



# BREAKING BARRIERS

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## ACCESSIBILITY PLAN 2023-2025





# CBC/Radio-Canada

## National Accessibility Plan

### | 1. General

#### 1.1 Message from the President and CEO

To be a truly public broadcaster is to be an accessible broadcaster. That's why CBC/Radio-Canada has been committed to accessibility for decades to ensure that all Canadians have access to our services and content. As just one example, we first aired closed-captioned programming more than 40 years ago, in 1981. Since then, technology has changed and so has our understanding of what accessibility means.

Today, with this National Accessibility Plan, we are deepening our commitment to better serve and reflect all Canadians. After all, most Canadians experience a disability at some point in their life, whether temporary or permanent. Today, one in five Canadians lives with a disability.

To be accessible to all Canadians, we must champion accessibility in all that we do, both as a broadcaster and as an employer. That means identifying, preventing and removing barriers to our services and within the workplace, and representing disability in our programming.

This National Accessibility Plan puts us on a path to accomplishing these goals. We aim to make CBC/Radio-Canada the barrier-free public media organization that Canadians deserve. We aim to be a world leader in accessibility, propelled by the contributions of people with disabilities.

CBC/Radio-Canada employees with disabilities were at the heart of every step of the plan's development, and I'm proud of the tremendous work they have done. I'm proud, too, of our consultations with Canadians with disabilities, to hear their vision for the public broadcaster. Hundreds of Canadians with disabilities took the time to share their thoughts with us, and their insights have shaped how we think about inclusion and accessibility across our organization.

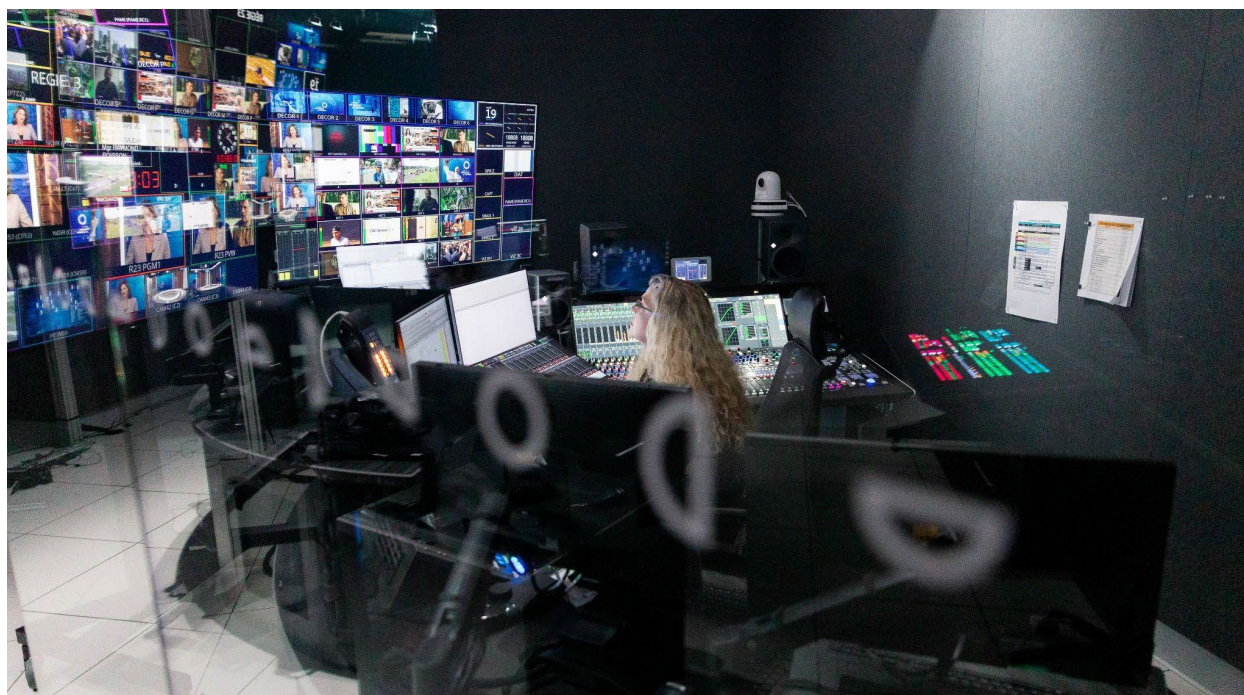
Indeed, this accessibility plan outlines seven strategic objectives that touch every aspect of what we do. From our content, to our recruitment, retention and promotion efforts, to our technology and infrastructure, and much more, it provides a framework for our transformation.



I am confident that with this plan, we will uphold the trust placed in us by all Canadians, and most importantly those with disabilities, to become a barrier-free CBC/Radio-Canada. An accessible public broadcaster is not only possible—it's within our grasp.

A handwritten signature in black ink that reads "Cath Tait". The signature is fluid and cursive.

Catherine Tait  
President and CEO,  
CBC/Radio-Canada



*One of our control rooms.*

## 1.2 Our vision for an accessible CBC/Radio-Canada

CBC/Radio-Canada is committed to the realization of a Canada without barriers by 2040. We aim to be a public service media organization that is a world leader in accessibility, propelled by the contributions of people with disabilities.

To us, a more accessible CBC/Radio-Canada means offering an accessible and inclusive employee experience, reflecting disability in our stories and storytelling, and championing accessibility in all that we do. This plan is an important piece of our commitment to identifying, removing and preventing barriers, in alignment with fulfilling our mandate to inform, enlighten and entertain *all* Canadians.

