

33 Waterview Court
Ottawa K1V 0H5
12 November 2011

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

Re: MAC and the Broadcasting Accessibility Fund.

Dear Mr. Traversy;

As a former Director General of Industry Canada responsible for its Assistive Devices Industry Office, matters of accessibility and the resources to support it are of ongoing concern for me.

To me, the Broadcasting Accessibility Fund (BAF) represents the possibility of matching dollars for project partners who otherwise would not be able to participate in research. The hardest funds to secure are those actual dollars from the private sector to meet larger project funding criteria.

All academic institutions face this challenge and this is why it is critical that the administrator of the BAF and its board remain independent of any one academic enterprise. Otherwise, it is probable the fund could be biased in favour of just one area of research and could stifle innovation, thereby inserting a barrier to accessibility.

This is why I support Media Access Canada's (MAC) proposal in response to BNO 2011-523. MAC is independent, its mandate is very closely aligned with the Commission, its project funding is conditional on the Principles of Universal Design and publication of funded work is open source.

Allowing MAC to administer the fund will ensure academic institutions from across the country have the same opportunity to design, develop and research projects to remove barriers for accessible content in a rapidly changing content distribution environment.

I, therefore, ask that the CRTC support MAC and the Accessibility Community which includes all academics from across Canada studying and researching in this area.

Yours truly

A handwritten signature in blue ink, appearing to read "Keith Parsonage". The signature is fluid and cursive, with a large initial "K" and "P".

Keith Parsonage