

Dougall Media

(C.J.S.D. Incorporated, Thunder Bay Electronics Limited, Northwest Broadcasting Inc.,
North Superior Broadcasting Ltd., and T. Bay Post Inc.)

AODA Customer Service Policy Statement

Our Commitment

DOUGALL MEDIA strives to provide our products and services in a manner that is accessible to all of our customers, and respects the dignity and independence of people with disabilities. We are committed to offering equal opportunity to access our products and services and to providing the benefit of the same services, in the same place and in a similar way to all customers.

Providing Goods and Services to People with Disabilities

DOUGALL MEDIA is committed to excellence in serving all customers including people with disabilities and we will carry out our functions and responsibilities in the following areas:

Communication

We will communicate with people with disabilities in ways that take into account their disability.

We will train staff who communicate with customers on how to interact and communicate with people with various types of disabilities.

Telephone Services

We are committed to providing fully accessible telephone service to our customers. We will train staff to communicate with customers over the telephone in clear and plain language and to speak clearly and slowly.

We will offer to communicate with customers by email or correspond in writing if telephone communication is not suitable to their communication needs or is not available.

Assistive Devices

We are committed to serving people with disabilities who use assistive devices to obtain, use or benefit from our goods and services. We will ensure that our staff is trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services.

Billing

We are committed to providing accessible invoices to all of our customers. For this reason, invoices will be provided in the following formats upon request: hard copy, large print, e-mail, etc., in which provider will provide invoices.

We will answer any questions customers may have about the content of the invoice in person, by telephone or email.

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Use of Service Animals and Support Persons

We are committed to welcoming people with disabilities who are accompanied by a service animal on the parts of our premises that are open to the public and other third parties. We will also ensure that all staff, volunteers and others dealing with the public are properly trained in how to interact with people with disabilities who are accompanied by a service animal.

We are committed to welcoming people with disabilities who are accompanied by a support person. Any person with a disability who is accompanied by a support person will be allowed to enter **Dougall Media's** premises with his or her support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises.

Fees will not be charged for support persons for admission to Dougall Media's premises.

Notice of Temporary Disruption

Dougall Media will provide customers with notice in the event of a planned or unexpected disruption in the facilities or services usually used by people with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available.

The notice will be placed at all public entrances and service counters on our premises.

Training for Staff

Dougall Media will provide training to all employees, volunteers and others who deal with the public or other third parties on their behalf, and all those who are involved in the development and approvals of customer service policies, practices and procedures. Individuals in the following positions will be trained:

Reception, Sales, Sales Promotion, Creative, News, Administration, Programming, Shipping.

Training will include the following:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- How to interact and communicate with people with various types of disabilities
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or a support person
- What to do if a person with a disability is having difficulty in accessing **Dougall Media's** goods and services
- **Dougall Media's** policies, practices and procedures relating to the customer service standard.

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Applicable staff will be trained on policies, practices and procedures that affect the way goods and services are provided to people with disabilities. Staff will also be trained on an ongoing basis when changes are made to these policies, practices and procedures.

Feedback Process

The ultimate goal of **Dougall Media** is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well these expectations are being met are welcome and appreciated.

Feedback regarding the way **Dougall Media** provides goods and services to people with disabilities can be made by, e-mail, written letter or verbally. All feedback will be directed to the appropriate Department Head and or/Administration. Customers can expect to hear back in 25 days.

Complaints will be addressed according to complaint categories already established in our company's complaint management procedure.

Modifications to This or Other Policies

We are committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities. Therefore, no changes will be made to this policy before considering the impact on people with disabilities. Any policy of **Dougall Media** that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.

Questions About This Policy

This policy exists to achieve service excellence to customers with disabilities. If anyone has a question about the policy, or if the purpose of a policy is not understood, an explanation should be provided by, or referred to, Administration at **Dougall Media**.