For 2023-25, our actions are organized into seven strategic objectives:

1. Improve the inclusion of employees with disabilities
2. Increase the recruitment, retention and promotion of people with disabilities in our workforce
3. Create and promote content that reflects the diversity of people with disabilities living in Canada
4. Increase opportunities for creators with disabilities in the media industry
5. Increase the accessibility of our content, with a focus on digital







6. Improve the accessibility of our technology and infrastructure
7. Develop accessibility knowledge and ability amongst our employees

This Accessibility Plan shows where we are today, what we learned from our consultations with Canadians living with disabilities, and where we plan to be three years from now so we can be the accessible public service media that Canadians deserve.

### 1.3 Feedback and contact information

You can use any of the means listed below to contact CBC/Radio-Canada to provide feedback on accessibility. Our Application Support Specialists are happy to acknowledge receipt of your feedback and follow up with you (if not anonymous). The Accessibility Lead is responsible for oversight of this plan and the accessibility process.

These channels can also be used to request a copy of our accessibility plan or feedback process in print, large print, braille, audio format or an electronic format that is compatible with adaptive technology.

 Mail	Audience Relations, CBC P.O. Box 500 Station A Toronto, ON Canada, M5W 1E6
 Telephone	Toll-free (Canada only): 1-866-306-4636
 Feedback form on our websites	<a href="#">Accessibility feedback</a> form
 Email	accessibility@cbc.ca



## | 2. Employment



*One of our news set.*

### 2.1 Where we are

We are committed to creating and maintaining a workforce that reflects Canada, and that includes improving the representation of people with disabilities. Since 2019, the diversity of our new hires has been a pillar of our [Corporate Strategy](#) and a key performance objective to reflect contemporary Canada.

At the completion of the 2021-22 fiscal year (March 2022):

- 4.0% of CBC/Radio-Canada's workforce self-identified as having a disability, compared to a labour force availability of 8.2%<sup>1</sup>.
- 6.0% of our new hires in 13 week-plus roles self-identified as a person with a disability.

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<sup>1</sup> The Canadian Labour Force availability is based on the 2016-17 Statistics Canada surveys.





## 2.2 What we're doing

CBC-Radio-Canada has implemented a number of policies, programs, practices and services to address previously identified barriers, prevent new barriers from occurring, and create opportunities to improve the accessibility of our workplace. Here are a few highlights:

- In February 2022 we launched our corporate policy on [Equity, Diversity, Inclusion and the Prevention of Discrimination](#), which includes statements on accessibility and reasonable accommodation.
- In February 2022 *Be Heard*, our platform allowing CBC/Radio-Canada employees to submit anonymous and confidential declarations on experiences of racism in the workplace, was expanded to include all prohibited grounds of discrimination under the *Canadian Human Rights Act*, which includes disability. This created additional pathways to prevent and/or address discrimination on the basis of disability in the workplace.
- In July 2022 we released *Disability Awareness*, a self-directed e-learning course for employees of CBC/Radio-Canada. Through testimonials and digital activities, it exposes participants to different types of disabilities, the barriers that can occur in the workplace, and how they can improve accessibility in their spheres of influence.
- CBC/Radio-Canada also offers various programs throughout the year that address creating opportunities for persons with disabilities in our workforce: CAPE (CBC Abilicrew Placements for Excellence), On-air talent program and the Equity, Diversity and Inclusion (EDI) Development Fund. These programs complement the variety of other initiatives we offer to provide opportunities for creators with disabilities within the media industry (e.g. [AccessCBC](#), [Ohdio's podcast team initiative](#) (in French only)).

## 2.3 What we learned

Through analysis of our workforce data and insights derived from our consultations, we identified several key areas where CBC/Radio-Canada can continue to work to remove barriers:

- **Improving workplace accommodation procedures**  
We heard that our current process could be streamlined and simplified.
- **Increasing our intentional recruitment of people with disabilities**  
We heard that being more intentional in our outreach to people with disabilities as part of our hiring efforts, and creating a more seamless accommodation experience from talent acquisition to onboarding are two key areas we could improve.



- **Increasing opportunities for advancement and professional development**  
We heard that employees with disabilities perceive fewer opportunities for advancement and professional development compared to their non-disabled colleagues.
- **Building awareness of disability in the workplace**  
We heard that staff would benefit from more education around disabilities and accommodation to dismantle misconceptions and attitudinal barriers.



*CBC/Radio-Canada station in Vancouver.*

## 2.4 The way forward

Two strategic objectives guide our efforts for this first three-year accessibility plan:

1. **Improve the inclusion of employees with disabilities in our workplace.**
2. **Increase the recruitment, retention and promotion of people with disabilities in our workforce.**

### 2.4.1 Improve inclusion of employees with disabilities

CBC/Radio-Canada recognizes that perceptions of inclusion will vary from individual to individual, and that “inclusion” is an expansive term that can mean many different things. For the purposes of this plan, we have identified two measurable areas of improvement





with respect to inclusion: employee engagement and satisfaction with the accommodation process.

Desired outcome	Measurement	Data source
Employee engagement scores of employees with disabilities comparable to employees without disabilities	Engagement survey results for employees who self-identify with a disability	Annual employee engagement survey
Improve workplace accommodations procedures	Employee satisfaction with their experience with the accommodation procedure	Not currently measured - measurements will be developed

#### 2.4.2 Increase the recruitment, retention and promotion of people with disabilities in our workforce

CBC/Radio-Canada is working to address the underrepresentation of people with disabilities across our workforce. We will know if our efforts have been successful if we can measure improvements in our recruitment of people with disabilities, growth in the overall representation of people with disabilities (retention), and an increase in the representation of people with disabilities in our promotions.

Desired outcome	Measurement	Data source
Improve recruitment of people with disabilities	% of new hires that self-identify as a person with a disability	Internal self-identification questionnaire
Increase representation of people with disabilities in the overall workforce	% workforce representation of people with disabilities	Internal self-identification questionnaire
Increase opportunities for career development and promotion within the organization for employees with disabilities	% representation of people with disabilities in promotions	Internal self-identification questionnaire



### 2.4.3 Actions

The first three-year plan will focus on the following occupational groups: unaffiliated roles, roles that impact the diversity of programming, and on-air talent. These occupational groups were identified as priorities through our consultations. While we want to address underrepresentation across our workforce, we believe that by focusing on these three categories of employees, we will be able to make faster progress, and amplify change across the organization as we work to reflect contemporary Canada from inside and out.

