

Title

# **Classroom Media: How Do We Get it All Captioned?**

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## **How Do We Get it All Captioned?**

*Today's discussion...*

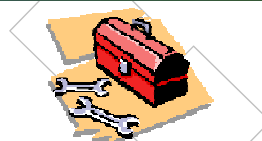
- 1. Understanding the lingo/"Nuts and Bolts"**
- 2. Understanding legal mandates**
- 3. Do it ourselves or contract out?**
- 4. New media = new headaches?**
- 5. Coordination issues, timeliness and communication with faculty**

## Classroom Media: How Do We Get it All Captioned?

*What are your challenges?*



## 1. Nuts and Bolts:



### Basic types:

**Postproduction** (Off-line) : Captions created and added after a video segment has been recorded and before it is aired or played.

**Real time** (on-line): Captions created and displayed at the time of program origination.

## *What is Accessible Media?*



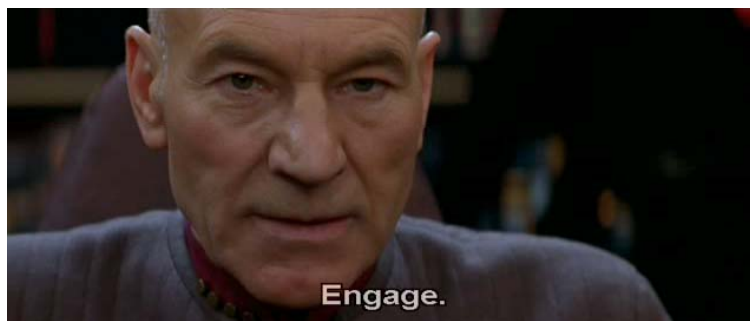
### **Closed captioning:**

Hidden unless they are made visible by a decoder or TV with a decoder chip, usually white letters encased in a black box.

### **Open captioning:**

Part of the video image and are always visible—no decoding is needed.

## What is Accessible Media?



### Subtitles:

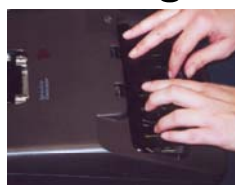
are similar to open captions, may or may not indicate information such as sound effects, speaker identification

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## Technology for Creating Texts:

### Steno Based

CART (Communication Access  
Realtime Translation)



### Laptop Based

- Regular keyboarding
- C-Print
- TypeWell

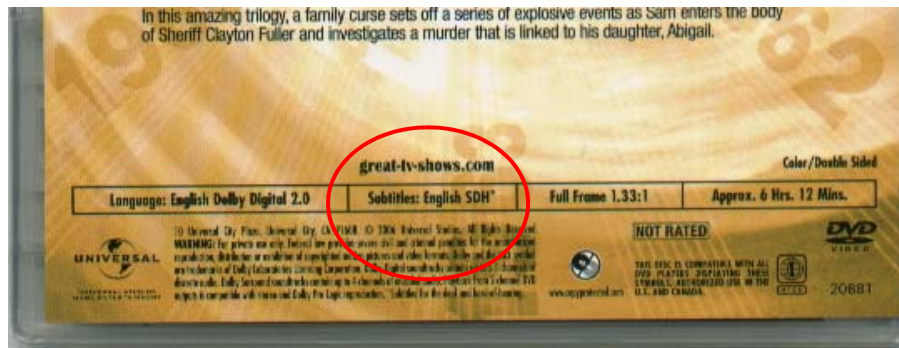
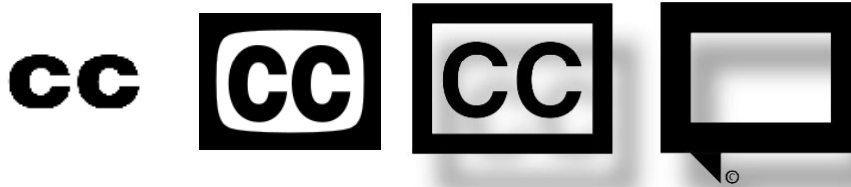


### Voice Writing



## Nuts and Bolts: Captioned Media

*How do we know if it is captioned ?*



## Nuts and Bolts: Captioned Media

*What equipment do we need to display captions?*

TV chips



decoder boxes



## Nuts and Bolts: Captioned Media

### *And how do we turn 'em on?*



## DVD SUBTITLES



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## Nuts and Bolts: Captioned Media

### *And how do we turn 'em on?*

Instructions for turning on captioning on PC media players:

<http://www.captionkit.com/switchoncaptions.php>



- Open captioned web video



- Captioned QuickTime video

## Nuts and Bolts: Captioned Media

*Effective for all?*



### AMERICANS WHO USE CAPTIONING (in millions)

Deaf & hard-of-hearing _____	28 (8-15%)
Children & adults learning to read__	45 (13 -20%)
Learning 2nd language _____	15 (4-10%)
Patrons of public places _____	50 (12-30%)
Users of exercise facilities _____	30 (8-20%)
<b>Total of all categories</b> _____	<b>168</b>
<b>Overlap</b> _____	<b>50 (est.30%)</b>
<b>Estimated caption users</b> _____	<b>118</b>

information is derived (i) primarily from a series of statistical surveys conducted by independent authorities including National Institute of Deafness and Other Disorders (NIDCD), National Institute of Health (NIH), Centers for Disease Control (CDC), National Center for Health Statistics (NCHS), and the National Association for Hearing and Speech Action (NASHA)

## 2. There oughta be a law, right?



There oughta be a law, right?

*There is!*

- ADA says (guides public and non-religious institutions):

Institutions must give “primary consideration” to communication preferences of the individual with a disability except if the institution can show that another effective accommodation exists.

- 504 says (guides almost all institutions):

Institutions must provide effective accommodations.

**There oughta be a law, right?**

*There is!*

**FCC**

- ads over five minutes
- candidates receiving federal funding
- most TV programming

**ADA**

- requires decoders on TV

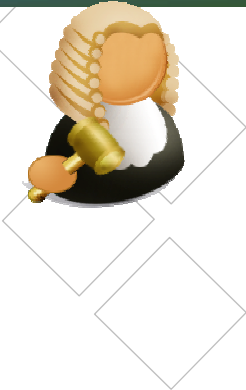
**508**

- requires that electronic and info technology developed by or purchased by Federal Agencies be accessible

**Copyright issues**

- Catch 22

<http://www.htctu.fhda.edu/divisions/altmedia/captioning/c/permission1.pdf>



**There oughta be a law, right?**


*There is!*

- **State Laws** i.e. Missouri, Minnesota
- **System policies** i.e. California Community Colleges

[www.htctu.net/divisions/altmedia/captioning/cc/LO M 02-22.pdf](http://www.htctu.net/divisions/altmedia/captioning/cc/LO_M_02-22.pdf)

- **Campus policies** i.e. Gavilan College

<http://www.gavilan.edu/drc/Gavilan508.html>



## Captioning Media:

*In-House or Out-House ??*

### Considerations:

- Whether in-house or out-house, upfront captioning (when media is produced) should be the cardinal rule!
- Don't underestimate in-house labor costs: 1 hr of media = 8 – 10 hrs of work!



## In-House Options:

- Occasion digital captioning using Magpie or common video editing software (i.e. Quicktime, Windows Media)  
<http://deafness.about.com/cs/accessibility/a/webvideocc.htm>
- Purchase full equipment (i.e. CPC)  
<http://www.cpcweb.com/cpc-700/>
- Combo In-House/Outhouse: separate digital audio files and send out (i.e. Autosynch Technologies)  
<http://www.automaticsync.com/>




