

**Peace River Broadcasting  
Second Progress Report  
for Accessibility Plan  
(2024)**

## **General**

Peace River Broadcasting's (PRB) Accessibility Progress Report is presented in response to the Accessibility Canada Act (ACA) regulations to help bring about a more accessible Canada to people with disabilities. As such, federally regulated entities, which include those in the broadcast industry, are required to prepare and publish Accessibility Plan updates.

The Accessibility Plan, Progress Reports and Feedback Process Survey can be found on our Company Websites:

[RiverCountry.fm/accessibility/](http://RiverCountry.fm/accessibility/) and [KIX.fm/accessibility/](http://KIX.fm/accessibility/).

The Accessibility Plan, Progress Reports and Feedback Survey can also be requested in alternate print format by contacting:

**Phone:** (780) 624-2535

**Email:** [reception@rivercountry.fm](mailto:reception@rivercountry.fm)

## **Feedback Process**

PRB has designated Jonathan Babiy – President – as the individual responsible for receiving feedback for any barriers to accessibility, as well as its Accessibility Plan and Progress Reports.

Feedback can be provided by any of the methods outlined below...

**Mail:** Bag 300. Peace River, Alberta. T8S 1T5

**Phone:** (780) 624-2535

**Email:** [jon@rivercountry.fm](mailto:jon@rivercountry.fm)

**Online:** [RiverCountry.fm/accessibility/](http://RiverCountry.fm/accessibility/) and [KIX.fm/accessibility/](http://KIX.fm/accessibility/).

We welcome your questions, comments, or concerns on any accessibility barriers that you may have encountered in dealing with PRB as well as the implementation of our Accessibility Plan. Share feedback anonymously or include your name and contact information. Any personal information will be kept confidential and will not be shared by PRB.

We will acknowledge the receipt of all accessibility feedback by the same means in which we receive it. We will follow-up with any required action within the time frame noted in our acknowledgement.

### **Executive Summary**

In compliance and support of our commitment to a more equitable and accessible environment, PRB has published this update to share the progress we have made to make our workplaces, information and services more accessible.

During the development of the initial Accessibility Plan and development of the Progress Report, PRB has considered the following principles as outlined in Section 6 of the ACA.

- All persons must be treated with dignity regardless of their disabilities.
- All persons must have the same opportunity to make for themselves the lives that they are able and wish to have regardless of their disabilities.
- All persons must have barrier-free access to full and equal participation in society, regardless of their disabilities.

- All persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities.
- Policies, programs, services and structures must take into account the disabilities of persons, the different ways that persons interact with their environments and the multiple and intersecting forms of marginalization and discrimination faced by persons.
- Persons with disabilities must be involved in the development and design of policies, programs, services and structures.
- The development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

## **Accessibility Summary**

PRB is committed to the treatment of all individuals in a manner which provides them with dignity, respect, independence and inclusion. With this, we strive to identify and remove barriers for our employees, customers and community members through the creation, review and update of our Accessibility Plan.

## **Areas of Accessibility - Barriers By Area (Section 5 of the ACA Employment Practices)**

### **1 - Employment**

At PRB we understand accessibility, diversity and inclusion are the foundation of innovation and creativity, not just practices and policies. We are an equal opportunity company, free of discrimination and committed to

foster an inclusive, respectful work environment. We recognize all roles within the company are properly able to be performed by any person regardless of gender, ethnicity, disability, religion, or other factors.

We are taking the following actions to improve accessibility in our Employment.

***Barrier: Education and Communication*** – There is an ongoing opportunity to increase and reinforce awareness on disability inclusion and accessibility mindfulness.

***Action/Status: Ongoing*** - We continuously review, practice and communicate policies and the enforcement of an inclusive, accessible work environment within Peace River Broadcasting. Inclusivity is a key component of our company culture. We recognize disabilities take on a variety of forms from physical to mental.

