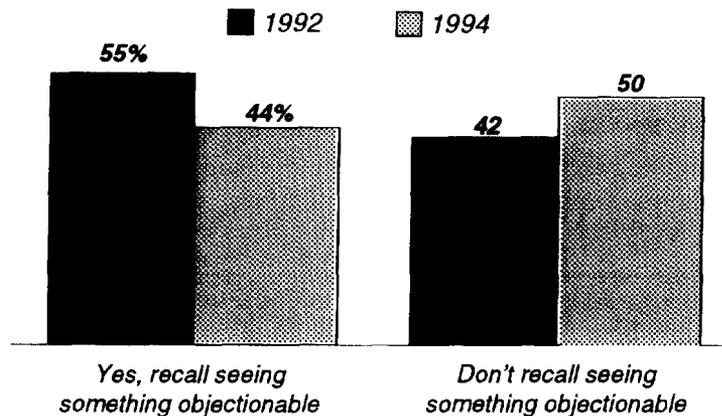


Fewer Americans Are Taking Offense

Television offers programming for viewers of varied tastes. Thus, there probably always will be a certain segment of the public that will find at least something offensive. Nonetheless, indications are that this segment is shrinking.

Currently, 44% of the public recalls seeing something on television in recent weeks that they found personally offensive or morally objectionable, down 11 points from the 55% so reporting in 1992. Moreover, the proportion of the public having seen objectionable programming in each of eight categories are all either down or unchanged. Violence continues to be the most common source of complaints, but is mentioned by only 15% of the public, down 5 points since 1992. About one in ten cite profanity and sexual activity, while even fewer report being offended by programming that is inappropriate for children, nudity, sexual conversation/jokes, programming that insults their intelligence, and homosexuality.

Do You Recall Seeing Something Objectionable in Past Few Weeks?

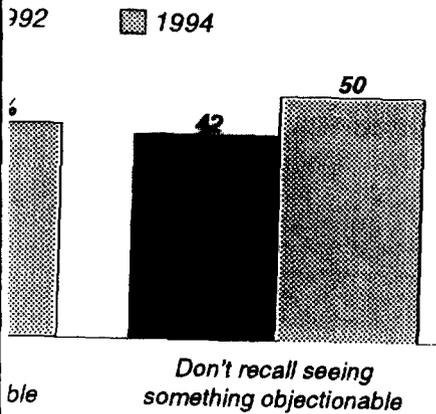


ns Are Taking Offense

programming for viewers of varied tastes. Always will be a certain segment of the least something offensive. Nonetheless, this segment is shrinking.

The public recalls seeing something on television that they found personally offensive is down 11 points from the 55% so. Moreover, the proportion of the public who recall seeing objectionable programming in each of eight categories has either gone down or unchanged. Violence is the most common source of complaints, but it has fallen to 45% of the public, down 5 points since 1992. Other categories include profanity and sexual activity, being offended by programming that depicts violence against children, nudity, sexual conversation/behavior, and programming that insults their intelligence, and

Seeing Something Objectionable on Television in the Last Few Weeks?



