



Aboriginal Multi-Media Society of Alberta
(AMMSA)

Accessibility Plan

June 1, 2026

The Aboriginal Multi-Media Society (AMMSA) is committed to the principles of the Accessible Canada Act (ACA) and the CRTC Accessibility Reporting Regulations.

AMMSA aims to identify, remove and prevent barriers that people with disabilities may encounter while engaging with our organization.

Contents

Disabilities Defined	4
Accessibility Summary	4
Our Policy	6
Equal Opportunity Employer.....	6
Fairness – Selections, Appointments and Promotions	6
Open and Transparent Job Postings	6
Accommodation for Interviews	7
Hiring Decisions	7
Programs, Practices and Services related to Identification and Removal of Barriers.....	8
Technology-Related Barriers	8
What we’re doing	8
Future Plans	9
Environmental Sensitivities.....	9
What we’re doing	9
Future Plans	9
Survey of Staff	10
Prevention of New Barriers	10
Feedback and Contact Information for our clients and employees	11
Anonymous Feedback and Confidentiality	11
How we will use your feedback	11
How To Provide Your Feedback	11
Mail:	11
Toll Free:	11
Email:.....	11

Disabilities Defined

According to the Government of Canada website:

Disability is a complex phenomenon, reflecting an interaction between features of a person's body and mind and features of the society in which they live. A disability can occur at any time in a person's life; some people are born with a disability, while others develop a disability later in life. It can be permanent, temporary or episodic. Disability can steadily worsen, remain the same, or improve. It can be very mild to very severe. It can be the cause, as well as the result, of disease, illness, injury, or substance abuse.

Because of its complexity, there is no single, harmonized “operational” definition of disability across federal programs.

Reflecting this complexity are the different approaches to understanding the experience of disability. According to the traditional, bio-medical approach, disability is viewed as a medical or health problem that prevents or reduces a person's ability to participate fully in society. In contrast, the social approach views disability as a natural part of society, where attitudes, stigma and prejudices present barriers to people with disabilities and prevent or hinder their participation in mainstream society.

Some disabilities include:

Seeing	Learning
Hearing	Neurodevelopmental
Mobility, flexibility, and dexterity	Mental Health
Pain	Memory
Environmental Sensitivities	Technology-related Barriers

Accessibility Summary

AMMSA is pleased to publish its first Accessibility Plan for 2026, required under the Accessible Canada Act and related regulations approved by the Canadian Radio-Television and Telecommunications Commission (CRTC) and the Government of Canada. This is an important step towards ensuring that Indigenous, Inuit and Metis Peoples and all Canadians living with disabilities, can live in a barrier-free world by 2040.

This accessibility plan will set a clear path for AMMSA to identify, remove and prevent accessibility barriers within our workplace and within the services that we offer. We are committed to ensuring that our employees can realize their full potential and that our business partners feel accommodated when working with AMMSA. We are also committed to ensuring that our audiences can access our content that we offer on our broadcasting services, which reflects the needs and interests of Indigenous people.

The principles set out in section 6 of the ACA are the following:

- a. all persons must be treated with dignity regardless of their disabilities;
- b. 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;
- c. all persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;

- d. all persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- e. laws, 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;
- f. persons with disabilities must be involved in the development and design of laws, policies, programs, services and structures; and
- g. 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.

In accordance with Sections 5 (broadcasting) and 21 (telecom) of the Regulations set out AMMSA will adhere to the publication requirements for the accessibility plan:

- The entity must publish the accessibility plan on its website, either directly on the homepage or by way of a hyperlink on the homepage;
- The accessibility plan must be in clear, simple and concise language;
- The electronic publication of the accessibility plan must meet the requirements of Level AA conformance as set out in the Web Content Accessibility Guidelines (WCAG).

According to Statistics Canada, in 2017 32% of First Nations people living off-reserve, 30% of Metis and 19% of Inuit had one or more disabilities. However, it is the belief of Community Futures Treaty Seven that, disability prevalence on reserve, including undiagnosed / undisclosed disabilities, PTSD, anxiety and depression, exceeds 50%.

Our Policy

The following policy is contained in Section 3.5 of AMMSA's Policy & Procedure Manual which is posted on our Staff Intranet Page and readily available to all of our employees.