Under the leadership of the People & Culture team, the following corporation-wide actions are planned for 2023-25:

- Work with the Talent Management leaders of People & Culture to increase the participation of employees with disabilities in employee development and advancement initiatives, such as the INSPIRE Mentorship Program (which targets underrepresented groups), and the EDI Development Fund.
- Review our current [Rules and Procedures on Accommodation](#) to reduce structural barriers to accessing accommodations. This is currently underway, and is expected to be completed in 2023.
- Develop additional resources on accommodation for employees with disabilities and their managers, including self-serve resources and training programs.
- Conduct a gap analysis of the representation of people with disabilities in our priority employee categories, considering recruitment, retention and promotion. When representation gaps are identified in comparison with the Canadian Labour Force availability, launch action planning to sustainably address these gaps.
- Review results from employee engagement surveys and conduct comparative analysis between results reported by employees with disabilities, and overall results. Where lower results are identified, launch action planning to sustainably address these gaps.

## 3. Built environment



*CBC/Radio-Canada station in Vancouver.*

### 3.1 Where we are

As of 2023, CBC/Radio-Canada has 71 locations across all provinces and territories in Canada. These locations, some of which are owned and some of which are leased, operate 24 hours a day, 7 days a week. This network of physical spaces allows us to be dynamic and production-ready, and directly impacts our ability to be accessible and inclusive. The current state of accessibility across our built environment portfolio differs from region to region based on the various municipal, provincial and territorial building codes along with the year of building construction. While the barriers experienced in our physical spaces are many, our real estate team is actively engaged in identifying, removing and preventing barriers through various means.

Prevention of barriers is the primary goal for newly leased locations, and active work is ongoing to remove barriers within existing spaces. The following are examples of some of the retrofits and improvements that we have been able to make to our owned facilities:

- Adapting building entrances to improve accessibility (e.g., adding ramps, and improving access from sidewalk);
- Adding elevators, lifts, and ramps;
- Upgrading elevators (e.g., adding mirrors, braille push buttons, voice-activated elevator functions);
- Removing obstructions from interior paths;



- Installing universal and accessible washrooms;
- Installing dimmable lighting;
- Replacing door hardware to improve ease of use;
- Creating wayfinding signage with integrated alternate formats (e.g., braille, embossed lettering);
- Implementing ergonomic furniture standards in individual workstations and collaborative work spaces (e.g., adjustable height furniture, soft seating);
- Adding designated accessible parking spots, where parking is available.

Lastly, we use what we have learned to redevelop our guidelines and processes to apply those best practices across our real estate portfolio.

## 3.2 What we're doing

Our approach to improving the accessibility of our built environment is two-pronged: the prevention of new barriers, and remediating existing barriers. The overarching objective is to find solutions to improve accessibility of our spaces. Here are a few highlights:

### 3.2.1 Preventing new barriers

- **Collaborative design sessions:** As part of the redevelopment of specific areas of the workplace, our real estate team hosts *neighborhood design workshops* with delegates from the concerned departments. This participative process allows existing and future accessibility needs of the team to be considered from the outset of a project.
- **Subject matter expert review:** A vendor with subject matter expertise in the accessibility of the built environment reviews preliminary design plans for future renovations.
- **Ergonomics:** We incorporate ergonomic best practices in the development of our corporate furniture standards. In addition to preventing accessibility issues through thoughtful choices of furniture, all employees complete mandatory ergonomic training, and have access to self-serve ergonomic resources. These resources are complemented by the availability of ergonomic assessments to support employees with tailored recommendations adapted to their needs.

### 3.2.2 Remediating existing barriers

- **Subject matter expert audits:** A vendor with subject matter expertise in the accessibility of the built environment conducts audits of our facilities. The issues flagged inform the



priorities of our Real Estate's Accessibility Program, and the corporation's workplace accessibility internal standards and guidelines.

- **Accommodations in the built environment:** Our real estate team supports managers and employees in identifying workplace adaptations in the built environment.
- **Pilot projects:** We run pilot projects at sites across the country where we deploy new hardware technologies and furniture at test sites, and use the insights gathered to inform their application (or not) across our portfolio.

### 3.3 What we learned

User feedback plays a significant role in guiding the redevelopment of CBC/Radio-Canada's workplace standards and guidelines. This feedback, in combination with our consultations, helped to identify barriers and areas of improvement in the built environment. Here are several key areas where CBC/Radio-Canada can continue to work to remove barriers:

- **Going beyond compliance**  
We heard that meeting building codes and regulations did not account for all disabilities. Invisible disabilities can also impact the usage of space, and the needs of neurodiverse employees require intentional consideration in the design of our work environments.
- **Improving communication pathways with all users**  
We heard knowing where and how to report a barrier in the built environment can be a challenge. This sometimes leads to delays in resolution, creating additional frustrations, and can lead to the underreporting of accessibility issues.
- **Making accessibility information easier to find**  
We heard that information about the accessibility of our physical spaces can be hard to find for our visitors and our employees. Efforts to make information about the accessibility of the built environment more easily retrievable would significantly improve accessibility.
- **Improving accessibility in key spaces**  
We heard that entrances, wayfinding and amenities spaces (e.g., kitchenettes, meeting rooms) are some of the most common sites of accessibility barriers.

### 3.4 The way forward

The strategic objective that guides our efforts for this first three-year accessibility plan is to **improve the accessibility of our technology and infrastructure**. This section focuses exclusively on outcomes that touch the built environment.