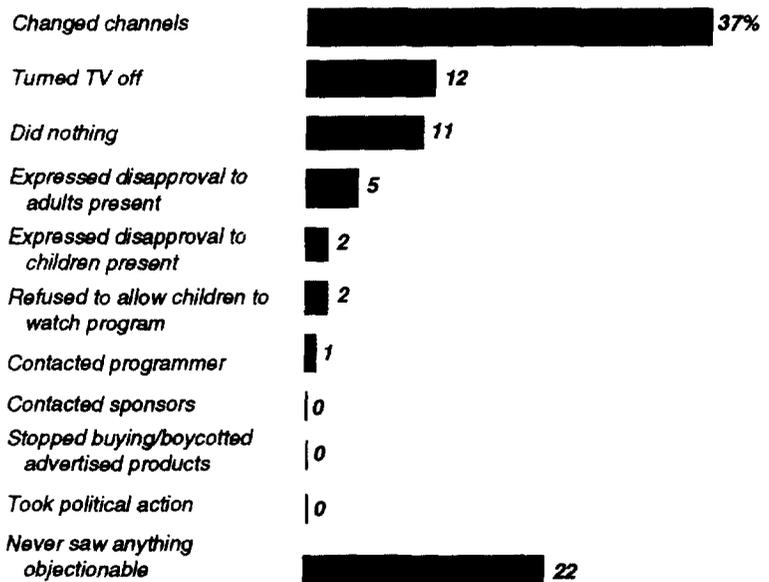
Don't Like The Show? Change The Channel

Consistent with the public's desire to determine for themselves what they watch, by far the most common response when viewers are offended by something they see on television is to simply turn to a different channel or program. When asked what they did the last time they were offended by something they saw on television, 37% of the total public say they changed the channel, while another 12% turned off the television, and 11% did nothing. And, 22% claim to have never been offended by something they saw on television.

Actions taken by 5% or less of the public in response to "offensive" programming include: expressing disapproval to other adults present, expressing disapproval to children present, and refusing to allow children to watch the program in the future. Fewer than 1% report taking the somewhat more drastic actions of contacting the television station, network, or cable operator; contacting the sponsors; or stopping to buy, or boycotting, advertised products.

When only those who have seen offensive programming are considered, just about one half (48%) last responded to offensive programming by changing the channel, 16% turned off the television, and 14% did nothing.

**Actions Taken Last Time Saw Something
Objectionable on TV**



Note: Base is total public, not just those offended in past few weeks.
Multiple responses permitted.

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**When Last Time Saw Something
Offensive on TV**

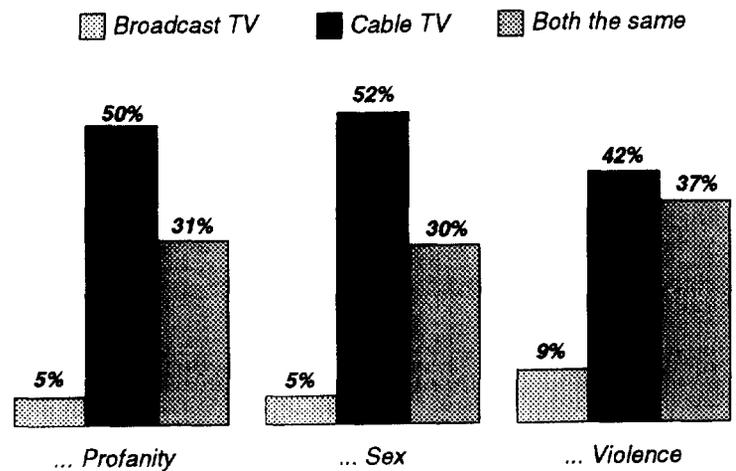


not just those offended in past few weeks.
itted.

**Offensive Content Mostly on Cable
Television**

Hardly anybody sees broadcast television as having more offensive programming than cable TV. Large pluralities of Americans say that cable television has more sex, profanity, and violence. Fewer than one in ten Americans cite broadcast television as offering more in each category.

Which Kind of TV Has the Most . . .



Methodology: How The Study Was Conducted

The Network Television Association and the National Association of Broadcasters indicated the areas of subjects they wished to have covered. Roper Starch Worldwide assumes full responsibility for the wording of questions, the study design, and for the analysis of the results included in this report.

As in previous surveys, the early questions in the questionnaires dealt with the various media - television, newspapers, radio, magazines. Later the interviews focused on television itself. This approach is always used so that answers to the earlier questions will not be biased for or against television.

The two parts of this survey were fielded from November 5 through 12, 1994. A total of 2,003 in-home, personal interviews were conducted with a nationwide cross section of the non-institutionalized population 18 years and older living in the continental United States.

