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AMI Accessibility Progress Report 2025



AMI Accessibility Progress Report

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Introduction

Accessible Media Inc. (AMI), in compliance with the Accessible Canada Act, published its Feedback Process in June 2023 and its Accessibility Plan in June 2024 and are now very pleased to present its first annual Progress Report.

The Accessible Canada Act's goal to be a barrier-free Canada by 2040 is an admirable, and one that AMI supports in every aspect of who we are and what we do.

As a not-for-profit media company whose mission and vision focus entirely on the disability community and accessibility, we recognize the critical importance of providing a barrier-free environment.

Beginning with a focus on the mechanics of making media accessible, AMI transitioned to become a creator of original content relevant to the disability community, all while ensuring that its content could be accessed on a variety of platforms.

Currently, AMI has a staff of 64 permanent employees, of which 25% are persons with a disability and a Board of Directors consisting of 12 individuals, of which 50% are persons with a disability.

As part of AMI's Accessibility Plan, an Accessibility Advisory Committee was formed in 2024 to assist the organization with the identification and removal of barriers in the workplace. The committee is comprised of employee volunteers, of which 60% are persons with a disability. Working closely with Human Resources, the committee has consulted on company policies, practices and services, including reviewing and providing feedback on this report.

Over the past two years, AMI has been faced with many challenges, including changes in the broadcast industry, funding restrictions and staffing changes. Despite these challenges, AMI has remained committed to our Accessibility Plan, and this progress report outlines the barriers that have been identified, and the actions AMI has taken to address those barriers. And although disability and accessibility are the reason AMI exists, we do understand that becoming a barrier-free workplace is an ongoing process and one that we strive to improve upon.

General

Alternate formats

If requested, AMI will endeavour to provide alternate formats of items, such as this document, and other applicable reports where it is reasonable to do so and will not cause undue hardship to AMI. These formats may include, but are not limited to, such communication structures as:

- Verbal or audio
- hard copy with large font type
- electronic text

Feedback Process

AMI welcomes feedback regarding accessibility and any barriers that may be encountered by persons with disabilities.

The person responsible for receiving and responding to all accessibility feedback is the Human Resources Analyst.

Feedback can be provided to AMI in the following manner.

Mail to:

Accessible Media Inc - Head Office
Corus Quay
200 – 25 Dockside Drive
Toronto, ON M5A 0B5

Email to:

accessibilityfeedback@ami.ca

Online web form:

<https://www.ami.ca/accessibility-feedback-form>

Phone:

Telephone: 416-422-4222,
Toll free: 1-800-567-6755,

Confidentiality

AMI will respect everyone's right to privacy and confidentiality. Information can be provided anonymously. All feedback will be managed within the Human Resources department and stored in a secure document management system. Feedback will only be shared with individuals directly involved in improving accessibility.

Acknowledgement of Feedback

When feedback is received the following actions will be taken:

1. A representative of AMI will contact the initiating party and discuss the feedback using a manner that takes into account any accessibility concerns, if identified.
2. If remedial action is required, the feedback details will be distributed to the senior management team for review.
3. Where applicable, recommendations and advice may be sought from legal representation, the accounting/financial team, accessibility consultant(s), relevant associations which serve and support persons with disabilities, and/or members of the disability communities.
4. If action is to be taken, all policies, practices and procedures documents will be updated to reflect the corrective action and distributed.
5. Once a course of action has been identified, the initiating party will be contacted to inform them of the solution.

How we will use your feedback

All feedback will be taken seriously and will be used to:

- Improve our overall accessibility.
- Understand barriers that currently exist.
- Develop and design plans to eliminate the existing barriers.
- Update accessibility plans and progress reports.

Accessibility Feedback

AMI's Feedback Process was published June 1, 2023, and from that date to the current date we have received one piece of external feedback through the website and two pieces of feedback through our internal process. As mentioned in AMI's Accessibility Plan, employee feedback is a standard practice and although we have a formal process in place, we receive much of

our feedback informally. Below outlines the details of the barriers identified, and the actions taken in the formal feedback received.