Desired outcome	Measurement	Data source
Improve the accessibility of the built environment	# of critical accessibility accommodation issues resolved	Employee accessibility feedback
Improve the accessibility of the built environment	# of audit accessibility issues resolved	Accessibility audit reports

### 3.4.1 Actions

Under the direction of the Technology & Infrastructure team, specifically the teams working on real estate projects, the following corporation-wide actions are planned for 2023-2025:

- Continue building audits by subject matter experts, and incorporate results into the Real Estate Accessibility Program. Nine (9) are expected to be conducted by 2025.
- Work with the partners involved in the procurement process (e.g., Procurement, manufacturers, suppliers) to improve accessibility of goods and services that impact the built environment.
- Improve the accommodation process with respect to accommodation requests involving the built environment in collaboration with managers, and People & Culture.
- Pilot new initiatives to improve the accessibility of the built environment (e.g., voice-activated elevator in the Canadian Broadcasting Center in Toronto is ongoing, addition of touchless paper towel dispensers in washrooms).
- Collect and communicate information about the accessibility of the different stations across the country (e.g., [Practical guide to accessibility at the New Maison de Radio-Canada](#)).
- Improve two-way communication between the real estate team and other stakeholder groups, allowing us to better capture and track accessibility feedback on the built environment.
- Update internal accessibility standards based on learnings from audits, feedback, consultations, and industry-related training sessions.





## | 4. Information and communication technologies



*One of our workspaces.*

### 4.1 Where we are

Information and communication technologies (ICT) at CBC/Radio-Canada include our digital ecosystem, the software and tools we use to do our work, and the technologies we use to deliver our content. As our digital offering evolves and new technologies emerge, we want to make sure that people with disabilities in Canada can count on us to provide accessible services and workplaces. In this section we will address ICT as it relates to our Corporate website, and the technology we use internally. Discussion of ICT relative to our content and programming will be discussed in the section [Design and delivery of programs and services](#).

### 4.2 What we're doing

In the past year, CBC/Radio-Canada has given increased attention to uncovering the barriers to accessibility that exist in our workplace. At present, much of our digital accessibility expertise lies within the digital accessibility teams within our English services (CBC) and French services (Radio-Canada) departments. Our Technology & Infrastructure team has worked with them to identify barriers, and a roadmap to address gaps, as identified in the [Actions section](#).



### 4.3 What we learned

Through our consultations, we identified several key areas where CBC/Radio-Canada can continue to work to remove barriers:

- **Improving access to assistive technologies in the workplace**  
We heard that employees want more information and resources on assistive technology at work
- **Identifying and remediating issues on our Corporate website**  
We heard that some experienced barriers accessing information on our [Corporate site](#)
- **Purchasing accessible ICT goods and services**  
We heard that our teams would benefit from more resources and guidance in order to integrate accessibility criteria when sourcing goods and services with an ICT component
- **Developing digital accessibility skills in our workforce**  
We heard that staff would benefit from more education around digital accessibility to remove and prevent barriers in ICT

### 4.4 The way forward

The strategic objective that guides our efforts for this first three-year accessibility plan is to **improve the accessibility of our technology and infrastructure.**

Desired outcome	Measurement	Data source
Evaluate the accessibility of ICT goods and services during procurement process	To be developed	To be developed
Improve the accessibility of our Corporate website	To be developed	Digital accessibility content audit report
Improve access to assistive technologies in workplace	Employee Accessibility Feedback	Employee Accessibility Feedback
CBC/Radio-Canada staff build their digital accessibility competence	# of employees that complete trainings related to accessibility	CBC/Radio-Canada training report



#### 4.4.1 Actions

The following corporation-wide actions are planned for 2023-2025:

- Improve access to assistive technology by developing self-serve resources and communicating them to employees
- Develop digital accessibility skills in our workforce by offering role-based digital accessibility training with the goal of upskilling our workforce
- Include technical and evaluation criteria for accessibility of ICT in our procurement processes (see actions in the [Procurement of goods, services and facilities: The way forward](#))
- Conduct digital accessibility content audit on websites and social media content, develop plans to remediate the barriers identified, and train content creators on prevention of common accessibility issues

## | 5. Communication, other than information and communication technologies



*One of our recording studios in Winnipeg.*

As Canada's national public broadcaster, communicating is at the heart of what we do. This section addresses communication as it relates to the areas of employment, the built environment, and



transportation. The area of communication as it relates to the procurement of goods, services and facilities will be addressed in [Procurement of goods, services and facilities](#). The area of communication as it relates to the design and delivery of programs and services (content on television, radio and/or digital platforms) will be addressed in [Design and delivery of programs and services](#).

## 5.1 Where we are

CBC/Radio-Canada's communications are often the first interactions that a job candidate will have with the organization. Furthermore, an employee's experience in the workplace will be negatively impacted if barriers are not addressed. As such, improving the accessibility of our communications will directly impact our objectives set forth under [Employment: The way forward](#).

## 5.2 What we're doing

Under the leadership of our Corporate Development team, particularly the Corporate Communications team, we have been actively working to identify, remove and prevent barriers. Here are a few highlights:

- Providing closed captioning for live broadcasts of employee communications (e.g., All-staff virtual meetings).
- Transcripts/meeting notes are provided following corporate all-staff meetings.
- Generating awareness of the importance of accessibility through the publication of internal articles and corporate communications.

## 5.3 What we learned

Our consultations, as well as the analysis conducted by members of our Accessibility Steering Committee, helped us identify three key ways that CBC/Radio-Canada can improve accessibility of its communications:

- **Making it easy to be accessible:** We heard that making resources such as tip-sheets, guides, and vendor-lists more easily available to all employees would help remove some of the barriers to accessibility.
- **Standardizing accessible communications practices across teams:** As communications are a decentralized function at CBC/Radio-Canada, we heard that more efforts need to be made to provide accessibility training to all teams. This will better equip communications



professionals across the organization with the awareness and knowledge needed to be more accessible.

