

Welcome to the Section 508 Best Practices Webinar Series

A collaborative program between the
Accessibility Community of Practice of the CIO Council and The U.S. Access Board

**The Session is Scheduled to begin at 1:00pm Eastern Time
We will be testing sound quality periodically**

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Listening to the Webinar, *continued*



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Listening to the Webinar, *continued*



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Individuals may listen** to the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon)



**Closed Captioning is not visible via the Mobile App and limited accessibility for screen reader/Voiceover users

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- Real-time captioning is provided during this webinar.
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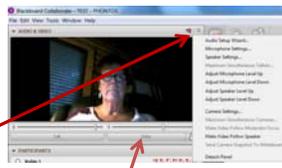
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

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- Video Sign Language Interpreter is available for this session
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- To ensure that your system retains focus on the Sign Language Interpreter make sure that **everything** is **unchecked** in the options menu 



Select Video

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Submitting Questions



- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area
- If you are connected via a mobile device you may submit questions in the chat area within the App
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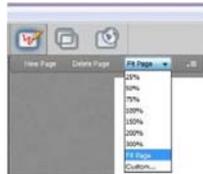
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Customize Your View



- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”



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Customize Your View *continued*



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 1. Send a private chat message to the host by double clicking "Great Lakes ADA" in the participant list. A tab titled "Great Lakes ADA" will appear in the chat panel. Type your comment in the text box and "enter" (Keyboard - F6, Arrow up or down to locate "Great Lakes ADA" and select to send a message); or
 2. Email info@adaconferences.org ; or
 3. Call 877-232-1990 (V/TTY)

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Audio Description and Section 508

"Section 508 Best Practices" Webinar Series

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This webinar is sponsored by:



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Welcome

- ▶ Webinar series: "Best Practices in Federal Section 508 Implementation"
 - This webinar is part of a series. Other presentations can be viewed at:
 - <http://www.adaconferences.org/CIOC/Archives/> and
 - <https://efedlink.org/allqual/resource-shared-webinars.cfm>
- ▶ A **best practice** is a policy, process, procedure or technique proven effective over time and repeatable by multiple agencies.
- ▶ A best practice is generalized so that diverse agencies may use it in their own organizations but specific enough to provide useful guidance and instruction.
- ▶ The CIO Council's Accessibility Community of Practice has published a library of 508 Best Practices at www.Section508.gov

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Section 508 Best Practices Webinar upcoming DATES for 2015:

- ▶ Webinars dates will be bi-monthly during 2015.
January, March, May, July, September, November
- ▶ Next Webinar: September 29, 2015 – Topic: TBD
Time: 1:00 to 2:30 p.m. ET
- ▶ Future webinar dates and topics are forthcoming

Past webinars are ARCHIVED:

- <http://www.adaconferences.org/CIOC/Archives/>
- <https://efedlink.org/allqual/collaborate-webex-archive.cfm>

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Section 508 Best Practices Webinar Series 2013 –2015

- ▶ For more information, contact the Education Subcommittee co-chairs:
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Audio Description and Section 508

Moderator:

Deborah Kaplan, Section 508 Policy Lead and 508 Coordinator,
Department of Health and Human Services

Presenters:

Kim Charlson, President, American Council of the Blind, ACB Audio
Description Project
Robin Sitten, Educational Resources Specialist, Perkins eLearning,
Perkins School for the Blind
Mark D. Urban, HHS Program Team Co-Chair and CDC Section 508
Coordinator
Timothy Creagan, Senior Accessibility Specialist, U.S. Access Board

July 14, 2015

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Agenda

- ▶ Introduction
- ▶ What is the Audio Description?
- ▶ How does Section 508 address Audio Description?
- ▶ How do other laws address Audio Description?
- ▶ What are some types of Audio Description technology?
- ▶ How do some agencies implement Audio Description?
- ▶ Q & A -

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What is Audio Description?

