

Northwest Broadcasting Inc. Feedback Process

Version	Revision Description	Date
1.0	Initial release	May 2023

Northwest Broadcasting Inc. welcomes your feedback on any accessibility barriers that you may have encountered in dealing with Northwest Broadcasting Inc. or your feedback on the manner in which Northwest Broadcasting Inc. is implementing its Accessibility Plan.

The [Accessible Canada Act](#) (ACA) defines a barrier as:

“...anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation.”

The individual at Northwest Broadcasting Inc. responsible for receiving feedback is the Accessibility Coordinator.

Feedback can either be general or specific, but providing more details such as the date, the name of the webpage, or activity involved, may make it easier for us to understand your concerns.

Feedback can be sent by

Mail

Accessibility Coordinator
Northwest Broadcasting Inc.
87 Hill Street N, Thunder Bay, Ontario P7A 5V6

Telephone

1-807-346-2600 from Monday to Friday, 8:30 a.m. to 5:00 p.m. (Eastern Time)

Email

accessible@dougallmedia.com

Anonymous Feedback

Individuals providing feedback can provide personal information and contact information, but are not required to. If you wish to submit feedback anonymously, mail may be the best method to do so. That way Northwest Broadcasting Inc. will not see any of your contact information, such as a phone number or email address.

Acknowledgement of Feedback

Automatic acknowledgement of receipt will be sent for feedback received by email. Feedback provided through telephone involves direct interaction with a Northwest Broadcasting Inc. employee and therefore, the employee will acknowledge receipt of the feedback. For feedback received by mail, if contact information is provided, an acknowledgement letter will be mailed to the address provided.

Employee Feedback

Northwest Broadcasting Inc. employees will have the option to access a separate webform which will be linked directly on the Northwest Broadcasting Inc. intranet site. This will ensure that employee feedback is received and dealt with by the appropriate subject matter experts. Employees can remain anonymous by using the employee webform, which will not identify an employee unless they choose to submit personal information. Where an employee requests follow-up, this process will also ensure that the fewest number of individuals have access to the employee's feedback to maintain the highest level of confidentiality as possible.

Feedback from other sources

Northwest Broadcasting Inc. communicates with their customers, clients, and general public, in order to better understand their perspectives. It also engages with people through various social media channels and valuable feedback on the accessibility of Northwest Broadcasting Inc. may also be provided through these channels. As such, in order to take this valuable feedback into consideration, Northwest Broadcasting Inc. staff will acknowledge feedback and create records of any relevant feedback received through these channels. This will ensure that this feedback is triaged and treated in a manner consistent with feedback received through traditional channels.

How feedback will be used

Feedback will help Northwest Broadcasting Inc. continuously improve our accessibility efforts. Some feedback may not require a direct response or immediate follow-up, and some may highlight issues that need to be addressed right away. However, all feedback received will help Northwest Broadcasting Inc. develop its future accessibility plans and it will help us know how we are progressing towards our accessibility goals. The feedback we receive will be taken into consideration when we write our accessibility progress reports, published in the years between accessibility plans.

Distribution

Section 5 of the ACA highlights the following areas of focus for the removal and prevention of barriers:

- Employment
- The built environment
- Information and communication technologies (ICT)
- Communication, other than ICT
- The procurement of goods, services and facilities
- The design and delivery of programs and services; and
- Transportation

In addition to the Accessibility coordinator who is responsible for receiving and overseeing all feedback related to the ACA, Northwest Broadcasting Inc. has identified executives (department heads) who will be responsible for taking concrete actions to identify, remove and prevent barriers under each of the above areas. Each department head will provide action items for Northwest Broadcasting Inc. 's Accessibility Plan and they will be responsible for executing the action plans. These department heads will also be responsible for managing feedback, including any follow-up required, and will take this feedback into consideration in Northwest Broadcasting Inc. 's activities in this area. They will also need to report back on their progress, under their specific area of responsibility for Northwest Broadcasting Inc. 's progress reports.

When feedback is received through the various channels, a copy of the feedback will be provided to the department head so that they can address the feedback in the appropriate manner.

Department Leads

Employment:	Human Resources Coordinator
Built Environment:	Director of Engineering & Maintenance
Information and Communication Technologies:	Director of Information and Technology
Communications, other than ICTs:	
<i>Social Media Communications:</i>	Director of Radio Programming
<i>Newswatch portals:</i>	Newswatch Publisher
Procurement of goods, services and facilities:	Controller
Design and delivery of programs and services:	Northwest Broadcasting Inc. is an independent regulator and does not design or deliver government programs and services. See “Communications, other than ICTs” for communications relating to our regulatory processes.
Transportation:	Northwest Broadcasting Inc. does not offer transportation services.

Retention

All feedback received will be converted into a suitable digital format and will be stored in Northwest Broadcasting Inc. 's document management system. A filing system has been created specifically to manage feedback related to the ACA. The system has been programmed so that all records stored will be automatically retained for the required seven-year period. Feedback (except that submitted anonymously) will be sorted by source, that is, whether it was received from an employee or from an external stakeholder. The feedback will then be further categorized by the relevant areas under section 5 of the ACA. Northwest Broadcasting Inc. employees will also document feedback using Northwest Broadcasting Inc. 's internal document

management platform. These steps will allow for easier reporting at the end of each reporting cycle.

Alternative Formats

You can request an alternative format of this feedback process description in print, large print, audio format or an electronic format that is compatible with adaptive technology by sending an email to accessible@dougallmedia.com.