**In-house Options:**  
**Examples of software for adding captioning:**

**CPC Software**  
<http://www.cpcweb.com/products/>

**Hi-Captioning Software**  
<http://hisoftware.com/hmcc/index.html..>

**CaptionKit**  
<http://www.captionkit.com/index.php>

**Magpie: Free Program to Add Your Own Captions to a Video:** <http://ncam.wgbh.org/webaccess/magpie/>



**Out-House**

**Outsourcing Options:**

**Captioning agencies approved by the U.S. Department of Ed & Described and Captioned Media Program (DCMP)**

<http://www.cfv.org/caai/nadh11.pdf>



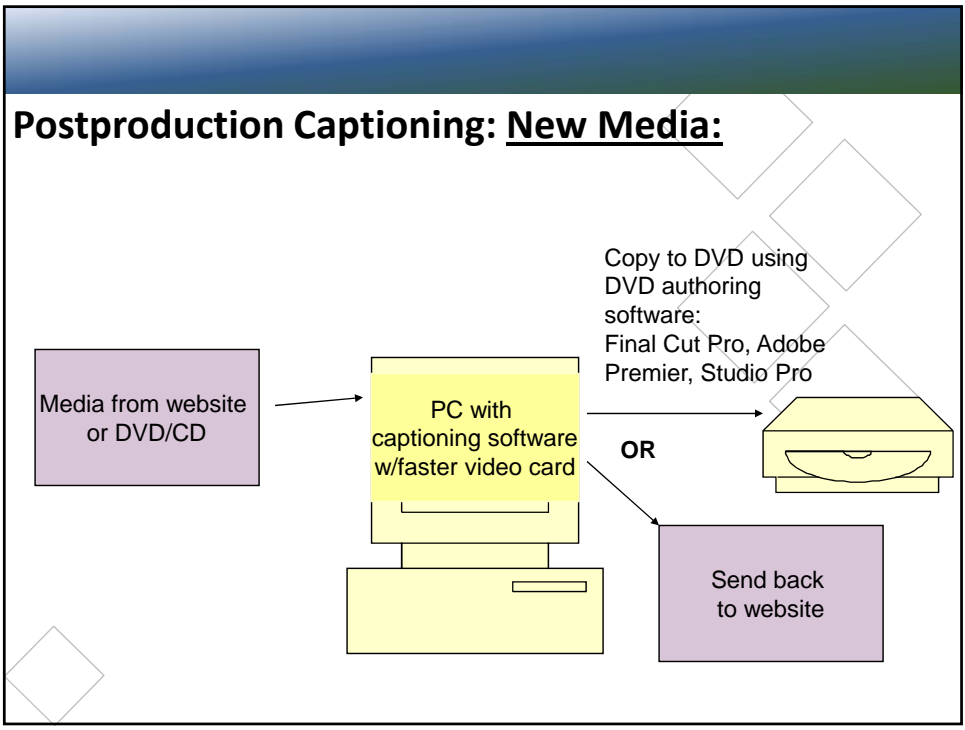
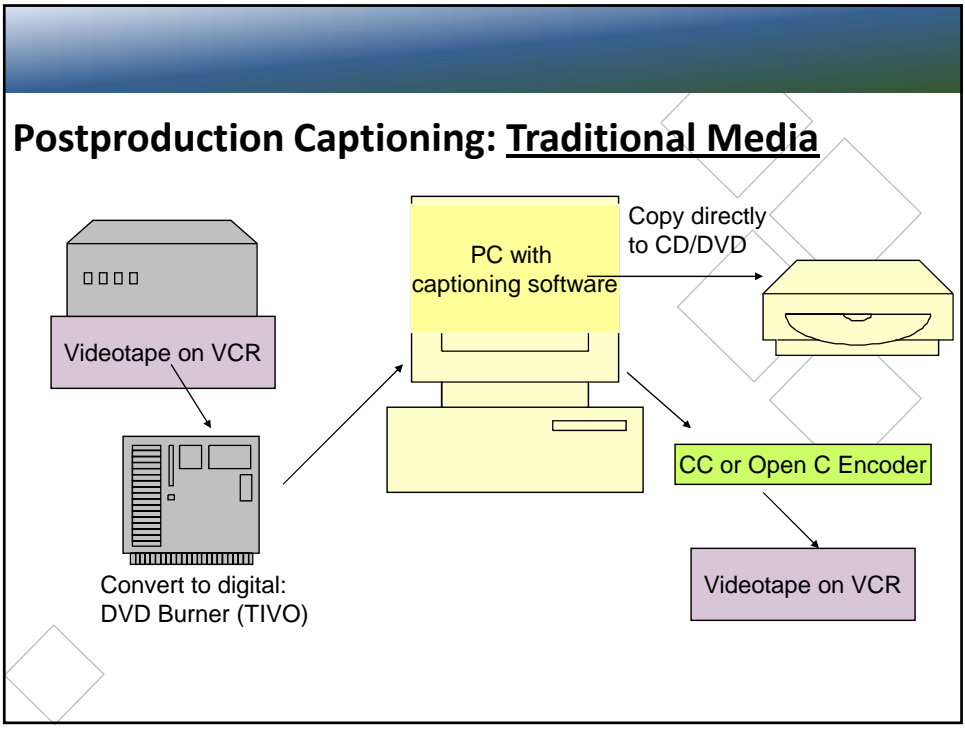
## In-House vs. Out-House Expenses

- In-house Hardware costs: \$11,000 - \$14,000
- Cost of sending out VHS  
\$500/hr of media with transcript provided  
Add \$3/min. of video if CPC transcribes.
- Sending audio or complete web video out for captioning  
i.e. Automatic Sync Technologies  
Automatic Sync Technologies \$70/hr if you supply transcripts (requires less hours)