How does Section 508 address it?
How do other laws address it?

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Audio Description – definition & requirements

- ▶ Sometimes referred to as “Video” description.
- ▶ Audio-narrated descriptions of a television program’s key visual elements, a means to inform individuals who are blind or who have low vision about visual content essential for comprehension.

Section 504 – General requirement for access
29 U.S.C. § 794

Section 508– existing; proposed in ICT NPRM
36 C.F.R. 1194.24

FCC – Video Description
47 C.F.R. 79.3

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Audio Description – Existing 508 36 C.F.R. 1194

- ▶ Sometimes called “Video” description
- ▶ **§ 1194.24 Video and multimedia products.**
(d) All training and informational video and multimedia productions which support the agency’s mission, regardless of format, that contain visual information necessary for the comprehension of the content, shall be audio described.

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Proposed in Section 508 ICT NPRM: Audio Description Definition: E103.4, C103.4

Audio Description:

- ▶ Narration added to the soundtrack to describe important visual details that cannot be understood from the main soundtrack alone.
- ▶ a means to inform individuals who are blind or who have low vision about visual content essential for comprehension.
- ▶ provides information about actions, characters, scene changes, on-screen text, and other visual content in video.
- ▶ supplements the regular audio track of a program. Audio description is usually added during existing pauses in dialogue.
- ▶ also called “video description” and “descriptive narration.”

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Proposed: 412 Audio Description Processing Technology

412.1 General. Where ICT displays or processes video with synchronized audio, ICT shall provide a mode of operation that plays associated audio description.

412.1.1 Digital Television Tuners. Where audio description is played through digital television tuners, the tuners shall conform to ATSC A/53 Digital Television Standard, Part 5 (2010) (incorporated by reference in Chapter 1). Digital television tuners shall provide processing of audio description when encoded as a Visually Impaired (VI) associated audio service that is provided as a complete program mix containing audio description according to the ATSC A/53 standard.

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Proposed: 413 User Controls for Captions and Audio Description

413.1 General. Where ICT displays video with synchronized audio, ICT shall provide user controls for closed captions and audio description conforming to 413.1.

EXCEPTION: Devices for personal use where closed captions and audio description can be enabled through system-wide platform settings shall not be required to conform to 413.1.

413.1.1 Caption Controls. ICT shall provide user controls for the selection of captions in at least one location that is comparable in prominence to the location of the user controls for volume.

413.1.2 Audio Description Controls. ICT shall provide user controls for the selection of audio description in at least one location that is comparable in prominence to the location of the user controls for program selection.

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FCC Video Description Rules: 47 C.F.R. 79.3

- Video description is audio-narrated descriptions of a television program's key visual elements. These descriptions are inserted into natural pauses in the program's dialogue. Video description makes television programming more accessible to individuals who are blind or visually impaired.

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FCC Video Description requirements:

- ▶ Local TV station affiliates of ABC, CBS, Fox and NBC located in the top 60 television markets must provide 50 hours per quarter (4 hours per week) of video described prime time and/or children's programming beginning July 1, 2015.
- ▶ Top five non-broadcast networks – Disney Channel, Nickelodeon, TBS, TNT and USA – must provide 50 hours per calendar quarter (about 4 hours per week) of video-described prime time and/or children's programming.
- ▶ Local TV stations in markets smaller than the top 25 also may provide video description.
- ▶ Many Public Broadcasting System stations also provide video description on a number of programs.

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Case in Point: CDC Smoking Video

- ▶ View at https://youtu.be/_th5U5hRu8k.
- ▶ Story of a smoker from their retrospective.

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Case in Point: CDC Smoking Video

- ▶ Challenges:
 - High Visual Impact Video
 - Difficult audio track
 - Imagery very important
 - Only 30 seconds.

