

DEAF
WIRELESS
CANADA
COMMITTEE



COMITÉ POUR LES
SERVICES
SANS FIL DES
SOURDS DU
CANADA

The Path Forward - Working towards a sustainable Canadian broadcasting system

Broadcasting Notice of Consultation CRTC 2025-2

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DWCC Team



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Imagine a System

Where ASL and LSQ are celebrated.



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Sustainability = Equity

Social inclusion. Cultural representation.
Sign Languages access.



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Cultural and Linguistic Inclusion

ASL and LSQ = culture, not a feature.

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Not Just Sign Languages Viewers

DDBHH Canadians are
creators, leaders, and decision-makers.

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Sign Languages = Canadian Content

Not supplemental.

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Legal Obligations

Eldridge decision, CRTC Policy Direction,
Accessible Canada Act, & UNCRPD mandate action.

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The Sign Languages Economy

Equity. Employment. Digital. Innovation.

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Underrepresentation

ASL and LSQ content largely invisible.

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Discoverability

ASL and LSQ content is scarce
and difficult to find.

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Canadian Sign Languages Broadcasting Fund (CSLBF)

Cultural preservation of ASL and LSQ.

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CRTC Feasibility Study

Contribution Mechanisms.
Sign Languages Governance.

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No National Sign Languages Mandate

Canada lacks a regulatory requirement for
sign languages programming.

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Sign Languages Solution

5% target phased over 10 years.

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Discoverability Challenges

Difficult to find. Scattered. No central
platform. No standardized labelling.

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News Media Access

ASL and LSQ are distinct languages.



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DWCC recommends the Commission to:

1. To set and regulate a new CRTC TV & Digital Access Code
2. Establish a Canadian Sign Languages Broadcasting Fund (CSLBF) of \$10 million annually, modelled on the British Broadcasting Fund (BSLBF)
3. Mandate a national sign languages content target of at least 5%, phased in over 10 years
4. Initiate and conduct a feasibility study on a Canadian Sign Languages Broadcasting, including an examination of potential contribution mechanisms



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Let's Make History

Sign Languages creators lead the way.
ASL and LSQ embraced.
Accessibility is a foundation.
Sign languages at the core of Canada's identity.



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