## **2 - Built Environment**

PRB understands the importance of creating spaces where everyone feels welcomed, comfortable, safe and supported. We continuously strive to make our workspaces as accessible and inclusive as possible for staff and by appointment visitors.

We are taking the following actions to improve accessibility in our Built Environment.

**Barrier: Remote On-Air Role Execution** – Given the multi-level office spaces of PRB studio locations, there is an opportunity to identify and consider potential areas of improvement and accommodation related to accessibility.

**Action/Status: Complete** – PRB worked with our IT and Production teams to enable the ability for our on-air team to create and input content remotely. This includes DJ breaks, commercial production, and news content. This new capability enhances accessibility for our staff, as on-air roles are now able to be performed out of office if needed.

### **3 - Information and Communication Technologies (ICT)**

PRB operates 3 radio stations spanning the Peace and Mackenzie Regions of Northwestern Alberta, 2 company websites; [RiverCountry.fm](http://RiverCountry.fm) and [KIX.fm](http://KIX.fm), Apps for River Country and KIX FM, and a Social Media platform. Our objective is always to ensure our content is barrier free and as accessible as possible through both creation and communication. We consistently evaluate our communication means so our messages can reach as many as possible, including those with disabilities.

We are taking the following actions to improve accessibility in Information and Communication Technologies.

**Barrier & Action: Website and App Redesign** – PRB strives to ensure our websites and digital presence comply with Web Content Accessibility Guidelines and few barriers exist when it comes to our information and communication technologies.

**Action/Status:** *Complete* – Within this past year, PRB underwent a website and app design update. Ease of message delivery and content accessibility being a top priority.

**Progress** – PRB has undergone a website and app design update. Upon review of design options made available, the company chose the design easiest to navigate and display. During this process, we also cleaned up content by eliminating elements not accessed, while amalgamating others into a single area. This provides users with a more focused medium to access our content and increases ease of use.

**Barrier: *Maintaining Effective Audience Communication*** – PRB continuously evaluates and makes any necessary improvements to ensure our content and communication with our audience is as accessible and informative as possible.

**Action/Status:** *Ongoing* – As one of the region’s few local information and entertainment mediums, PRB recognizes the importance of having effective content delivery and audience connection.

**Progress** – To ensure our communication remains effective, as part of this Second Progress Reporting period, PRB conducted communication consultations in various areas of our regional coverage areas through in-person surveys. Feedback received confirmed overall effectiveness in delivering content and accessibility of communicating with our audience.

**Barrier & Action: Increasing Duration of On-Air Newscasts** – A new barrier provided verbally during communication consultations within this Progress Reporting period was increasing the length of our on-air newscasts. This feedback was given by seniors, in-person, as we conducted our communication consultation surveys across the region. Reason being is they do not access our full-length stories published online and want to get similar messaging delivered on-air; a medium they access.

**Action/Status: Complete** – Within weeks of receiving feedback, PRB management addressed this barrier with thorough discussion and consideration.

**Progress** – PRB has chosen to continue with its current newscast duration and structure. Content length and delivery is in line with how most of our audience ingests information. There is concern a longer form newscast would result in tune out and a decrease in audience/revenue.

**Barrier & Action: Delivering Clear, Easy to Understand Messaging** – Within the past year, PRB management has identified an opportunity to enhance our message creation through available resources. As a communication medium, we understand the importance of delivering content that is direct, clear, and easy to understand.

**Action/Status: Complete** – Into this Second Progress Reporting period PRB has begun utilizing AI to assist in message creation.

**Progress** – PRB staff have been made aware of available AI resources from our web content providers, along with other AI sources. They have been trained and directed to utilize the resource. This has resulted in improved content in both message creation and relevancy.

Expanding on our accessible digital content, PRB continues to best ensure its videos have accompanying closed captioning text. Although infrequent, technical limitations do occur from time to time which prevent every video from having attached text. For online audio, supporting text is also included which best describes the content in the recording.

