

PATTISON MEDIA ACCESSIBILITY PLAN 2026–2028

Pattison Media Ltd.

Accessibility Plan prepared under the
Accessible Canada Act



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1. SUMMARY

Introduction

PML is pleased to publish its Accessibility Plan for 2026–2028. This report outlines our approach to and progress on identifying, removing, and preventing barriers to accessibility in alignment with the Accessible Canada Act (ACA).

As the holder of licences from the Canadian Radio–Television and Telecommunications Commission (CRTC), we are also subject to specific accessibility requirements, such as closed captioning, described video and audio description of audiovisual content, as set out in our conditions of service.

Description of Pattison Media Ltd.

Pattison Media Ltd. (PML) is headquartered in Kamloops, British Columbia. We operate 51 radio stations, 2 television stations, 20 online news portals, podcasts, and digital marketing services across British Columbia, Alberta, Saskatchewan, and Manitoba. We are part of the Jim Pattison Group, based in Vancouver, BC.

2. GENERAL

2.1 Statement of Commitment

Pattison Media Ltd. is committed to treating all people with dignity and respect. We are committed to making our workplace, policies, programs, practices, and services more accessible for employees, applicants, audiences, and members of the public.

We work to identify, remove, and prevent barriers so people with disabilities can access information, take part in our programs, and receive our services as fully and independently as possible.

We know accessibility is an ongoing responsibility. We will keep listening, learning, and improving when barriers are identified.

2.2 Contact Information & Feedback Process

We welcome feedback about accessibility from employees, applicants, listeners, viewers, and members of the public.

As required under the Accessible Canada Act and related regulations, we have published an Accessibility Feedback page, which can be found here: <https://www.pattisonmedia.com/accessibility>.

Feedback can also be submitted anonymously through our online form: [PML Accessibility Feedback Form](#).

The person responsible for receiving and keeping feedback records is:

Kate Marshall

Executive Assistant to the President and Executive Team

250-851-3212

info@pattisonmedia.com

460 Pemberton Terrace

Kamloops, BC V2C 1T5

Our goal is to respond to appropriate feedback within 5 business days where reasonably practicable, unless it is submitted anonymously.

We will keep records of feedback received through the online form and other methods for 7 years. We will use this information to track progress, identify barriers, and improve future versions of this plan.

Over the last year, PML received limited direct feedback through formal channels. We recognize this may indicate a need to increase awareness of our accessibility feedback process and will continue to promote these channels.

We will continue to promote awareness of accessibility feedback channels through our websites, broadcasts, and internal communications.

2.3 Alternative Formats



This Plan and a description of our feedback process is available in alternative formats, can be requested by contacting:

Kate Marshall

Executive Assistant to the President and Executive Team

460 Pemberton Terrace

Kamloops, BC, V2C 1T5

info@pattisonmedia.com

250-851-3212

An electronic version of this Plan that works with assistive technology is available on our public website at <http://www.pattisonmedia.com/accessibility>.

PML will provide this Plan in print within applicable regulatory timelines, and typically within 15 days of a request.

PML will also provide this Plan in Braille or audio format within applicable regulatory timelines, and subject to third-party production availability.

2.4 Definitions

Disability: A physical, mental, intellectual, cognitive, learning, or communication difference. Disabilities can be permanent, temporary, or change over time.

Barrier: Anything that prevents people with disabilities from fully and equally participating in society. Barriers may be physical, technological, attitudinal, or related to policies and processes.

Accessibility: Designing environments, products, services, and information so they can be used by people with a wide range of abilities, as independently as possible.

3. CONSULTATIONS

OVERVIEW



We developed this plan with input from employees and people with disabilities. Their feedback helped us better understand barriers and set priorities for improvement.

3.1 Consultations with Employees

OVERVIEW

We invited employees to share feedback about accessibility barriers and ways to improve our workplace, systems, and services.

On a regular basis, local teams are expected to review and discuss accessibility issues and situations in their locations and departments. These discussions are recorded in meeting minutes and then compiled into a quarterly report for the PML leadership group. This regular consultation process helps us respond quickly to requests, identify issues that may affect other locations, and share solutions that may help address similar barriers elsewhere in the company.

PML employees also gathered information through their digital accessibility training. This training encouraged many staff members to review their email settings and company report formats. At the trainer's suggestion, many employees increased the default font size in their email. PML also removed design barriers from publicly published reports so screen readers can read them more accurately and without errors.

3.2 Consultations with Other People Who Have Disabilities

OVERVIEW

In preparing this plan, PML consulted with the Broadcasting Accessibility Fund, CNIB Access Works, the CNIB Come to Work program, Employment and Social Development Canada (ESDC), and the Canadian Association of Broadcasters (CAB). The Broadcasting Accessibility Fund was a webinar with an undisclosed count of participants; the consultations with the CNIB Access Works were virtual meetings where 3 to 5 people were on the call, all of whom identify as people with disabilities; CNIB Come To Work program were virtual meetings with 2 people, both identifying as people with disabilities; the ESDC consultation was a webinar with an undisclosed amount of participants with some people who

had disabilities; and the CAB consultation was a webinar presented by a person with disabilities with an undisclosed attendance number.

These consultations included people with a range of disabilities, including vision, hearing, physical, and intellectual disabilities. The consultations took place through virtual meetings or webinars from January to December 2025.

We did not receive any feedback through our website accessibility page during this reporting period.

What we learned through these consultations helped shape this plan. It confirmed the need for regular digital accessibility training, enforcement of accessibility requirements in procurement, and clearer public accessibility information on our platforms.