The Aboriginal Multi-Media Society strives to maintain an inclusive workplace that respects the dignity of every individual. The Society is committed to ensuring equality, diversity, inclusiveness and accessibility in its hiring practices and its workforce.

This policy applies to all Society employees, including full-time, part-time, temporary and casual employees, summer students, and volunteers (collectively, "Staff"), as well as individuals who apply for employment with the Society, while in the workplace, on the Society's premises, or during work-related and/or social functions.

The main objectives of this policy are:

- to establish hiring practices that are equitable, fair, open and transparent;
- to provide accommodation in hiring practices and in the workplace; and
- to promote employment equity in the workplace.

Equal Opportunity Employer

The Society is an equal opportunity *employer*. Our employment equity program attempts to achieve a workforce that reflects the diversity of the available labour force. Equal opportunity for employment will be extended to all candidates without regard to the protected grounds set out in human rights and other legislation in the Society's province or territory, such as race, sex (including pregnancy), colour, gender, gender identity, gender expression, age, national or ethnic origin or ancestry, religion, marital status, family status, disability and sexual orientation. Some provincial laws prohibit or protect discrimination on additional grounds, such as political beliefs and criminal convictions.

The Society's employment practices and policies shall ensure that all staff have an equitable opportunity to develop their abilities, realize their expectations and make the best contribution possible to the workplace.

Fairness – Selections, Appointments and Promotions

All employment selections, *appointments* and *promotions* are to be based on considerations of merit and the ability to perform effectively in a position.

Selection criteria are to be developed in an objective and non-discriminatory fashion and must focus on each candidate's ability to perform the essential job duties. Selection practices will ensure that all candidates are treated in a fair and consistent manner, will not provide any special privilege or consideration to a specific group or individual and will provide accommodation in accordance with applicable human rights and employment legislation.

Open and Transparent Job Postings

For all open positions, the Society will create job postings that describe the position. All job openings will be posted internally and externally with sources appropriate for the position being filled. Jobs will remain posted until the position is filled.

Current employees with a satisfactory employment *status* may apply for internal job openings. All *applicants* for a posted vacancy will be considered based on their qualifications and ability to perform the job successfully.

Interviews will be conducted by senior management and/or the hiring manager, as applicable, using a structured interview process.

Accommodation for Interviews

In accordance with applicable legislation, the Society will offer accommodation to all candidates who require them when inviting them for an interview. A person who needs accommodation to take part in an interview is responsible for advising the Society of this need in enough detail to enable the Society to respond to the request prior to the interview. Each person's needs are unique and must be considered individually.

Hiring Decisions

The decision-making process must be uniform, consistent, transparent, fair, unbiased, comprehensive and objective. Only information about job qualifications and job requirements is to be considered when making hiring decisions. Once a hiring decision is made, the hiring manager must be able to document non-discriminatory reasons for hiring or not hiring each candidate. Written records from all interviews and the entire job competition shall be kept for a minimum of six months.

After a hiring decision has been made, an offer will be made contingent on the satisfactory completion of background and reference checks. Background checks will vary depending on the position and may include criminal history, credit history, driving record or any other information relevant to the job.

Once all required background and reference checks are complete, successful candidates will be provided with a final job offer.

Programs, Practices and Services related to Identification and Removal of Barriers

AMMSA utilizes its websites and radio broadcasts to interact with North American Indigenous people, non-Indigenous people, and its listeners.

We are looking at ways to help people with disabilities overcome any physical, technological, or informational barriers they may have. Two of the main barriers we are working with are Technology-related Barriers and Environmental Sensitivities.

Technology-Related Barriers

Among people with disabilities or long-term conditions 29% experienced difficulties while using their mobile phone and 25% have difficulties using online communication tools (e.g. Outlook, Gmail, WhatsApp, Facebook, Skype, Zoom).

