

AUDIO DESCRIBED: ABOUT ACCESSIBILITY MEDIA INC. (AMI)

Transcribed by: Adrienne Smith & David Widman - Humber College

NARRATOR: In a control room, a tv crew is set up for an interview. A female host enters and stands in front of the camera. She nods at the crew to signal that she is ready.

LIZ: Hi, I'm Liz. Welcome to AMI. AMI stands for Accessible Media Incorporated. We're a not-for-profit media company serving Canadians who are blind, partially sighted, deaf, or hard of hearing. For those viewers and their families, AMI is the information and entertainment choice, and AMI is included at no additional charge as part of most basic cable, digital packages.

AMI operates the only two television channels in the world, AMI tv in English, and AMI tele in French, which offer described video and closed captioning on 100% of their shows, making them fully accessible to anyone living with vision or hearing loss. A third channel, AMI audio, makes print media, such as magazine articles, accessible to the blind and partially sighted community. All AMI channels also produce and curate content that is original and relevant to their audience.

So, what makes AMI unique? AMI includes something called described video in all of its programming, the channel with the voice talking during the show. This guy:

NARRATOR: She cups her hand to her ear.

LIZ: Yep, that's the voice. That voice you heard describing me putting my hand to my ear is called described video or DV. Described video is a secondary audio track that uses a narrator to explain key visual elements of a program, such as a setting:

NARRATOR: A female host stands in front of a wall full of televisions.

LIZ: Action:

NARRATOR: She picks up a mug and takes a sip of water.

LIZ: Or a non-verbal communication:

NARRATOR: She gives an okay sign to the director.

LIZ: On AMI, described video is always on and can't be turned off, so our audience doesn't miss a thing. Think of described video as closed captioning but for the blind and partially sighted community. And by the way, if you want it, all AMI programming is closed captioned, too. But you have to turn it on.

NARRATOR: Closed captioning appears.

LIZ: Or off.

NARRATOR: Closed captioning disappears.

LIZ: Just like you would on other channels.

AMI continues to push the boundaries of traditional described video by expanding into live description for things like sporting events, so your blind or partially sighted family and friends can enjoy that Blue Jays game as much as you or I.

AMI is also pioneering the use of “Integrated Described Video” for its own original programs. Integrated description uses audio and descriptive dialogue to convey the same information that a secondary narrator would do with DV. Integrated description feels more natural. It means that the shows are accessible to the widest audience possible.

AMI tv airs comedies, dramas, Hollywood movies, live events, sports, and, of course, thought-provoking original programs. Our French sister station, AMI tele, airs a wide variety of programs, including comedies, dramas, popular Quebecois programs, movies, and original programming. And AMI audio offers a variety of articles from top national and international publications, along with a range of original programs covering current affairs, health, science, history, and entertainment, as well as a live weekday morning show.

And that's not all. Many tv shows seen on other channels offer described video but how do you know which ones? ami.ca/dvguide is an accessible website that hosts a special guide listing every described video show on every channel across the country. Can't access the internet? The DV Guide program listings are also available by calling AMI's 24-hour, toll-free bilingual call centre at 1-855-855-1144. Now, that is amazing.

All together, the AMI family of channels and websites ensure that none of the half million Canadians with significant vision loss miss out. So, please, spread the word. You can also connect with us on Facebook or follow us on Twitter @accessiblemedia.

NARRATOR: She signals that's a wrap.

LIZ: Aren't you going to put up the website address? Perfect.

NARRATOR: Frame reveals ami.ca web address. The host exits the frame. All this information and more can be found at ami.ca or by calling 1-800-567-6755.

END OF VIDEO

Accessible Media Inc (AMI). (August 23, 2016). About Accessibility Media.
Retrieved from <http://www.ami.ca/what-we-do>