A multi-stage, stratified area probability sample was used for this study, as in all of Roper's previous television studies. It is representative of all ages 18 and over, all sizes of communities, geographic areas and socioeconomic levels.

The questions asked, the national results, and the complete trend data since the first Television Information Office (TIO) study in 1959 (where applicable) are on the following pages.

Was Conducted

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casters indicated the areas of subjects
covered. Roper Starch Worldwide
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hic areas and socioeconomic levels.

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t Television Information Office (TIO)
pplicable) are on the following pages.

Here is a list of some activities that you personally may have done recently. (HAND RESPONDENT CARD) Would you please call off the letters for all the ones you did in the past seven days or evenings at home?

Watched a TV program on a major broadcast network or a local station	87%
Watched a TV program on a cable network such as ESPN, CNN, USA, or MTV	44
Watched a premium cable channel such as HBO, Showtime, etc.	21
Used a TV to play a video game	10
Used a computer for personal use	14
Used an on-line computer service such as Prodigy, America On-Line, or CompuServe for personal use	4
Used a VCR to watch or record a program or movie	39
Bought something from a TV shopping network	4
None	3
Don't know	1

I'm going to name some different kinds of things, and for each one, would you tell me how often you do it as a family unit—that is, parents and some or all of the children living in this household? First, how often do you have the main meal of the day together—frequently, fairly often, not too often, seldom, or never?

*(Asked of and based on the 37% who are parents
with children under age 18 at home)*

	FREQU- ENTLY	FAIRLY OFTEN	NOT TOO OFTEN	SELDOM	NEVER	DON'T KNOW
Have the main meal of the day together	50%	34	10	5	*	1
Do things together for fun and recreation (go to movies, sports events, picnics, etc.)	31%	46	17	5	1	1
Go out to eat together	27%	37	24	9	3	1
Sit and talk together	35%	48	12	4	1	1
Watch TV together	38%	42	14	4	1	1
Attend religious services together	28%	27	18	14	13	1
Read together	27%	34	17	11	10	1

(HAND RESPONDENT CARD) Using this card and thinking of the last time your family living in this household watched television together, which type of television did you watch?

(Asked of and based on the 37% who are parents with children under age 18 at home)

Four major networks63%*
 Local independent stations7
 Public television11
 Basic cable networks—USA, Discovery, TBS, etc...13
 Premium cable channels—HBO, Showtime, etc.8
 Don't know11

**results for each of four major networks are netted together*

People have given us various reasons why they watch television. Here are some of them. (HAND RESPONDENT CARD) Please tell me if you think each of them explains your use of television very well, somewhat, or hardly at all. First, (read item). (ASK ABOUT EACH)

	VERY WELL	SOME- WHAT	HARDLY AT ALL	DON'T KNOW
To obtain information about what is happening in the world	46%	45	8	1
To spend time with your family and/or friends	16%	41	41	2
To forget about the worries of everyday life	17%	40	40	2
To be entertained	47%	42	9	2
To fill your spare time	26%	42	30	2
For companionship when you are alone	23%	41	34	2
Simply to relax	35%	48	15	1
To be able to talk to others about programs	10%	36	52	2
To see what happens to my favorite characters on TV	17%	37	44	2
To get ideas on how to deal with real-life situations	8%	28	60	3

Using this card and thinking of the last time your
watched television together, which type of television

- n the 37% who are parents
(age 18 at home)*
-63%*
 - ions7
 -11
 - USA, Discovery, TBS, etc...13
 - ls—HBO, Showtime, etc.....8
 -11
 - major networks are netted together

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Please tell me if you think each of them explains your use
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	VERY WELL	SOME- WHAT	HARDLY AT ALL	DON'T KNOW
t what is				
.....46%	45	8	1	
nily				
.....16%	41	41	2	
of				
.....17%	40	40	2	
.....47%	42	9	2	
.....26%	42	30	2	
u				
.....23%	41	34	2	
.....35%	48	15	1	
.....10%	36	52	2	
.....17%	37	44	2	
.....8%	28	60	3	

Are there any television programs that you make a special effort to watch ?