Some difficulties include:

- Downloading or installing programs or applications
- Operating a touchscreen (e.g. screen too small, no alternative)
- Manipulating controls (e.g. size or spacing of button or dial, lack of tactile indicators or braille controls)
- Lack of adjustable settings
- Accessing support services for communication tools
- Time limits to completing actions on communication tools
- Low visual impairments

What we're doing

AMMSA's Windspeaker Radio Network websites (CFWE, CJWE and Raven Radio) have current and past news stories and shows with sound bites added. Shows that are available in our 'OnDemand' tab are:

- Buffalo Spirit
- Artist Interviews
- Community Champion of the Week
- The Voices of Our People
- Leading Lights
- Ask the Lawyer
- The Metis Settlements Show – pîkiskwêwin

Our Windspeaker Radio Network app, also has an 'OnDemand' button where listeners can find:

- National Indigenous News
- Indigenous Rewind
- Community Champion of the Week

Windspeaker Media is currently developing new apps for each of our stations.

Future Plans

AMMSA will review all of our websites by making readability easier for people with visual disabilities. According to the Canadian National Institute for the Blind, type color is most readable in black and white. Colored text should be restricted to titles, headlines or highlighted material. Type face should be between 12 and 18 and fonts like Arial and Verdana are good choices.

Photo descriptions will also be reviewed. Photo descriptions are also called 'alt text' or 'image descriptions'. These descriptions convey the essential visual content of an image.

Environmental Sensitivities

An environmental sensitivity, allergy or asthma, is an invisible or hidden disability that causes individuals to experience negative health effects because of the air around them. It is referred to as an invisible or hidden disability because people are often not aware of it or misunderstand it.

These sensitivities may also be known as multiple chemical sensitivity, idiopathic environmental intolerance and chemical intolerance. This sensitivity has been identified in our staff survey regarding perfumed products, and we are working towards eliminating this problem.

What we're doing

AMMSA currently has a scent-free policy in place, which applies to staff, contractors, clients, customers and visitors. Because we have employees who have environmental sensitivities, our Employee Orientation Manual and our Board Orientation Manual both have a section regarding the same. Posters regarding our scent-free policy have been posted throughout our building.

Future Plans

When ordering cleaning supplies, soaps, etc. we are working to turn over existing products, to unscented products.

Survey of Staff

In February of 2026 a staff survey was sent out to 27 staff members and we received 21 responses. Overall, the majority of staff do not have any disabilities, and seem to be able to work through issues without much difficulty. Comments that were received, are informative and will be remedied in the coming months.

Prevention of New Barriers

A barrier, whether visible or non-visible, is anything that keeps a person with a disability from participating fully in society.

AMMSA is committed to reviewing the feedback received from employees and our clientele and incorporating elements that facilitate the safe use of space. We will continue to review any barriers in our environment and come up with solutions that will ensure our organization is as accessible as possible.

Feedback and Contact Information for our clients and employees

We want to know what you have to say about accessibility when dealing with our organization.

Feedback may include questions, comments, or ideas about our accessibility plans, progress reports, or feedback process.

You may also share any barriers you encounter when working with us, communicating with us, taking part in our public proceedings, as well as concerns you may have regarding any other matter related to the accessibility of AMMSA.

You can use any of the means listed below to provide your feedback. Accessibility feedback received by AMMSA will be acknowledged in the same format in which it was received, unless submitted anonymously.

Anonymous Feedback and Confidentiality

If you wish to provide anonymous feedback, do not include your name or any identifying information. If sending feedback by mail, leave the return address section blank.

Even if you choose not to remain anonymous, your feedback will not be linked to your name. AMMSA will not share your identity with anyone without your consent, unless required to do so by law. As stated above, we cannot acknowledge your feedback if you have chosen to be anonymous.

How we will use your feedback

Your feedback helps AMMSA continuously improve accessibility. While we acknowledge all input, some feedback may not require immediate action, while other concerns may need to be addressed right away.

Similarly, some issues may be more complex and take longer to resolve than others.

The feedback we receive will inform our progress reports and guide the development of future accessibility plans. AMMSA is committed to reviewing all feedback, and our progress reports will outline how it has been considered and acted upon.

How To Provide Your Feedback

Mail:

Attn: Accessibility Co-ordinator
Aboriginal Multi-Media Society of Alberta
13245 146 Street
Edmonton, AB Canada
T5L 4S8

Toll Free:

1-800-661-5469

Email:

accessible@ammsa.com