4. AREAS DESCRIBED UNDER SECTION 5 OF THE ACA

4.1 Employment

OVERVIEW

We want Pattison Media to be an inclusive workplace where employees with disabilities feel supported throughout the employment lifecycle, including recruitment, onboarding, work, and career development.

Key Barriers Identified

- Limited formal accessibility training for managers and hiring teams.
- Barriers in attracting and reaching a broad and diverse pool of candidates, including people with disabilities.

ACCESSIBILITY GOALS

- During 2025, PML hiring managers were provided with accessibility training on hiring practices by CNIB – Come To Work program. Our goal is to continue to hold this training every year to ensure that all new hiring managers would have the opportunity to benefit from this instruction.
- PML will strengthen its partnership with the CNIB Come to Work program and continue participating in its job fairs to increase awareness of our company and promote our industry as inclusive and accessible. Our goal



is to attract a stronger pool of qualified candidates with disabilities for open roles across the organization.

4.2 Built Environment

OVERVIEW

We operate from many office and studio locations, most of which are leased buildings. Accessibility can vary depending on the age and design of each location and landlord responsibilities. When we are in a position to relocate or make significant lease or renovation decisions, we prioritize and align with current accessibility standards and codes

Key Barriers identified

- Physical access challenges in some leased spaces
- Emergency procedures that may not meet all accessibility needs

ACCESSIBILITY GOALS

- Have Health and Safety Committees review emergency evacuation procedures in all locations, and document identified gaps and actions, to ensure they consider their employees with disabilities on a phased basis, with priority given to higher-risk locations.
- Assess accessibility features in existing locations and identify opportunities for improvement. Ongoing.
- As our needs change in each location, consider accessibility when renewing leases, selecting new office spaces and remodeling to modern accessible codes, where feasible and aligned with operational and lease constraints. Ongoing.

4.3 Information and Communication Technologies (ICT)

OVERVIEW

ICT includes our websites, apps, digital documents, internal systems, and online platforms. These tools are essential for employees and the public to access our information and services.

Key Barriers Identified



- Inconsistent accessibility across websites and digital documents
- Limited accessibility training for employees who create digital content

ACCESSIBILITY GOALS

- Conduct phased accessibility reviews of priority public-facing websites and digital content, with support from external accessibility specialists where appropriate, and continue expanding coverage over time.
- Improve website navigation, readability, and compatibility with assistive technologies with the results of the manual audit, based on findings from these phased reviews and ongoing improvements.
- Provide additional accessibility training to employees who create or manage digital content. Our goal is to have an annual training session for our digital content contributors.

4.4 Communication, other than ICT

OVERVIEW

We communicate with employees and the public through in-person meetings, printed materials, broadcasts, and community engagement.

Key Barriers Identified

- Some materials may not be available in accessible formats.
- Inconsistent use of plain language.

ACCESSIBILITY GOALS

- Ensure public-facing documents can be provided in accessible formats upon request. Our goal is to provide requested formats to anyone who requests it within applicable timelines, with a target of 15 days where feasible. Ongoing.
- Increase use of plain language in written and spoken communications. Ongoing.
- Continue to support captioning and described video services for television broadcasts. Ongoing and mandated by the CRTC.



4.5 Procurement

OVERVIEW

Accessibility has not always been considered formally in purchasing decisions. In 2025, PML published our Procurement Policy, outlining our decision process and how we require accessibility to be an initial point of consideration.

Key Barriers Identified

- Some vendors do not clearly understand accessibility requirements or what they must meet to be considered during the procurement process.

ACCESSIBILITY GOALS

- Apply our Procurement Policy when buying new products and services. This helps vendors understand the accessibility requirements we must meet and shows that accessibility is an important part of our purchasing decisions. Ongoing.
- Require vendors, where applicable, to provide accessibility information or demonstrate applicable standards. Ongoing.

4.6 Design & Delivery of Programs & Services

OVERVIEW

Our programs and services are mainly delivered through broadcasting and digital platforms.

Key Barriers Identified

- Accessibility issues may arise if accessibility is not considered early in design of our programs and services.

ACCESSIBILITY GOALS

- Integrate accessibility considerations early when developing new programs, services, and digital offerings.
- Use feedback from the public and people with disabilities, along with our partner at the CNIB Access Labs to improve accessibility.

4.7 Transportation



OVERVIEW

PML does not provide transportation services to the public.

At most locations, PML provides station vehicles for employees to use in programming, technical, news, and promotions departments.

Employees must have a valid driver's licence to use these vehicles.

Our Accommodation Policy allows flexibility when an employee with a disability cannot drive or needs to use their own adapted vehicle for work. In these cases, PML may send another employee or reimburse mileage for the employee's personal vehicle. Accommodations may be tailored at the local level, within the framework of company policies.

ACCESSIBILITY GOALS

- Keep using flexible options, such as other transportation arrangements or mileage reimbursement, when an employee cannot drive.

5. CONCLUSION

Pattison Media Ltd. is committed to continuous improvement in accessibility. We will monitor and measure our progress to help make sure we meet our accessibility goals and remove the barriers identified in this plan. We will also publish progress reports on the implementation of this plan, as required under the Accessible Canada Act.

Accountability for accessibility may be reflected in the performance objectives of senior managers and executives. This will help ensure accessibility remains part of planning, decision-making, and day-to-day operations across the organization.

We encourage employees, applicants, audiences, and members of the public to share feedback through our accessibility feedback process. We will review the feedback we receive, respond in a timely manner, keep records of it, and use it to help implement this plan, identify new barriers, and improve future accessibility actions.



This plan reflects our commitment to creating a more inclusive and accessible organization. We will keep learning, improving, and taking action to make our workplace, policies, programs, practices, and services more accessible for everyone.