Internal Feedback

Barrier Identified

- The Technology Services Department launched a series of on demand Cyber Security Training Modules that, unfortunately, turned out not to be fully accessible for persons using reading software. The issues were documented in detail by the Human Resources Analyst, who is a JAWS user, and provided to the Technology Services team to address. Although much of the material was accessible, there were issues with the ability to navigate the site effectively.

Action Taken

- The Technology Services team reached out to the vendor and provided them with a comprehensive report on the accessibility concerns. After a series of tests and consultations with other JAWS users, it was determined that specific parts of the modules had to be eliminated for the training to be fully accessible. These actions were taken, and the modules now navigate properly.

Barrier Identified

- AMI uses SharePoint as its document management system and has created a portal for the Board of Directors (BOD) to access all Board schedules and materials. In the summer of 2023, a survey was conducted with the BOD to understand how the tool was working and if any improvements or modifications were required. The results of the survey indicated that the portal was cumbersome and generally not user-friendly for screen reader users. The BOD recommended that AMI research other products to potentially replace the current tool.

Action Taken

- AMI engaged the services of the procurement team to research other options. Approximately six products were considered, with two being carefully evaluated. The top products were accessible; however, they also did not provide a user-friendly experience when navigated with a screen reader. The feedback was provided by AMI's Accessibility Advisory Committee and three Board Directors who had a trial demo of the products. There were approximately four individuals with disabilities involved in the evaluation process and one AMI employee with expertise

in building accessible solutions. To date a solution has not been identified and the search will continue.

External Feedback

Barrier Identified

- In February 2025, an email was received through AMI's general information inbox, questioning why our content did not use ASL. The individual felt that our content only seemed to support blind Canadians even though "open format" described video is included as part of the basic digital cable package from most providers across the country. They also asked if we had any plans to include interpreting in American Sign Language more in the future.
- As the email was sent through our general inbox, it was responded to by our Director of Marketing & Communications. The Human Resources Analyst was recently made aware of the communication and has documented the correspondence and filed it as a formal piece of feedback to monitor appropriately in the future.

Action Taken

- The Director, Marketing & Communications replied to the inquiry by explaining that all of AMI content is accessible through described video, integrated described video and closed captioning. We do have limited programming available with ASL, and the links to that content was provided. It was also communicated that while AMI strives to be inclusive and accessible to the greater disability community, AMI is a not-for-profit organization and funding limits how much ASL we are able to add to our programming.
- The individual who initiated the communication was pleased with the quick response and mentioned that they indeed research the content we have on our website containing ASL. They thanked us for supporting the Deaf community and provided a number of links for us to pursue other funding opportunities in the future if we are interested.

Consultations

Internal Consultations

Who we consult with.

Employees:

As was stated in AMI's Accessibility Plan, the consultation with employees has and will continue to be a standard practice. Currently, 25% of our workforce demographic are persons who identify with a disability. The wide range of lived experience allows AMI access to an authentic and critical perspective as we navigate organizational strategic decisions and planning.

AMI Accessibility Advisory Committee (AAC):

The AAC was formed in 2024 to provide input on all policies, programs, practices and services related to accessibility. Meeting quarterly, the committee is in the process of developing a two-year action plan. Some of the initiatives that have been consulted on to date include:

- Testing and providing feedback on the Cyber Security Training
- Creating and distributing a Disability Language Guide
- Reviewing and providing feedback on the updated Accessibility Awareness Training
- Reviewing and providing feedback on the AMI Accessibility Plan and AMI Progress Report

External Consultations

Who we consult with.

Third Party Accessibility Consultants:

AMI engages third-party accessibility professionals to consult on initiatives outside of the scope of expertise internally, when necessary. Some of the initiatives consulted on to date include,

- Providing a review of AMI's Website, Apps and digital platforms
- Providing a review of a potential Project Management Software
- Facility Site Audits – previous Head Office, Control Room, new Head Office location

Media Content Consultants:

Media consultants are involved in reviewing our content for accessibility, quality, and relevance. This is done through focus groups and media consultants, all who are persons with a disability.

Progress to Date

The following describes the efforts made in the past year to address the barriers that were identified in our Accessibility Plan.

Employment

Recruitment & Selection

Barrier Identified

- The accommodation process in the past had been an informal one between the individual employee and Human Resources, which did not ensure a consistent and equitable process.

