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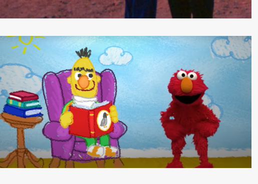
DICAPTA'S NEWSLETTER

Monthly Accessibility News - July 2024

ADA 34 — 1990 - 2024 — Americans with Disabilities Act — Celebrate the ADA! July 26, 2024



CURRENT EVENTS, COLLABORATIONS, AND MORE BELOW

Celebrating the 34th Anniversary of the Americans with Disabilities Act (ADA)

Dicapta proudly supports the **34th anniversary of the Americans with Disabilities Act (ADA)** on July 26th. This significant civil rights law prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and public and private places open to the general public. **The ADA ensures that people with disabilities have the same rights and opportunities as everyone else.**

Signed into law on July 26, 1990, the ADA is a cornerstone for the protection of individuals with disabilities. For 34 years, it has significantly improved the quality of life for people with disabilities across the United States.

Thanks to the ADA, people with disabilities can enjoy numerous activities without barriers. As we celebrate this landmark legislation, we recognize its profound impact and the ongoing journey towards a more inclusive society.

ACB American Council of the Blind — Together for a bright future
dicapta — Accessible Communication Developers
bridgemultimedia — empowering accessibility
DCMP
Fred Rogers Productions
SESAME WORKSHOP

Enhancing Children's Viewing Experience: ADP Panel Explores Multilingual Audio Description

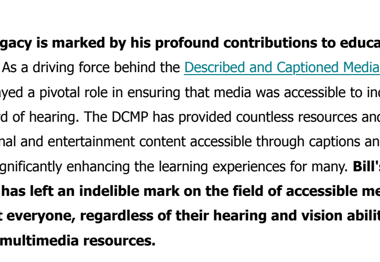
At last week's **Audio Description Project (ADP) Conference**, industry leaders gathered for an essential panel discussion titled **"Learning in Two Languages: Children's Audio Description in English and Spanish."** Moderated by Tabitha Kenlon of the American Council of the Blind (ACB), the session brought together experts to explore advancements in audio description for children's programming and the challenges of creating AD in a different language from the original content.

The panelists – Dr. Maria-Victoria Diaz, CEO & President, Dicapta; Erin Dodson, Director of Post-Production, Fred Rogers Productions; Dennise Planas, Senior Producer, Sesame Workshop; Dr. Wendy Sapp, Project Director, Bridge Multimedia and Jason Stark; CEO, Described and Captioned Media Program – emphasized several key considerations for creating effective audio descriptions for children in both languages, including:

- **Child-Friendly Language:** The importance of using age-appropriate vocabulary and prioritizing educational content to enhance learning experiences. This ensures descriptions are tailored to young audiences in both languages in a way they will understand.
- **Cultural Complexities:** Ensuring descriptions preserve cultural and linguistic nuances in the AD language. This includes maintaining the tone and message of the original content, which can be achieved by involving individuals in quality control throughout the process. The panelists also emphasized the importance of considering linguistic differences between English and Spanish. For instance, if the screen shows "A is for Apples," the description in Spanish cannot simply translate "Apples" as "Manzanas."
- **Children's Unique Needs:** Addressing the unique experiences of children compared to adults. This includes considerations like speech speed due to the time it takes children to process information, language complexity, and describing visual cues such as facial expressions to aid in comprehension.
- **Community Involvement:** Involving the blind and low vision community in the audio description process to ensure the descriptions are effective for the target audience. Input from native speakers enhances authenticity and accuracy.
- **Human Quality Control:** Ensuring descriptions preserve cultural and linguistic nuances and maintain the tone and message of the original content. This is crucial when creating a new AD in a different language from the original content, such as translating from English to Spanish.

The panel discussion at the ADP Conference **highlighted the ongoing efforts to enhance the viewing experience for children through bilingual audio description**. By addressing the specific needs of young viewers, these industry leaders are paving the way for more inclusive and accessible programming. Their work contributes significantly to ensuring that visually impaired children can fully engage with and benefit from educational and entertaining content regardless of their native language.

The panel will be available as a podcast at a later date, stay tuned!



