



BOB RUMBALL FOUNDATION FOR THE DEAF
BOB RUMBALL CENTRE FOR THE DEAF
BOB RUMBALL ASSOCIATIONS FOR THE DEAF
BOB RUMBALL CAMP FOR THE DEAF
BOB RUMBALL HOME FOR THE DEAF

16 November 2011

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

Dear Mr. Traversy

Re: MAC and the Broadcasting Accessibility Fund

The Bob Rumball Centre for the Deaf aims to reduce the barriers of communications experienced by deaf individuals by promoting the use of sign language in the hearing community.

We are an active member of the Access 2020 Coalition, working for a fully accessible broadcast day by 2020. We are writing to you today on connection with the Broadcasting Accessibility Fund and to express our support for MAC to be entrusted with administration of the fund.

The establishment of the Broadcasting Accessibility Fund is an important step towards improved accessibility in Canadian broadcasting. We believe that in the right hands the fund could result in dramatic changes in the industry. We were therefore concerned to learn of the BCE proposal that would appear to move control of the fund from the hands of the accessibility community.

Along with many in the accessibility community, we have become increasingly skeptical about the commitment of the broadcasters to the objective of a fully accessible broadcast day. It has become apparent that real change in the industry will only happen when driven by the accessibility community and the government. The broadcast industry has reluctantly complied only when they have no other option. Rather than identifying opportunities, they seem to focus only on problems and reasons for delay. It is our belief that for this fund to succeed in its objective, control must be firmly in the hands of the accessibility community.



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We urge you to entrust administration of the fund to MAC, an independent, not for profit organization with a proven track record of finding and implementing solutions to challenges in the field of accessibility. In addition MAC has shown an ability to bring together a huge range of diverse organizations to achieve a common goal. In its work within the accessibility community, MAC has demonstrated creativity and determination along with a good understanding of the challenges and technical expertise in designing solutions.

The objective of this fund is clear and the organization best suited to ensure that it fulfills it is MAC.

Yours truly,

Derek Rumball
Executive Director