Action Taken

- A formal accommodation process was developed and rolled out in the summer of 2024 to all staff.
- AMI has also engaged the services of a third-party Disability Management Consulting firm that specializes in disability management, accommodation and return to work, to assist the HR department with complex requests.

Barrier Identified

- AMI's Work Placement program for persons with disabilities has been very positive to date, however as a not-for-profit organization, funding can be somewhat of a barrier in being able to increase the number of employment opportunities.

Action Taken

- AMI continued to build external relationships by attending a variety of events dedicated to the employment of persons with disabilities to reach potential candidates. AMI's goal is to complete eight to 10 Work Placements per year for persons with disabilities and over the past two years our work placements have increased from six placements in 2023 to eight placements in the current fiscal year.
- AMI applied for additional funding through the Changing Narratives Fund, a new fund with the Department of Canadian Heritage to help us grow our work placement program. Unfortunately, the initial application was denied, however, the Canadian Media Fund — who were aware of the denial — reached out separately to offer us a partnership which will allow us to provide another three to five placement opportunities per year.

Employee Training

Barrier Identified

- AMI provides a number of types of training initiatives for staff, including, instructor-led, on-demand/eLearning, on-the-job, interactive and through

mentorship and coaching. Unfortunately, when dealing with external vendors not all training offered is fully accessible.

Action Taken

- AMI developed its own Accessibility Awareness training that was rolled out in April 2025. The training was prepared, tested and presented in a fully accessible format. It was distributed to all staff as a refresher course and will be used in the onboarding of new employees.
- All staff have been provided accessible document training to ensure that internal Lunch & Learns, newsletters, meeting presentations and any other employee wide communications are fully accessible.
- When conducting external instructor-led training, Human Resources reviews the materials and workbooks being presented for accessibility. HR also provides the facilitators with instructions on how to describe presentation material during the workshop for persons who are blind or partially sighted. If videos are used as part of the training material, closed captioning is added to the video.

The Built Environment

Since the publication of AMI's Accessibility Plan in June 2024, AMI has leased new office space for both the Head Office in Toronto and our office in Montreal. The decision to relocate was based on the fact that the organization had been restructured twice in the past two years and the requirement to downsize was necessary from a size and cost perspective.

Accessibility was a key factor in the review of the properties chosen and any barriers that have been identified are currently being addressed. The details are below.

Montreal Office

Barrier Identified

- The Montreal office meets all of the basic accessibility requirements set out by the Accessibility Standards Commission. The only barrier identified to date in the new location is that the exit door at the back of the office space is not automated.

Action Taken

- AMI is currently in the process of procuring a vertical bar power operated door to be installed to replace the current exit door.

Toronto Head Office

AMI's office in Toronto as the head office is significantly larger than the Montreal office. To ensure a thorough accessibility review of the new location AMI engaged the services of a third-party accessibility consultant. An initial site audit was completed in April 2025 during the restructuring of the new space and a report, and recommendations were provided to Human Resources. Below are the priority barriers that have been identified to date and the actions that AMI will be taking in the short term. The other barriers identified are longer term initiatives and will be addressed in the progress report next year.

Barrier Identified

- The fully glazed doors on the boardroom and the individual offices do not contrast with the surrounding fully glazed walls. This could make identification of the doorway difficult for persons with low vision.
Recommendation: Install colour contrasting strips on all glazed doors and walls.

Action Taken

- The designers that have been hired to set up the new AMI space will be changing the glazed doors and walls to meet accessibility standards.

Barrier Identified

- The boardroom table is not at an accessible height. Recommendation: replace the boardroom table with one that meets CSA and best practice standards.

Action Taken

- The design team will be purchasing a boardroom table that will meet the accessibility standards prior to occupancy of June 2025.

Barrier Identified

- The boardroom does not have a power door operator. This could be an issue for anyone with a mobility disability.

Action Taken

- A power door operator will be purchased and installed before occupancy.

Barrier Identified

- There is no hearing assist technology provided within the AMI offices.

Action Taken

- AMI's procurement team is reviewing hearing technology to determine AMI needs.

Information & Communication Technologies

Over the past year, AMI continued to review and update our Information & Communication Technologies for accessibility. The progress of the initiatives outlined in the Accessibility Plan are detailed below.