- **Communicating about disability to build awareness:** We heard from our discussions with employees of the importance of communication in breaking down attitudinal barriers within the workplace.

## 5.4 The way forward

The strategic objectives guiding our communication efforts for this three-year accessibility plan are: **improve the inclusion of employees with disabilities** and **increase the accessibility of our content**. We will know if we have been successful if we can see measurable improvements in the areas outlined in the earlier section, [Improve inclusion of employees with disabilities](#), and to the following indicators related to the accessibility of our corporate communications:

Desired outcome	Measurement	Data source
Improve accessibility of audio content	# of all-staff virtual meetings provided with transcriptions	Corporate communications data
Improve accessibility of video and/or visual content	% of corporate communication outputs that provided closed captioning and/or described video	Corporate communications data

### 5.4.1 Actions

Through collaboration between the Corporate Development team and the People & Culture team, the following corporation-wide actions are planned for 2023-2025:

- Offer training for internal communication professionals on accessibility best practices.
- Develop guidelines for communications teams to improve the accessibility of the audio, visual and text-based content they produce.
- Use internal communication platforms to promote accessibility, and a disability-inclusive workplace culture (e.g., articles on intranet, Corporate blog, staff meetings).

## | 6. Procurement of goods, services and facilities



*CBC/Radio-Canada station in Ottawa.*

### 6.1 Where we are

A key principle of CBC/Radio-Canada's [procurement policy](#) is that our activities align with the Corporation's sustainability and equity, diversity & inclusion objectives, which includes our accessibility objectives.

There are three important components to improving accessibility in our procurement practices:

1. Improving the accessibility of the sourcing process
2. Developing and evaluating the relevant technical criteria for accessibility for the good or service to be purchased
3. Engaging and educating our suppliers

Improving the accessibility of our procurement practices is key to our progress towards a barrier-free Canada by 2040.

### 6.2 What we're doing

Under the leadership of the Finance team, particularly the Strategic Supply Management team, we have been actively working to improve accessibility in our procurement practices.

In 2022, CBC/Radio-Canada's [Procurement Policy](#) was updated, creating a policy framework to support our accessibility goals.





## 6.3 What we learned

Our consultations helped us identify that the key way to improve the accessibility of our procurement practices will be by integrating accessibility functional experts in the procurement process. In response to what we heard during the consultations, for this first three-year plan, we will be prioritizing goods and services that include an element of information and communication technology (ICT), as reflected in our objective of **improving the accessibility of our technology and infrastructure**.

## 6.4 The way forward

The following corporation-wide actions are planned for 2023-2025, under the leadership of Supply Chain Management:

- Launch our new supplier portal, creating more opportunities to engage with suppliers from underrepresented groups<sup>2</sup>, including people with disabilities
- Publish on the corporate procurement site our new vendor code of conduct, which includes our expectation that vendors incorporate universal design principles by removing or by preventing the introduction of barriers that may impede a person from autonomously using products, services, solutions, or environments
- Consider accessibility in our procurement of goods and services that include an element of information and communication technology (ICT), and integrate the accessibility criteria or requirements as applicable in the procurement process.

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<sup>2</sup> Underrepresented groups include women, Indigenous Peoples, racialized people, people with disabilities and people from LGBTQ2+ communities. You can read more in CBC/Radio-Canada's 2022-25 Equity, Diversity and Inclusion Plan [Progress in Progress](#)

## 7. Design and delivery of programs and services



*PUSH, a CBC unscripted series.*

### 7.1 Where we are

CBC/Radio-Canada is Canada’s multiplatform public service media company, providing services in radio, television and digital. Every day we offer high-quality Canadian news, information, entertainment, and sports programming through our websites, streaming services, podcasts, and television and radio programming. We recognize that people interact with our content in different ways, and we are committed to making our content accessible.

### 7.2 What we’re doing

Under the *Broadcasting Act*, CBC/Radio-Canada’s licensed audiovisual services are subject to conditions of licence related to the accessibility of its programming, with the goal that audiovisual content “meets the needs of Canadians with Disabilities”. You can read more in the section of this document, [Accessibility Requirements under the Broadcasting Act](#). Our conditions of licence include new expenditure requirements relating to independent productions from producers from equity-deserving communities, including producers with disabilities. While our conditions of licence frame our basic requirements, we have set higher goals for ourselves as the public broadcaster with regards to accessibility. In addition to the technical elements that make content accessible (e.g. closed captioning, described video, audio description), we also consider the representation of people with disabilities in our programming to be an important piece of how we inform, enlighten and entertain Canadians.



The following are our three strategic objectives that are guiding our efforts for this first three-year plan, along with examples under each of the projects or initiatives already completed that we are proud of:

**1. Create and promote content that reflects the diversity of people with disabilities living in Canada**

- CBC/Radio-Canada has renewed its commitment as Canada’s Paralympic Network, and will be the broadcast home of the Paris 2024 and Milano-Cortina 2026 [Paralympic](#) Games.
- We have new content addressing topics related to disability, where people with disabilities play active roles behind the scenes and/or in front of the camera such as CBC’s television series [Push](#) and Radio-Canada’s [Fred l’handicapé](#).
- Representation in our youth and children’s programming is a priority. Two examples include CBC Kids’s show [Silly Paws](#) that provides ASL content to Deaf children and their families, and Radio-Canada’s series [L’agent Jean](#) and [Les derniers rescapés](#), which have main characters with disabilities.



