*ABSTRACT*

**Abstract**

The Canadian federal government has granted a few national broadcast services with ‘mandatory’ carriage status. That status indicates that these services must be carried by all broadcast service providers and that consumers of those services provide for the funding of them through their monthly payments to these providers. These services are focused on providing a specific service or in meeting the needs of a specific audience. In the case of Accessible Media Inc. (AMI), our two broadcast services AMI-audio and AMI-tv are designed primarily to meet the media consumption needs of a typically underserved blind and low vision audience. However as recognition of these services has continued to grow, the role of AMI has expanded to much more of that of an advocate for a wide disability focused audience.