Remembering Bill Stark: A Champion of Accessibility and Literacy

Bill Stark's legacy is marked by his profound contributions to education and accessibility. As a driving force behind the [Described and Captioned Media Program (DCMP)](#), he played a pivotal role in ensuring that media was accessible to individuals who are deaf or hard of hearing. The DCMP has provided countless resources and tools to make educational and entertainment content accessible through captions and audio descriptions, significantly enhancing the learning experiences for many. **Bill's dedication to this cause has left an indelible mark on the field of accessible media, ensuring that everyone, regardless of their hearing and vision abilities, can benefit from multimedia resources.**

In addition to his work with the DCMP, Bill Stark was also instrumental in the [Read Captions Across America](#) initiative. This nationwide program encourages children and their families to use audiovisual materials with captions turned on. By promoting the use of captions, Stark helped foster an inclusive environment where literacy and learning are accessible to all. His efforts in this area have had a lasting impact, making it easier for children with hearing impairments to enjoy and benefit from multimedia content. **Bill Stark's dedication to education and accessibility continues to influence and inspire, leaving a legacy that will be remembered and cherished for years to come.**

We at Dicapta will always remember and appreciate Bill Stark's efforts to serve the Latino population and the warm welcome and support we received from him when we started our journey in the field of accessibility. Today, Dicapta is honored to be a close contributor and friend of the DCMP under Jason Stark, who has proudly preserved and enriched Bill's legacy. Our long-time relationship started with Bill's big smile, which we all are going to miss. Rest in peace, Bill.

POV presents its 37th season

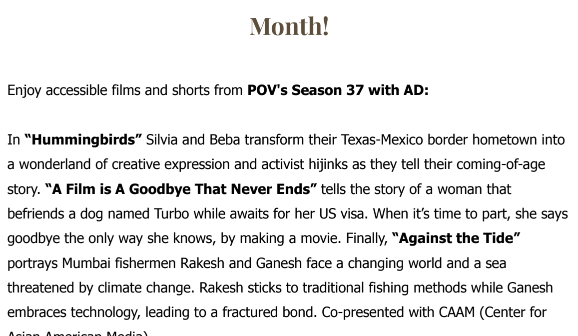
[POV's new Season 37](#) brings a fresh wave of documentary storytelling, featuring artists eager to redefine the genre. This season explores themes such as socio-political culture, identity, economic inequality, survival in a changing world, and the intersection of nature and science. **Each documentary offers raw, profound, and unique perspectives on pressing social issues.**

Several films and shorts this season will include audio descriptions provided by Dicapta, supported by the U.S. Department of Education under the project [#H327C210001](#). **Don't miss our new releases to discover accessible films.**

POV episodes premiere Monday nights and are available for streaming on all PBS platforms, including PBS.org and the PBS App, which is accessible on iOS, Android, Roku, Apple TV, Android TV, Amazon Fire TV, Samsung Smart TV, Chromecast, and VIZIO.

About POV: Produced by American Documentary, POV is the longest-running independent documentary showcase on American television. Since 1988, POV has featured films on PBS that capture the full spectrum of the human experience, consistently highlighting women and people of color both in front of and behind the camera.

POV films and projects have won numerous accolades, including 47 Emmy Awards, 28 George Foster Peabody Awards, 15 Alfred I. duPont-Columbia University Awards, three Academy Awards®, and the first-ever George Polk Documentary Film Award.



Don't Miss Our New Accessible Releases for this Month!

Enjoy accessible films and shorts from **POV's Season 37 with AD:**

In **"Hummingbirds"** Silvia and Beba transform their Texas-Mexico border hometown into a wonderland of creative expression and activist hijinks as they tell their coming-of-age story. **"A Film is A Goodbye That Never Ends"** tells the story of a woman that befriends a dog named Turbo while awaits for her US visa. When it's time to part, she says goodbye the only way she knows, by making a movie. Finally, **"Against the Tide"** portrays Mumbai fishermen Rakesh and Ganesh face a changing world and a sea threatened by climate change. Rakesh sticks to traditional fishing methods while Ganesh embraces technology, leading to a fractured bond. Co-presented with CAAM (Center for Asian American Media).

More fun and adventures for the young audience:

Sesame Street: Join beloved characters as they tackle obstacles, learn valuable lessons, and embark on thrilling adventures. Enjoy compilations featuring Elmo discovering kindness, celebrating birthdays, going on animal adventures, and honoring moms. **(AD, CC)**

Ziggy and The Zootram: Follow Ziggy, an Australian freshwater crocodile, and his animal buddies who work at a zoo. They walk, talk, and dress like people, and on their magical time-traveling tram, wild adventures always happen. Presented by Semillitas TV. **(AD, CC)**

The accessibility of the titles included in new releases was funded by the U.S. Department of Education under project #H327C210001. [For the full list of releases, you can visit our website](#)

IMPORTANT DATES

- [American Council of the Blind Convention](#) - July 5 - 12, 2024
- Disability Awareness Day - July 14, 2024
- [AER International Conference](#) - July 24 to 28, 2024
- [Americans with Disabilities Act (ADA) Anniversary](#) - July 26, 2024

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