



November 16, 2011

Mr. John Traversy,
Secretary General,
CRTC
Ottawa, ON
K1A 0N2

Re: MAC and the Broadcasting Accessibility Fund

Dear Mr. Traversy,

About The Canadian Hearing Society:

Founded in 1940, The Canadian Hearing Society (CHS), a not-for-profit agency, is the leading provider of services, products, and information that remove barriers to communication, advance hearing health, and promote equity for people who are culturally Deaf, oral deaf, deafened, and hard of hearing.

CHS offers a complete roster of over 17 essential services through a network of 28 offices, including sign language interpreting; one-on-one language development for deaf and hard of hearing children and adults; employment consulting; sign language instruction; speech reading training; hearing testing; hearing aids; counseling; and the most complete range of communication devices that assist and augment communication including TTYs (text telephones), visual smoke detectors, baby monitors, signaling devices, and alarm clocks.

CHS understands the importance of action to remove barriers to accessibility. This means pursuing projects with vigor and creating solutions where none exist. MAC is an organization with a proven track record of action and results.

CHS is a voting member of the Access 2020 Coalition and believes a “one voice” approach to addressing accessibility in Canadian broadcasting is the only way to engage relevant stakeholders. CHS was involved in selecting the accessibility community members of the MAC Board of Directors and we support MAC’s proposal to become the administrator of the BAF as well as its governing principles.

CHS response to the BCE/CTV 7 February, 2011 proposal:

The Access 2020 Coalition's goal as outlined in MAC's proposal is to ensure a fundamental shift in the move to full accessibility. We urge the Commission to accept the Access 2020 Coalition voting members as a unified entity for selecting the six Accessibility Community Board of Directors. Ensuring proper representation by and for people with disabilities on very complicated technical and policy issues is the first step to achieving a workable solution to the challenge of full accessibility.

The vision of our organization is a Canada where people are respected; have full access to communication; and are able to participate without social, economic or emotional barriers. MAC has again and again moved us closer to that reality through its publications, demonstrated objectivity, and independence. CHS respectfully requests the CRTC support Media Access Canada's proposal and strategy for achieving a 100% accessible content day.

Sincerely,

A handwritten signature in cursive script that reads "Chris Kenopic". The signature is written in black ink and is positioned above a thin horizontal line.

Chris Kenopic
President and CEO