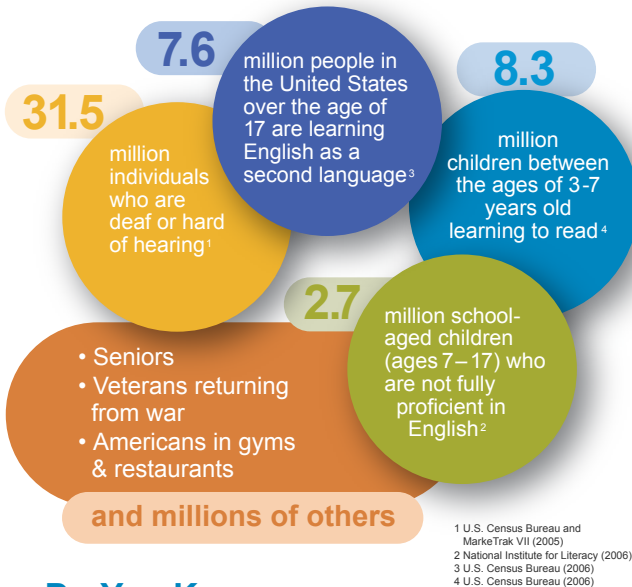


CAPTIONS

A Public Service of VITAC

Who Can be Positively Impacted by Captions?



Do You Know –

1. How long it takes to become a captioner?

a) 2 years b) 4 years c) 1 year

2. The approximate cost to produce an hour-long primetime television drama on a major network vs. the average cost to create captions for that program?

a) \$900,000 vs. \$5,000
b) \$5 Million vs. \$100,000
c) \$2.9 Million vs. \$650

3. How many members of the active military have hearing loss?

a) 117, 000 b) 500,000 c) 72,000

4. How many hours of television are watched per year by the average American?

a) 1,627 b) 320 c) 975

Visit www.captionsON.com for the answers to these and many other questions...

Captions – A Snapshot

Captions are ...

- The visual representation of a video's soundtrack
- Created according to very specific style rules by captioners and caption companies
- Available on all television sets with screens larger than 13 inches
- Mandated by the FCC for almost all television programs, with some exceptions

The Top Eight Reasons Why Captions Matter

Captions are ...

1. **Free** to viewers of television and the Internet
2. **Accessible** to over 97% of individuals living in the United States who have televisions
3. **Professionally produced in the U.S.** by highly skilled stenographers and offline captioners. Stenographers transcribe the audio portion of a live program as it is being aired and send the captions across the country in seconds. Offline captioners transcribe prerecorded programming with 100% accuracy before it airs
4. An **essential service** for the over 31 million individuals who are deaf or hard of hearing, giving them access to the audio portion of programming on TV and the Internet
5. A tool that **improves reading and listening skills** of children and adults by visually tying words with sound
6. A way to strengthen language and comprehension skills for those **learning English as a second language**, marrying the spoken word with the written word as well as reinforcing grammar and sentence structure
7. A great way to **engage and exercise the mind** by challenging the viewer to focus on reading, listening and comprehending in real time
8. Able to **enhance family time** by not only allowing all members of the household to enjoy programming at lower volume levels but also knowing the added benefits captions are bringing to everyone – regardless of age