*Paralympic Games. Curling. Beijing 2022 Winter Paralympics - Wheelchair Curling.*

**2. Increase opportunities for creators with disabilities in the media industry**

- In March 2023 we hosted [Celebrating Accessibility](#), an event in partnership with Accessibilité Média Inc. (AMI), the Canadian Paralympic Committee and the Disability Screen Office, where we talked about the progress being made in front of and behind the camera to make Canada more accessible



*Fred l’handicapé, a Radio-Canada mini-series.*

- Radio-Canada's OhDio team has partnered to produce two [podcasts](#) in partnership with creators with disabilities, which are soon to be released!
- CBC partnered with the ReelAbilities Film Festival Toronto to offer [AccessCBC](#), an initiative that provides training, mentorship and, on select projects, financing support to create scripted and documentary screen-based content



*L'insolence du quotidien, a Radio-Canada OHdio podcast featuring people with disabilities.*

### 3. Increase the accessibility of our content, with a focus on digital

- Over the past two years, Radio-Canada and CBC both completed projects regarding the production of sign language content in Quebec Sign Language (LSQ) and American Sign Language (ASL) respectively. These projects resulted in a study on the needs of Deaf LSQ users, and an ASL production playbook, thanks to funding from the *Broadcasting Accessibility Fund* (BAF). In 2022, CBC received additional BAF funding for a project on the [optimization of closed captioning for children with disabilities](#). This project is underway and all results will be shared with the CRTC and other organizations that provide content for children with disabilities
- CBC's Radio One programs [The Current](#) and [As It Happens](#), CBC News program [Front Burner](#) some [CBC Podcasts](#) and Radio-Canada's ICI Première programs [Aujourd'hui](#)



*Silly Paws, a CBC Gem program in ASL (American Sign Language).*



*As It Happens, a CBC Radio One program offered with written transcript.*



[l'histoire](#) et [Les faits d'abord](#) are offered with full-episode written transcripts. Our transcript offering continues to evolve!

- CBC/Radio-Canada continues to meet its conditions of licence for described video on its licensed audiovisual services, finding opportunities to add to our described video programming on our digital streaming services: CBC Gem and ICI TOU.TV. We have also created an internal tool to track the amount of described programming on these two platforms, allowing us to establish targets for increasing the amount of described programming going forward
- Content published on CBC and Radio-Canada's websites includes alternative text for images where applicable



*Aujourd'hui l'histoire, an ICI RADIO-CANADA PREMIÈRE program offered with written transcript.*

### 7.3 What we learned

Our public consultations on accessibility were extremely valuable in learning from people with disabilities across the country on what they think the public broadcaster could do to improve its programs and services.

- **Include more representation of people with disabilities in our content**

We heard that more people with disabilities amongst our on air hosts and the guests on our shows were as important as representation of disability within our choice of topics and how they are covered

- **Develop more opportunities for creatives with disabilities**

We heard that we can be a leader in the media industry by providing creatives with disabilities more networking, development and production opportunities

- **Provide additional training for media professionals**



*LOVE, LEYMO, a CBC short doc.*

We heard that additional training would help foster improved communication and interactions between journalists and people with disabilities with regards to using inclusive language, accommodating guests and recognizing ableism

- **Make content about disability and accessibility easier to find**

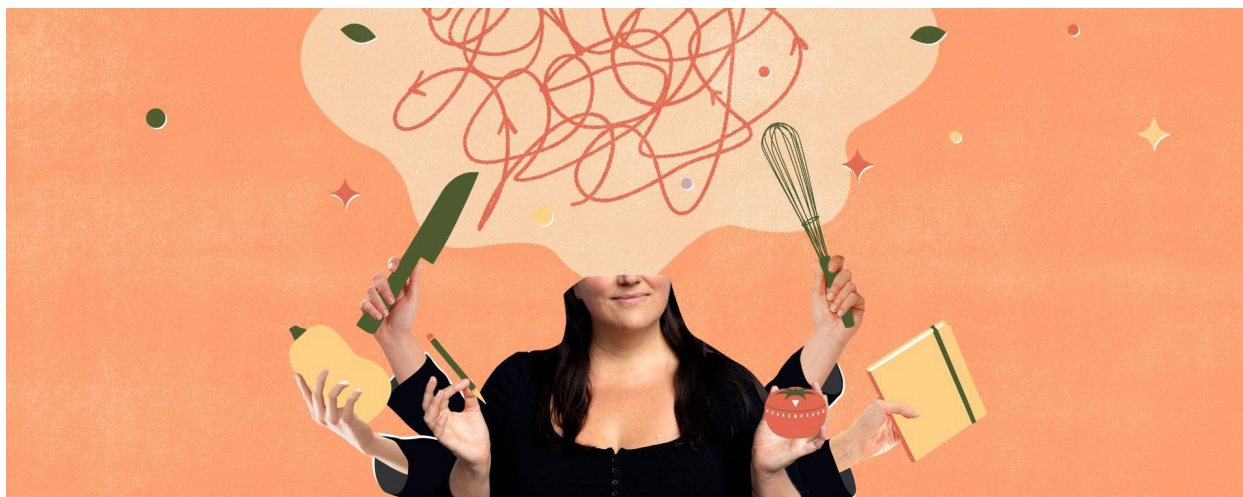
We heard that there are opportunities to improve the user experience locating and navigating digital content, particularly when searching for content on disability-related topics.

- **Improve the accessibility of content**

We heard specific comments on how we can improve the accessibility features of our content, which included feedback on improving closed captioning, audio description, described video, the use of content warnings, availability of transcripts for on-demand audio, sign language (ASL and LSQ) and plain language content.

- **Contribute to eliminating attitudinal barriers**

We heard that CBC/Radio-Canada has a key role to play in helping to move towards a Canada free from attitudinal barriers, and that a key to doing so is increasing representation in the content we create and share.



