



Deaf Wireless Canada Consultative Committee

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VIA EMAIL DISTRIBUTION and GC KEY

August 22, 2025

Mr. Marc Morin
Secretary-General
Canadian Radio-telecommunications and Telecommunications Commission (CRTC)
sec-gen@crtc.gc.ca

Reference: Public record: [1011-NOC2025-0002](#)

Subject: Executive Summary – Final Reply of the DWCC to [Broadcasting Notice of Consultation CRTC 2025-2-4](#)

The Path Forward – Working Towards a Sustainable Canadian Broadcasting System

Dear Mr. Morin,

1. On behalf of the Deaf Wireless Canada Consultative Committee (DWCC), we respectfully submit this Executive Summary in support of our full Final Reply, filed concurrently in the above-noted proceeding.
2. DWCC represents the interests of Deaf, DeafBlind, and Hard of Hearing (DDBHH) Canadians and affirms that American Sign Language (ASL) and Langue des signes québécoise (LSQ) are primary languages of Deaf persons in Canada, as recognized under the *Accessible Canada Act*.
3. DWCC emphasizes that accessibility is not optional; it is a legislated right, reinforced by the *Broadcasting Act*, the *2023 CRTC Policy Direction*, and the *United Nations' Convention on the Rights of Persons with Disabilities*. Additionally, the United Nations recognizes the importance of sign languages globally through the *International Day of Sign Languages*, observed annually on September 23.

I. Key Strategic Recommendations

4. Through an accessibility lens, DWCC presents four key strategic recommendations to support the development of a sustainable Canadian broadcasting system in which ASL and LSQ are fully embedded. These recommendations are informed by DWCC's ongoing work and formal submissions to the CRTC.
5. First, the Commission should establish and regulate a new **CRTC TV and Digital Access Code** — modelled after the British Sign Language Broadcasting Trust (BSLBT) — to implement enforceable ASL and LSQ accessibility standards across all broadcasting and digital services. This should include a minimum 5% quota of ASL and LSQ content, to be phased in over a 10-year period.
6. Second, the Commission should create a **Sign Language Commissioning Body**, led by DDBHH professionals, to assume decision-making roles in content commissioning and funding priorities. This body should also be responsible for developing and enforcing ASL and LSQ content standards.
7. Third, the Commission should establish a dedicated fund — the **Canadian Sign Languages Broadcasting Fund (CSLBF)** — with an annual budget of \$10 million to support ASL and LSQ content creation and Deaf-led media initiatives. This fund would address the systemic underfunding of ASL and LSQ in Canadian media.
8. Fourth, the Commission should launch a **feasibility study on developing a Sign Language-based broadcasting system** in Canada. This study should be modelled after Telecom Decision 2009-430 and aim to identify sustainable funding models and necessary policy tools to support this initiative.
9. In addition to these key strategic recommendations, the Commission should require platforms to publish annual discoverability plans for ASL and LSQ content and ensure that ASL and LSQ programming is prominently featured.

II. Democratic Imperative

10. Canada cannot afford to leave its DDBHH communities behind in the digital era.
 - Without visibility, there is no access.
 - Without funding, there is no future.
 - Without inclusion, there is no democracy.
11. Canada currently lacks a national policy or regulatory framework mandating sign language programming. This significant gap highlights **the Commission's regulatory responsibility to ensure that these national sign languages are**

meaningfully embedded throughout the Canadian broadcasting system—not treated as optional accommodations.

- 12.** DWCC urges the Commission to act decisively to embed ASL, LSQ, and Deaf-led media as permanent pillars of Canada’s broadcasting future—ensuring true accessibility, cultural equity, and democratic participation for all Canadians.
- 13. This must happen in months, not years.**
- 14.** For the full content, supporting arguments, and references, DWCC respectfully directs the Commission to DWCC’s Final Reply, filed concurrently with this Executive Summary.

Respectfully submitted,

Jeffrey Beatty
Chairperson
Deaf Wireless Canada Consultative Committee (DWCC)

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