

Date sent: Thursday, July 26, 2012
Subject: Encyclopedia page and PSA on video description

We have published an encyclopedia page on video description, containing various information and links for consumers, which is located at <http://fcc.us/videodescription>

In addition, we have prepared a public service announcement (PSA) on video description, in order to help the general public learn about this new service available through the Communications and Video Accessibility Act (CVAA). The 60-second PSA is an audio file in MP3 format located at <http://transition.fcc.gov/files/audio/video-description-psa.mp3>

We encourage its redistribution and broadcast in various media channels, including radio stations and audio information services. Below is a transcript of the recording:

As of July 2012, nine major television networks are making some prime-time and children's programs more accessible to persons with impaired eyesight. For about four hours a week, the networks will be providing video description: an audible narration of a program's key visual elements, inserted in natural pauses of the dialog. The description may be accessed by a television's secondary audio feature, which might be labeled SAP or Spanish -- since the feature is sometimes used for a language translation.

To learn about described programs shown in your area, contact your cable or satellite television provider, or your local ABC, CBS, FOX, or NBC station. To learn about your equipment's secondary audio feature, contact the vendor or manufacturer.

The Federal Communications Commission's information on video description is available at www.fcc.gov, or by calling 1-888-225-5322.