*Pour une cuisine accessible à tout le monde, a Mordu capsule on the realities of disabled people behind the stove.*



## 7.4 The way forward

The three strategic objectives that are guiding our efforts for this first three-year plan are:

1. **Create and promote content that reflects the diversity of people with disabilities living in Canada**
2. **Increase opportunities for creators with disabilities in the media industry**
3. **Increase the accessibility of our content, with a focus on digital**

### 7.4.1 Create and promote content that reflects the diversity of people with disabilities living in Canada



Paralympic Games. Volleyball. 167475. Sitting Volleyball practice - Cdn Women's 2021 Tokyo, Japan.

CBC/Radio-Canada is committed to reflecting the range and richness of this country's diversity, celebrating our different perspectives, and all the things that bring us together. This includes representing people with disabilities through our content. We want to build on what we're already doing, so we can have a noticeable impact on our audiences. We will know if our efforts have been successful if we can measure improvements in the perceptions of those who are consuming our content.



Desired outcome	Measurement	Data source
CBC and Radio-Canada programming better reflects people with disabilities	% of users that agree or strongly agree that CBC/Radio-Canada reflects people with disabilities in its content	Mandate, Vision and Perception Survey

The following actions are planned for 2023-25:

- Fund the creation of new programming that represents people with disabilities
- Celebrate key events related to disability and accessibility, such as National AccessAbility Week
- Add more representation of people with disabilities in our image libraries
- Develop training for content creators on disability and representation

#### 7.4.2 Increase opportunities for creators with disabilities in the media industry

CBC/Radio-Canada is working to increase opportunities for creators with disabilities both within our own workforce, and in the media industry more broadly. The following actions are planned for 2023-25:

- Provide networking, development and production opportunities for creatives with disabilities through programs such as *AccessCBC*, *Synergies*, and other projects
- Partner with other organizations in the media industry on projects that increase opportunities for creatives with a disability

In addition to the activities listed above, CBC/Radio-Canada is committed to preparing two new reports as per Broadcasting Decision CRTC 2022-165:

- Diversity of Workforce Report as per conditions of licence 80-82 in Appendix 3
- Production Report as per condition of licence 77 in Appendix 3

The Diversity of Workforce Report will organize data regarding the diversity of our workforce in positions that have a direct impact on our content by virtue of their creative input, decision-making responsibility and/or editorial control. The Production Report will include aggregated self-identification information of the key creative roles of our audiovisual productions. These reports will allow CBC/Radio-Canada to have a deeper understanding of the gaps and opportunities related to working with creators with disabilities, allowing us to use this insight to shape future actions.



### 7.4.3 Increase the accessibility of our content, with a focus on digital

As Canadians' media consumption habits increasingly shift to digital, it is essential that we remain committed to offering accessible programming. This means that we need to continue identifying, removing and preventing barriers on our linear platforms, and apply the same energy to the digital environment.

The actions listed below go above and beyond our obligations under our [conditions of licence](#), reflecting our ambitions to be a world leader in accessibility.

The outcomes that we want to achieve are:

1. Increase the accessibility of our **audio content**
2. Increase the accessibility of our **video** and/or **visual content**
3. Increase the accessibility of our **text-based content**

The following actions are planned for 2023-25:

#### **Audio content**

- Enhance our closed captioning on digital platforms, particularly web streams and social media
- Create and deliver more transcribed on-demand audio content
- Examine how we can make our transcribed audio content easier to find
- Explore the addition of automated closed captioning on digital content

#### **Video and/or visual content**

- Provide ASL and LSQ interpretation during events of national importance<sup>3</sup>
- Create additional programming in ASL and LSQ
- Provide training for staff on audio description best practices
- Conduct research project on described video best practices

#### **Text-based content**

- Add text-to-speech features

The way we measure success for each of the aforementioned goals will be defined for each specific project, as the metrics measuring each will vary widely, and baselines are not available at this time.

That being said, CBC/Radio-Canada is committed to enhancing its training offering for its employees, particularly all those who create content. As such, we are committed to building and

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<sup>3</sup> Elections, Remembrance Day Ceremonies, National Day for Truth and Reconciliation, Canada Day Celebrations, Olympics/Paralympics, Awards Shows, Coronations and Funerals for Heads of State.

offering new training, and we will measure this by the number of staff who have completed accessibility-related training.

Desired outcome	Measurement	Data source
CBC/Radio-Canada staff build their knowledge and ability to create accessible content	# of employees that complete trainings related to accessibility	CBC/Radio-Canada training report

## | 8. Transportation

Transportation is not a key area of activity for CBC/Radio-Canada. Throughout our consultation process, the barrier identified in this category concerns accessing adaptive vehicles for journalists or members of a production team who are working out in the field. Since adaptive vehicles are adapted to the specific needs of the driver, our objective of improving the accommodation process under the pillar of [Employment](#) will allow us to better address issues concerning accessible transportation.

## | 9. Accessibility Requirements under the Broadcasting



*In a studio at the New Maison de Radio-Canada in Montreal.*



CBC/Radio-Canada's licensed audiovisual services<sup>4</sup> are subject to several conditions of licence issued under the Broadcasting Act that relate to accessibility, specifically with respect to the provision of closed captioning, described video and audio description in its programming. The conditions of licence that relate to the identification, removal and prevention of barriers are explained below, along with their references. There are no orders or regulations made under subsections 9(4) or 10(1) of the Broadcasting Act that apply to CBC/Radio-Canada and relate to the identification, removal or prevention of barriers.