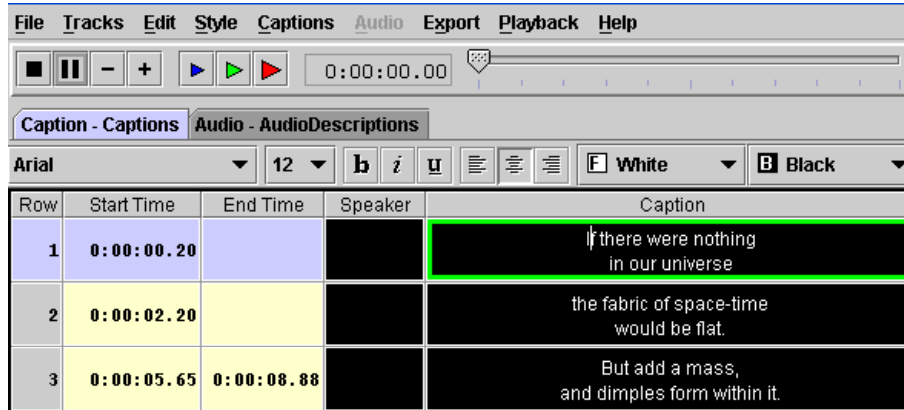


## UW-Milwaukee's Post Production Captioning Station





## Captioning Software:



The screenshot shows a software interface with a menu bar (File, Tracks, Edit, Style, Captions, Audio, Export, Playback, Help) and a playback control bar. Below the playback bar are two tabs: "Caption - Captions" and "Audio - AudioDescriptions". The "Caption - Captions" tab is active, showing a table with columns for Row, Start Time, End Time, Speaker, and Caption. The text in the caption cells is white on a black background.


Row	Start Time	End Time	Speaker	Caption
1	0:00:00.20			If there were nothing in our universe
2	0:00:02.20			the fabric of space-time would be flat.
3	0:00:05.65	0:00:08.88		But add a mass, and dimples form within it.



**3. Taming the Wild Wild West:  
Captioning "New Media"**  
(media that can only be created or used with the aid  
of computer)

Podcasts?  
Blackboard/D2L  
U Tube?  
Streamed videos

Oh, to keep up with it all!



### 3. Taming the Wild Wild West: Captioning “New Media”


Help is on the way...

AOL, Google, Microsoft and Yahoo! have joined together with WGBH Boston to develop:

**Internet Captioning Forum:** address the technical challenges presented by online video and video created specifically for the Web.

- A database for online media distributors
- Establish best practices for accomplishing pervasive online video captioning.
- Demonstrations of innovative practices

<http://ncam.wgbh.org/icf/>



### 3. Taming the Wild Wild West: Captioning “New Media”

**General info:**

**Directions for downloading the captioning when you save a video file**  
<http://www.mentortogo.com/discovery/ClosedCaptioning.pdf>

**Recording voice files from video**  
[http://applian.com/freecorder3/support/user\\_guide.php](http://applian.com/freecorder3/support/user_guide.php)

**How to caption using different video editing programs:**  
<http://deafness.about.com/cs/accessibility/a/webvideocc.htm>

## You CAN Caption YouTube Videos!

(yes, it's possible but can be  
tricky!




- [www.automaticsync.com](http://www.automaticsync.com) in partnership with [www.overstream.net](http://www.overstream.net).
- <http://www.tubecaption.com/>
- <http://youtubedownload.altervista.org>



**Get a system...**

**It is not just technology!**

**Educating the key players in your  
organization is half the battle.**



**Get a system...**

- **Timeliness**
- **Who does the work?**
- **Research to avoid unnecessary costs**
- **Campus policies**

### ***How can disability services work with others on campus?***

- Work together to find sources for obtaining accessible media
- Improve access to necessary equipment and accessible media
- Make a commitment to only showing accessible media!
- Establish a procedure for captioning media not currently available with captions or subtitles (post-production captioning).
- Be PROACTIVE!

### Other helpful links....

**NCAM (National Center for Accessible Media)**

<http://ncam.wgbh.org/>

**DCMP (Described and Captioned Media Project)**

<http://www.dcmp.org/>

**Captioning Key (Guidelines and Preferred Techniques):**

<http://www.dcmp.org/caai/NADH7.pdf>

**Powerpoint with explanations of technology:**

[http://www.htctu.fhda.edu/publications/conferences/ahead/encore07/web\\_data/slides\\_and\\_notes.htm](http://www.htctu.fhda.edu/publications/conferences/ahead/encore07/web_data/slides_and_notes.htm)

**PDA Captioning for Public Events**

<http://abclocal.go.com/kgo/story?section=news/health&id=3587915>



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