

16 November 2011

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

Dear Mr. Traversy

Re: MAC and the Broadcasting Accessibility Fund

Christine Karcza Consulting *I can do this!* has over 30 years experience in disability management, coaching for change, and transforming organizations into inclusive environments. My *I can do this!* attitude, shaped from managing the challenges of my own disability, engages others to push their boundaries, to shift any negative stereotyped attitudes towards people with disabilities, and to find innovative, yet realistic, solutions to overcoming barriers that prevent full and meaningful participation.

I am writing to express my support for Media Access Canada (MAC) and the Access 2020 Coalition in this matter and to urge the CRTC to select MAC to administer the Broadcasting Accessibility Fund.

The establishment of a Broadcasting Accessibility Fund is a great move forward in the development of accessibility in Canadian broadcasting. The CRTC should be praised for its foresight and courage but it is also vital to recognize that this would never have happened without the hard work and tireless efforts of the disability community and most notably, Media Access Canada.

The means to achieve full accessibility in Canadian media have existed for some time but the willingness in the broadcasting industry has been lacking. Without constant pressure from many organizations representing disabled Canadians, there was little prospect for change. This reality should be uppermost in the mind of those deciding on governance of the Broadcasting Accessibility Fund.

The fund must be headed by those who are fully committed to accessibility. It must be led by those who have experience with finding and implementing practical solutions. It must have leadership who can bring together all the interested parties to reach a consensus and work towards a common objective.

It is for these reasons that we feel strongly that leadership of the fund should be placed in the hands of MAC. MAC has demonstrated its ability and commitment to representing the interests of the accessibility community. MAC has a track record in practical solutions to accessibility issues ranging from standards development and monitoring to developing accessible communications technologies.

The fund could have a huge positive impact on the lives of hundreds of thousands of Canadians. We urge you to ensure it gets the leadership that will make that happen.

Yours truly,

A handwritten signature in cursive script that reads "Christine Karcza".

Christine Karcza