## Closed Captioning

Captioning is the on-screen textual representation of the audio component of a program. It is presented as a banner, usually at the bottom of the screen, and provides a text rendition of all significant audio content, including on-screen dialogue, sound effects and non-speech information such as the identity of speakers and their manner of speaking.<sup>5</sup>

CBC/Radio-Canada's licensed audiovisual services are required to:

- caption 100% of the English- and French-language programs broadcast over the broadcast day;
- ensure that advertising, sponsorship messages and promos in the English and French languages are captioned;
- implement a monitoring system to ensure that, for any signal that is closed captioned, the correct signal is captioned, the captioning is included in its broadcast signal, and this captioning reaches the distributor of that signal, in its original form; and
- adhere to the Commission's quality standards for English- and French-language closed captioning.<sup>6</sup>

## Described Video

Described video (also referred to as videodescription or described narrative) consists of a narrated description of a program's main visual elements, such as settings, costumes and body language.<sup>7</sup>

ICI TÉLÉ, CBC Television, ICI ARTV and documentary Channel are required to provide described video for all English- and French-language programming that is broadcast during prime time (i.e.,

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<sup>4</sup> CBC/Radio-Canada's licensed audiovisual services consist of ICI TÉLÉ (network and stations), CBC Television (network and stations), ICI ARTV, ICI ARTV, ICI RDI, CBC News Network and documentary Channel.

<sup>5</sup> [Broadcasting Public Notice CRTC 2007-54](#), paragraph 1.

<sup>6</sup> [Appendix 1 to Broadcasting Regulatory Policy CRTC 2016-436](#), conditions of licence 9-11; [Appendix 2 to Broadcasting Regulatory Policy CRTC 2016-436](#), conditions of licence 11-14; [Appendix to Broadcasting Regulatory Policy CRTC 2015-436](#), conditions of licence 7-9

<sup>7</sup> Appendix 1 to [Broadcasting Regulatory Policy CRTC 2016-436](#), definition of described video.





from 7 p.m. to 11 p.m.) and that is drawn from program categories 2(b) Long-form documentary, 7 Drama and comedy, 9 Variety, 11(a) General entertainment and human interest and 11(b) Reality television, and/or is programming targeting preschool children (0-5 years of age) and children (6-12 years of age).<sup>8</sup>

ICI EXPLORA, ICI RDI and CBC News Network are required, by September 1, 2025, to provide a minimum of four hours of described video per broadcast week, if the service broadcasts four hours or more per broadcast week of English or French-language programming that is drawn from any of the program categories listed above.<sup>9</sup>

## Audio Description

Audio description refers to announcers reading aloud the key textual and graphic information that is displayed on the screen during information programs.<sup>10</sup>

CBC/Radio-Canada's licensed audiovisual services are required to provide audio description for all the key elements of Canadian information programs, including news programming.<sup>11</sup>

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<sup>8</sup> Appendix 3 to [Broadcasting Decision CRTC 2022-165](#), condition of licence 38.

<sup>9</sup> Appendix 2 to [Broadcasting Regulatory Policy CRTC 2016-436](#), condition of licence 17; [Appendix to Broadcasting Regulatory Policy CRTC 2015-436](#), condition of licence 11.

<sup>10</sup> Appendix 1 to [Broadcasting Regulatory Policy CRTC 2016-436](#), definition of audio description.

<sup>11</sup> Appendix 1 to [Broadcasting Regulatory Policy CRTC 2016-436](#), condition of licence 13; [Appendix 2 to Broadcasting Regulatory Policy CRTC 2016-436](#), condition of licence 16; [Appendix to Broadcasting Regulatory Policy CRTC 2015-436](#), condition of licence 10.



## | 10. Consultations



*At the Toronto Public Library, in one of our consultation sessions.*

The experiences of people with disabilities propelled and guided the development of this plan from the start. We began internally and turned to members of our two Disability Advisory Councils. External consultations began (November 2022) until January 2023, and consultations of our employees continued until March 2023. Together, insights from our internal and external consultations set the foundation for CBC/Radio-Canada's Accessibility Plan for 2023-2025.

### 10.1 Disability Advisory Councils

The English and French Disability Advisory Councils actively shaped the corporation's approach to accessibility. This group of employees with disabilities have a combined total of over 150 years of experience at CBC/Radio-Canada between them. Since December 2021, these groups have met ten times under the guidance of the Accessibility Lead to identify the strategic priorities and objectives for the corporation's accessibility plan, and provide insight on the proposed activities. Their advice and comments are captured in the *What we learned* sections throughout this document.



## 10.2 Employee consultations

CBC/Radio-Canada employees were invited to participate in consultations on accessibility. We held 20 consultations in-person and virtually in stations across the country. A total of 152 employees participated, with many more contributing their insights in one-on-one conversations with the Accessibility Lead. Union leaders were also consulted via the Joint Equity, Diversity and Inclusion (JEDI) committee. Their advice and comments are captured in the *What we learned* sections throughout this document, particularly in the section on [Employment](#).

## 10.3 Public consultations

As Canada's national public broadcaster, it is important for us to hear from people with disabilities living across Canada about the barriers that they experience. This is why we launched a pan-Canadian public consultation process in November 2022. The public consultation was designed with accessibility in mind, and as such three different consultation formats were available: in-person, virtual, and an online questionnaire. In total, over a ten-week period, we held more than 20 consultations in eight different cities and four languages (English, French, American Sign Language (ASL) and Langue des signes québécoise (LSQ)).

Overall, 181 participants attended either in-person or online, and 658 people with disabilities responded to our online questionnaire along with 115 caregivers. Their perspectives are captured in the *What we heard* sections throughout this document.

# | 11. Principles of the *Accessible Canada Act*

The development of this Plan was carried out in recognition of, and in accordance with, the principles of the [Accessible Canada Act](#)

# | 12. Acknowledgements

We would like to reaffirm our gratitude to the individuals who participated in our consultations. Your insight has shaped the future of accessibility at CBC/Radio-Canada.

Lastly, this Plan would not have been possible without contributions of the many employees who dedicated their time and energy towards its development. This Plan was truly *propelled* by the contributions of people with disabilities, and we thank you for your engagement in making CBC/Radio-Canada the barrier-free public broadcaster that Canadians deserve.



*At the Toronto Public Library, in one of our consultation sessions.*