

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

Dear Mr. Traversy:

Re: Broadcasting Accessibility Fund and Media Access Canada, MAC

The Canadian Dyslexia Association promotes awareness in order to improve the quality of life for the estimated five million Canadians who have dyslexia. Although they have normal or above average intelligence, people with dyslexia generally obtain lower grades with conventional teaching methods. Studies have shown they are more receptive to programs such as Simultaneous Multisensory Teaching, S.M.T., which simultaneously uses visual, auditory, tactile and kinesthetic modalities

It is possible, through the standardized presentation of closed captions, coupled with the video and audio information available in a television program that Canadians with dyslexia could benefit. More research is necessary in this area that could develop a new market for captioning.

For this reason, we support Media Access Canada's proposal for the Broadcasting Accessibility Fund filed with the Commission in response to their Call for Comments, BNOC 2011-523.

Further, the Access 2020 Coalition is reaching out to organizations like us to become full participants and voting members. As one united voice for 100% accessibility in Canada's broadcasting system, the Access 2020 Coalition must have the right to appoint the 6-accessibility community Board of Directors.

Given the Access 2020 Coalition appointed MAC's interim accessibility community directors. Given MAC was established by the Coalition to administer the BAF, we ask the commission to support Canadian's with disabilities through choosing MAC's proposal for administration and governance of the fund.

Louise Ward
Director