



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

Founded by Leesa Levinson, an actor with Multiple Sclerosis, Lights, Camera, Access! is a nonprofit organization with charitable status. In this creative age, the culture of people with disabilities is nonexistent in our public and private industry sector. LCA! sees the need and is fulfilling the demand. LCA! is a provider of a network of services to advance the presence and participation of persons with disabilities in the entertainment, arts and new media industries.

Our vision is to encourage employment in the entertainment industry of persons with disabilities while engaging decision makers in the sector to use their media to accelerate public awareness and acceptance of persons with disabilities generally and in the development, production and distribution of their product specifically.

We are also a non-voting member of the Access 2020 Coalition and a strong advocate for a fully accessible broadcast day. We are writing you today to express our support for MAC in the establishment of a Broadcasting Accessibility Fund.

We strongly support the plan to establish a fund focused on ensuring a fully accessible broadcast day and believe that this could prove a major turning point in the fight for accessibility in Canadian media. While we have high hopes for the fund we recognize that enlightened administration of the fund will make the difference between success and failure.

We are particularly concerned at the apparent insistence of broadcasters on retaining control of the fund as it has become apparent to us in recent years that the broadcasters themselves are often obstacles in the fulfilment of our objective. Time and again, the only meaningful progress has occurred when pushed by the

accessibility community or the government. Time and again, the instincts of the broadcaster have been to delay and deny.

Canadians with disabilities deserve better. They deserve an opportunity to bring about the necessary changes and to drive the process. We feel strongly that the MAC governance proposal would make that happen. Full accessibility by 2020 is a realistic goal but not without the right leadership.

We call on the CRTC to make sure this fund get the leadership it should have by putting MAC in charge. To do so would open a new chapter in accessibility in Canada.

Yours sincerely,

Leesa Levinson

Founder & Executive Director
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Advancing people with disabilities in entertainment, arts and new media.