#### **4 - Information and Communication Other Than (ICT)**

Being in the broadcast industry, PRB recognizes the value of accessible and effective communication internally to employees and externally to our audience, community and clients.

We are taking the following actions to improve accessibility in Information and Communication Other Than (ICT).

**Barrier: Maintaining Effective Community Presence** – PRB continuously evaluates and makes any necessary improvements to best maintain a high level of community connection and ease of accessibility to the public.

**Action/Status: Ongoing** – As a long-standing local media community member, PRB recognizes the importance of maintaining quality in-person public access. With few remaining local media mediums in the area, our community presence becomes more valuable and important.

**Progress** – Our PRB office spaces continue to be open by appointment only. This is largely due to safety concerns stemming from increased crime, violence and homelessness in areas surrounding our office locations.

Even so, PRB is mindful of maintaining quality in-person community interaction, such as client visits, on-location broadcasts and attendance at community happenings. PRB has also modified its delivery of some in-person audience interaction to ensure content is still properly received; this includes the dispersal of prizing through mail or electronic means.

PRB maintains our best effort to remove this in-person limited public access barrier while keeping a safe and secure work environment for our staff.

## **5 - Procurement of Goods and Services**

PRB buys products and services which support our business operations. Accessibility in this manner continues to be evaluated and still at this time is not considered an issue. Measures will be put in place to overcome any related barriers which arise.

## **6 - Design and Delivery of Services**

As a local media information provider, PRB strives to make its content as accessible as possible to our local coverage area. This includes communication in a clear, direct and easy to understand way. Accessibility in this manner continues to be evaluated and at this time is not considered

an issue. Measures will be put in place to overcome any related barriers which arise.

## **7 - Transportation**

With community presence and accessibility in mind, PRB continues to evaluate and ensure its company vehicle fleet and policies best provide the opportunity for effective community engagement. Accessibility in this manner continues to be evaluated and at this time is not considered an issue. Measures will be put in place to overcome any related barriers which arise.

## **Consultations**

Externally during this Second Progress Report period, consultations were held in-person through surveys at various Trade Shows within our broadcast area. Surveys emphasized communication. Feedback was gathered on accessibility of our message distribution avenues, along with the effectiveness and methods of audience interaction. PRB will continue to emphasize communication; ensuring our content and interaction are as accessible as possible.

Externally, we have also made our Feedback Process Survey more readily available to local groups with disabilities. During this Second Progress Reporting period, PRB has dispersed our Feedback Process Survey to the Town of Peace River representative who works directly with various local organizations for persons with disabilities. To further enhance ease of accessibility, surveys have been printed and are available at the Town facility utilized by these groups. This provides the opportunity to garner

further feedback on all areas of accessibility from our Peace River office community, with Built Environment likely being the main area of focus given location and response group. As these feedback surveys are complete, they are forwarded to us by the Town of Peace River representative. For those who provide contact information, acknowledgement is made and further response provided accordingly by PRB. To date no feedback has been received.

PRB also took part in a consultation session hosted by the Broadcasting Accessibility Fund (BAF), an independent, not-for-profit organization that supports innovative English and French projects aimed at improving accessibility to broadcast content across multiple platforms for Canadians living with disabilities.

The session was led by three individuals with lived experience related to hearing and sight loss, who shared practical, real-world guidance on improving accessibility in both broadcasting and the workplace. During the discussion, CAB members engaged directly with the presenters and received feedback on best practices and approaches broadcasters can take to make content more accessible. One example highlighted for radio broadcasters was the benefit of streaming content online, allowing audiences living with a disability to access transcription options. The presenters also stressed the importance of closed captioning and described video for television audiences.