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Audio Description Basics

Benefits of Audio Description

- ▶ Equal access
- ▶ Literacy
- ▶ Cultural/social connections
- ▶ Make incidental learning explicit
- ▶ Reinforce informational/educational concepts
- ▶ Address a range of learning styles

Why Audio Description Makes a Difference

- ▶ Provides understanding and access
- ▶ Levels the playing field
- ▶ Clarifies sound effects and other auditory information
- ▶ Allows independence

Develop and utilize consumer advisors

Audio Description Concepts

- ▶ What we talk about when we talk about description....
 - ▶ “key visual elements”
 - ▶ “pause”
 - ▶ “say what you see”
 - ▶ “economy of language”
 - ▶ “purpose”
 - ▶ “level and tone”
 - ▶ “sound match”
 - ▶ “range”

Watch (and listen to) other examples of audio description

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Audio Description Strategies

- ▶ Listen, then watch
 - What assumptions?
 - When do you learn new information?
 - What questions do you have?
- ▶ Decide what’s important
 - Remember your purpose
 - Find your pauses
 - Text on screen
- ▶ In-House or contracted?
- ▶ Live or recorded?

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One agency’s approach to audio description

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Solving the challenge – CDC’s struggle

- ▶ Little institutional knowledge.
- ▶ Video was not scripted to address AD
- ▶ Only a half-minute segment
- ▶ Prior year money/Program completed
- ▶ YouTube challenges

- ▶ What we did: write a script and posted with the video.

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Lessons Learned

- ▶ Plan
 - Script to solve AD as a need whenever possible
 - Write the AD script as part of the video project
 - Coach presenters in live events to describe on the fly
- ▶ Implement
 - Develop a policy
 - Find guidance
 - Create institutional skill
- ▶ Correct
 - YOU WILL make mistakes. Learn.

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RESOURCES

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Resources

- ▶ ICT NPRM: <http://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/proposed-rule/text-of-the-proposed-rule>
- ▶ Video Captioning information sheet: https://apps.fcc.gov/edocs_public/attachmatch/DOC-314799A1.pdf
- ▶ FCC's Disability Rights Office website: www.fcc.gov/encyclopedia/disability-rights-office

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Resources

- ▶ Contract services for Audio description
 - <http://www.acb.org/adp/services.html>
- ▶ YouDescribe
 - <http://youdescribe.org/search.php>
- ▶ Audacity (free audio production software)
 - <http://sourceforge.net/projects/audacity/>

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Resources

- ▶ Guidelines for Audio Description
Audio Description Project (ADP)
 - <http://www.acb.org/adp/guidelines.html>
- ▶ Standards for Audio Description and Code of Professional Conduct for Describers
Audio Description Coalition
 - <http://www.audiodescriptioncoalition.org/standards.htm>
- ▶ Summary of Twenty-first Century Communications and Video Accessibility Act
 - <https://www.fcc.gov/guides/21st-century-communications-and-video-accessibility-act-2010>

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Resources

- > Described and Captioned Media Program - Description Key:
<http://www.dcmp.org/descriptionkey/>
- > American Council of the Blind, Audio Description Project - Guidelines for Description:
<http://www.acb.org/ad/ad.html>
- > WGBH National Center for Accessible Media - Effective Practices for Description of Science Content within Digital Talking Books:
http://ncam.wgbh.org/experience_learn/educational_media/stemdx
- > Media Access Canada - Accessible Content Best Practices Guide for Digital Environments:
www.mediaca.ca/pdf/DVBPGDE_Version_1.docx
- > Ofcom (independent regulator of UK communications industries) - Guidance on Standards for Audio Description:
http://www.ofcom.org.uk/static/archive/itc/itc_publications/codes_guidance/audio_description/index.asp.html
- > Audio Description Coalition - Standards for Audio Description and Code of Professional Conduct for Describers
<http://www.audiodescriptioncoalition.org/aboutstandards.htm>

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Questions?



You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area

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Session Evaluation

Your feedback is important to us

You will receive an email following the session with a link to the on-line evaluation



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