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16 November 2011

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

Dear Mr. Traversy:

Re: Broadcasting Accessibility Fund and Media Access Canada (MAC)

Easter Seals has been committed to excellence in assisting persons with disabilities for nearly 90 years. As Canada's largest local provider of programs and services for the disability community, Easter Seals annually helps over 100,000 Canadians with disabilities and their families deal with life challenges. We offer summer camping experiences, mobility and communication equipment and modifications, respite care, leisure activity and sport programs, and employment preparation and job placement.

We are a member of the Access 2020 Coalition and take a keen interest in the issue of accessibility in Canadian Broadcasting. We support the call for a fully accessible broadcast day by 2020 and the work of Media Access Canada to bring this about.

We are writing now in support of MAC's submission to the CRTC call for comments regarding the establishment of a Broadcasting Accessibility Fund. We believe strongly that the decision to establish such a fund is a step in the right direction and an indication of the importance that the CRTC places on this issue.

We remain frustrated by the inability of Canadian broadcasters to move more quickly in providing full accessibility for Canadians with disabilities. It is for this reason that we believe MAC should be selected to administer the Broadcasting Accessibility Fund. MAC has a solid track record of working effectively with a wide range of disability organizations and achieving tangible results quickly. Our experience with the broadcasters in charge of accessibility has led us to expect

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long delays, many excuses and little progress. We strongly believe that the coalition of disability organizations that have united to establish and work through MAC will bring real and substantive change more rapidly than other structures proposed.

MAC has provided a clear governance structure that would enable the disability community to take full carriage of accessibility issues in broadcasting. This move is critical if we are to have meaningful change in the near term. We support the governing principles outlined in the MAC submission and believe that MAC is well placed to make the Access 2020 Coalition's call for a fully accessible broadcast day by 2020 a reality. Empowering the disability community is the right thing to do.

Sincerely,



Chief Executive Officer
Easter Seals Canada