A key takeaway from the session was that accessibility is most effective when it is built in from the beginning - across content development,

platforms, and internal practices - rather than added on later. Presenters emphasized the importance of asking individuals what they need, adopting flexible workplace practices, and ensuring accessibility tools, particularly described video, are delivered consistently across both linear and digital platforms. The session also reinforced the value of using existing technologies, such as captioning and transcription tools, as part of everyday operations. Overall, the message was clear: meaningful progress on accessibility requires ongoing commitment and leadership support.

During this reporting period, PRB attended another consultation led by the Disability Screen Office (DSO), focused on improving accessibility in Canada's screen industry. The session emphasized proactively embedding accessibility across all stages of production and fostering psychologically safe workplaces with clear accommodation processes.

The DSO shared tools and survey findings showing 55% of respondents experienced disability-related discrimination, highlighting ongoing systemic barriers. Accessibility was framed as both a legal obligation and an opportunity to expand workforce participation and audiences, with caution advised around AI use. Overall, the session stressed the need for sustained leadership, planning, and engagement.

PRB also continuously welcomes individuals to submit feedback through our online accessibility Feedback Process Survey.

Internally, PRB consults with our own employees directly when they are identified as having accessibility and/or disability issues. We respect the

confidentiality and privacy of all employees, and as such, the identities of any participating employees are kept confidential. Employees are also welcome to submit feedback through our online Accessibility Survey; this can be done anonymously, should they choose. Should any issues arise from these employee consultations, managers problem solve the issue and provide any needed assistance to address and eliminate encountered barriers.

In any consultation, areas addressed include office location (Peace River or High Level) and the barrier(s) encountered.

### **Feedback**

Externally, during this Second Progress Reporting period, no barriers were identified through our communication consultations survey or Feedback Process Survey available online and now in-person through the Town of Peace River to organizations for persons with disabilities in the area.

However, verbal feedback was received during the communication consultations survey process which identified a Communication and Information Technologies barrier pertaining to: Increasing Duration of On-Air Newscasts.

Internally, no feedback was brought to light by employees during this reporting period. As noted, PRB openly welcomes communication within our small, inclusive team related to any topics, including accessibility, to ensure they are comfortable and able to work effectively in their workplace.

We maintain our published Feedback Process Survey and contact information on our company websites at [RiverCountry.fm/accessibility/](https://www.rivercountry.fm/accessibility/) and [KIX.fm/accessibility/](https://www.kix.fm/accessibility/).

We are committed to reviewing any received feedback and taking steps to make any needed changes.

### **Progress Summary and Conclusion**

PRB is committed to the accessibility of its employees, customers and community members. We understand providing a barrier free work environment and associated policies are key in creating an inclusive, welcoming and respectful company.

PRB has made meaningful progress towards enhancing its accessibility. Employee awareness has increased through the enforcement of related policies and procedures. This includes a continued dedication to fostering an inclusive and accessible work environment. Recognizing disabilities take both physical and mental forms. PRB has also addressed accessibility communication barriers which in turn have enhanced content delivery and audience interaction. This includes higher quality digital audience engagement, utilizing AI to help create more clear and concise content, website redesign with ease of use as a top priority, ensuring describing text is included within video and audio digital content, and maintaining an effective community presence. This dedication to effective communication was confirmed through the results of our communication consultations survey.

We recognize accessibility is an ongoing process and will continue to examine practices and welcome feedback to help address barriers when identified. This includes internal and external employee consultations along with public feedback consultations and submissions.

## **Definitions**

***Barrier:*** 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 a person with an impairment, including a physical, mental, intellectual, cognitive, learning, communication, or sensory impairment, or a functional limitation.

***Disability:*** Any impairment, including a physical, mental, intellectual, cognitive, learning, communication, and sensory impairment, or functional limitation that is either permanent, temporary, or episodic in nature. It can be evident or not in interaction with a barrier to hinder a person's full and equal participation in society.

***Accessibility:*** Greater accessibility is achieved through the design of products, devices, services, environments, technologies, policies, and rules in a way that allows all people, including people with a variety of disabilities to access and use them, as independently as the person wishes.