Barrier Identified

- Policies, practices, and procedures regarding technical and digital applications within AMI need to be reviewed and updated to ensure consistency and thoroughness with respect to accessibility and that they are in compliance with Accessibility Standards.

Action Taken

- Human Resources has been working with Technology Services and the Digital department to update policies and practices. The Accessibility Advisory Committee is also involved in testing and providing feedback on any technical or digital changes.
- With the relocation of both offices in Toronto and Montreal, some policies and practices have had to be altered and are currently being reviewed and addressed.

Barrier Identified

- In a review of the Performance Management module of our HRIS system we received feedback that navigating the process can be challenging for persons using reading software.

Action Taken

- Human Resources has been working with the external vendor to address any accessibility issue. Any updates or changes are communicated regularly.

Communication, other than ICT

AMI continues to provide communication that is accessible and inclusive. Every effort through our training practices ensures that all communication is fully accessible and meets the needs of individuals who are unable to read, write, hear, speak, or understand information that is being presented to them.

Barrier Identified

- New employees to AMI may not be familiar with accessible communication and documentation.

Action Taken

- AMI provides Accessibility Awareness training to all new hires as part of the onboarding process.
- All new hires are provided with an introductory course in the importance of creating accessible documents.
- All staff receive updated training on document accessibility annually.

Barrier Identified

- Prior to staff receiving training on creating accessible documents, various forms and materials that were used for employee communications were not fully accessible.

Action Taken

- Human Resources has worked with the Accessibility Advisory Committee to review existing documentation for accessibility compliance and update where necessary. The review is ongoing.
- Alternative formats are offered as requested such as, large-print text, Braille versions of written material, or transcripts for screen readers.

Procurement of Goods, Services and Facilities

AMI continues to ensure that accessibility is at the forefront of consideration in the evaluation of the products, services and facilities we purchase.

As mentioned earlier in this report, AMI has relocated both of its offices and in doing so reviewed each space for accessibility.

Barrier Identified

- The barrier identified in this priority area was the lack of consistency in the application of the procurement process due to the fact that purchases were managed by individual departments.

Action Taken

- Human Resources is in the process of standardizing the procurement policy to ensure that an accessibility assessment is completed with the purchase of all goods and services.
- Human Resources has communicated with all departments that AMI will seek out vendors who are of like mind with respect to accessibility and have a willingness to adapt to the needs of the organization where and when possible.
- One of the projects of the Accessibility Advisory Committee is to develop a standard criterion for accessibility requirements to ensure best practices

when acquiring new equipment or services. Once completed, a communication will be provided to all new and existing vendors.

Design and Delivery of Programs and Services

Creating media content for the disability community and ensuring access on a variety of platforms is the core of what AMI does. Eliminating barriers to accessibility in the design and delivery of programs and services has been the mission of AMI from the onset of the organization.

The challenge for AMI in relation to this priority area is to continue to be seen as a leader in the design of accessible media content and to maintain the highest standards and best practices in the delivery of its programs. We must continue to find innovative ways to improve our services and meet the needs and wishes of our audience.

Ongoing Action taken

- Over the past year, AMI's Media Accessibility Team has been researching the advancements in technology, such as AI and the future it may have on media accessibility. They are also reviewing the ability to provide more ASL.
- The production team have increased the number of persons with disabilities involved in the creation of content and/or who are in prominent production roles, in front of and behind the camera.
- Training is now being provided to all frontline production personnel in Accessible Customer Service.
- Ongoing research campaigns have been implemented to determine audience awareness and content preferences.

Transportation

AMI does not have anything to report under this category at this point.

Requirements Under the Broadcasting Act

As referenced in AMI's Accessibility Plan, our programming is in compliance with the regulations of the Broadcasting Act. AMI offers described video and closed captioning for all of its content. We also offer programming that is created with Integrated Described Video (IDV), Live Described Video (LDV) and Descriptive transcripts to accompany promos or short style videos.

Conclusion

AMI has been breaking down barriers to accessibility from the onset of the organization with respect to media. The focus on the disability community and accessibility has provided AMI an in-depth knowledge and understanding of accessibility that extends beyond the content we produce. Our goal to be barrier free is one we take seriously, and we will continue to dedicate our efforts to providing a diverse and inclusive workplace.