programming annually.

In 2023, Corus also undertook an internal consultation with employees to help develop and guide the Plan. It was important that the consultations engage our employees, who are familiar with the structure, physical environment, and culture of Corus as they would be best placed to help us identify barriers to accessibility and impact.

The consultation process was reviewed by the Employment Resource Group “All Access Steering Committee” (see page 6) . An email was sent to all of Corus asking volunteers to meet with our subject matter experts, the Head of Diversity, Equity and Inclusion and a People Team Business Partner. The consultation was confidential, and volunteers were

invited, but not required, to provide details about their disability. Participants were offered one-to-one sessions or a focus group.

Questions were prepared to help guide the discussions and related to the following topics:

- The Employment Lifecycle, specifically in the following categories:
  - i. Recruitment
  - ii. Training, Learning & Development
  - iii. Promotions and Career Development
  - iv. Employee Retention
  - v. Accommodations
- The built environment, i.e., the physical space
- Information and Communications Technology (ICT)

The findings through these consultations, some of which are listed below, assisted Corus in identifying barriers and establishing next steps to ensuring the removal and prevention of accessibility barriers.

i. Recruitment:

- Those with invisible disabilities often did not disclose their disability during the recruiting process, even if the experience was positive. Some hadn't developed their disability yet while for others it was a matter of trust.
- One participant had come to the company originally as part of an internship for students with disabilities. This proved highly beneficial as it meant that they did not have to disclose their disability at any time (because it was already known) and had a network in place to get rehired for freelance work, and eventually full time.

ii. Training and Development Opportunities:

- Some participants who worked outside of the traditional 9-5 hours felt that training opportunities were often not available when they worked, and they would therefore have to do the training outside of their regular hours. For some with disabilities this could present an extra challenge in terms of the personal energy required to take part.
- Some participants felt there is a lack of understanding and awareness around neurodiversity. For example, the way a neurodiverse person communicates and interacts with colleagues may not be what some would consider "typical".

- Some participants found training sessions too long. For instance, 3 hours is very long for some. It was suggested that shorter training sessions or a requirement that breaks happen more frequently be considered.

iii. Accommodations:

- In some cases, there appears to be a lack of understanding about how the accommodation process works, especially for invisible or neurological conditions that are not well understood. Managers seem unsure of what to do and employees are unsure of what to ask for.
- One participant indicated that for episodic disabilities there is a challenge to obtain accommodations to operate a system, and it is unclear if one can request accommodations for episodic disabilities.

iv. Informal Supports:

- Participants identified that with physiotherapy and other assistive health care benefits coverage capped annually, it does not recognize that some disabilities may benefit from physiotherapy or other health care benefits that exceed the cap. Nor does it recognize that some disabilities may require more assistive equipment.

v. Built Environment:

- Participants noted that the older buildings which Corus operates in are not fully accessible. For example, in some cases, employees rely on colleagues to get them food or drink when needed because the cafeteria is not accessible by elevator.
- Comments were provided indicating that signage for the elevators in some locations isn't big enough for someone with visual disabilities.
- Others commented that sensory factors should be taken into account for redesign or retrofit of buildings (i.e., florescent lights).
- It was noted by participants that some meeting rooms are challenging for people with disabilities due to the style of seating.

vi. ICT:

- One of the participants, due to a visual disability, uses "night mode" on their iPhone. Corus U emails are not readable in that mode.
- It was suggested that the use of voice command between software programs would enable persons with disabilities to navigate between programs.
- One participant who identified as neurodiverse indicated that those with neurodiversity have difficulties with video call norms. They may find it easier when

team members are all on camera, but as an example, when others are asked to turn on cameras, they are often faced with some negative reactions.

## Summary

This Plan identifies our successes, barriers, and our plans for improvement for a more accessible future.

Through internal and external consultations, as well as the through the ongoing communication with our ERG “All Access”. Corus has a window into what needs to be done to continue to remove barriers and this feedback helps to form our Plan.

Corus remains committed to promoting an equitable work environment and meeting the needs of people with all abilities in a timely manner. We are committed to the implementation of this Plan as a first step towards a fully accessible Canada by 2040.

## Glossary

The following terms are defined by the Accessible Canada Act:

**barrier** means 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. (*obstacle*)

**disability** means 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. (*handicap*)

DISABILITY is also defined in the Accessibility for Ontarians with Disabilities Act (AODA) by which Corus is also governed. It includes both visible and non-visible disabilities. A disability is:

- Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness, including but not limited to diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device;
- A condition or mental impairment or a developmental disability;

- A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
- A mental disorder;
- An injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997;
- A disability may be either permanent or temporary.

## Appendix “A”

### Consultations – pages 17-21

The following questions were asked during the consultation phase to help guide the discussions and related to the following topics:

#### i. Recruitment

When you were first hired, what, if any, challenges did you experience in that process?

Consider how you were recruited:

- Where you found out about the job opening?
- How you applied?
- What was involved in the selection process (e.g. interviews, assessments, etc.)?

For Hiring Managers, what, if any, challenges do you see in the current process?

Consider the following:

- Where you find new candidates?
- The interview process?
- The selection process?

#### ii. Training, Learning & Development

What training and development programs have you accessed or participated in at Corus?

- How did you find out about what is available?
- Do you feel access to training opportunities is consistently available to all employees? Why or why not?
- What if any, challenges or inconsistencies have you experienced or observed?

#### iii. Promotions and Career Development

Do you feel you have opportunities to move into different roles within the company?

- If you have had the opportunity to change roles, how did that happen?
- If not, how would you access other opportunities internally?
- Have you experienced or observed any unfair treatment related to internal opportunities?

iv. Employee Retention

How do you feel about working at Corus?

- Do you feel comfortable being yourself at work? Why or why not?
- Do you feel like a valued and essential member of your team? Why or why not?

What improvements could be made?

- What changes to existing policies, programs or practices do you think would improve employee retention?

v. Accommodations

Tell us about any accommodations or workplace adjustments you have required during your time with Corus.

- Were you able to discuss your requirements with your leader?
- Were your needs accommodated?
- What challenges did you face?
- What could Corus do to better support you?

vi. The built environment, i.e., the physical space

Tell us about any challenges you have had, or witnessed, in the physical space at Corus.

This could include:

- Access into buildings or meeting rooms
- Ability to navigate within buildings
- The spaces in the buildings (e.g. lighting, sound, flooring, etc.)
- Signage in buildings
- Equipment in workspaces
- Anything that could impede someone from doing their job

vii. Information and Communications Technology (ICT)

Tell us about any challenges you have had, or witnessed, regarding Communications.

This could include:

- The accessibility of our internal or external website
- The accessibility of the documents and tools that you are required to use in your job



- Use of plain language in verbal (e.g. during corporate presentations) and written (e.g. All Corus emails) communications
- Use of visual elements in written communication (e.g. size and colour contrast for text and graphics)

Is there anything you would suggest we change?