	Dec. '92	Nov. '94
	%	
Yes	67	63
No	32	33
Don't know	1	5

Here is a list of different kinds of television. (HAND RESPONDENT CARD) Would you please tell me which of these kinds of television have most of the programs you make a special effort to watch ?

- Four major networks76%
 - Local independent stations6
 - Public television12
 - Basic cable networks—USA, ESPN, Lifetime, etc.16
 - Premium cable channels—HBO, Showtime, etc.4
 - Don't know4
- *results for each of four major networks are netted together*

There has been a lot of talk about the "information superhighway" and many new home electronic products and services it will provide. How interested are you in these new kinds of electronic products and services for the home—very interested, somewhat interested, not too interested, or not at all interested?

- Very interested12%
- Somewhat interested30
- Not too interested20
- Not at all interested27
- Don't know10

There also has been discussion about the possibility that technology will allow Americans to choose from as many as 500 different TV channels at home. These might include new movie channels, home shopping and information channels, etc. (HAND RESPONDENT CARD) Here are some things people have said about the idea of having up to 500 channels to choose from. For each statement, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree.

	STRONGLY AGREE	MOSTLY AGREE	MOSTLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW
The more channels we have, the better chance of finding something good to watch 18%		38	25	13	6
We already have too many television channels—I don't even use all that I have 21%		36	25	13	5
If there are so many choices, each family member will want to watch something different on his or her own TV and won't spend as much time together 20%		37	22	12	9
I expect that the best programs will no longer be on free TV and will be available only if I pay for them 22%		39	20	9	10
I like the idea that 500 channels will provide room for programs that appeal to small special interest audiences 15%		36	23	18	9
More channels will probably mean less quality on television ... 17%		34	27	13	10
I would be willing to pay \$50 per month for 500 channels, assuming I liked what was available 6%		16	19	53	5

out the possibility that technology will allow Americans different TV channels at home. These might include new and information channels, etc. (HAND RESPONDENT le have said about the idea of having up to 500 channels nt, please tell me if you strongly agree, mostly agree, ree.

	STRONGLY AGREE	MOSTLY AGREE	MOSTLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW
.....18%		38	25	13	6
.....21%		36	25	13	5
't20%		37	22	12	9
...22%		39	20	9	10
..15%		36	23	18	9
.17%		34	27	13	10
..6%		16	19	53	5

Different people have all sorts of things, both good and bad, to say about TV commercials—for example, that they are in poor taste, that they are informative, that they are amusing, that there are too many of them, etc. Now, everything considered, do you agree or disagree that having commercials on TV is a fair price to pay for being able to watch it?

	Nov. '63	Nov. '64	Jan. '67	Nov. '68	Jan. '71	Nov. '72	Nov. '74	Nov. '76
Agree	77	81	80	80	80	81	84	74
Disagree	14	10	9	10	10	14	12	20
Don't know/no answer	9	9	11	10	10	5	4	6

	Dec. '78	Nov. '80	Nov. '82	Dec. '84	Dec. '86	Nov. '88	Dec. '90	Dec. '92	Nov. '94
Agree	78	72	74	74	75	72	68	71	66
Disagree	19	24	21	22	20	20	24	20	24
Don't know/ no answer	3	4	5	4	5	8	8	9	10

Turning to something else, where are you most likely to learn about products or brands of products you might like to try or buy—from radio commercials, or television commercials, or newspaper ads, or magazine ads?

	Dec. '86	Nov. '94
Radio commercials	5	5
Television commercials	57	55
Newspaper ads	24	25
Magazine ads	16	12
Don't know	5	11

I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers, or radio, or television, or magazines, or talking to people, or where?

	Dec. '59	Nov. '61	Nov. '63	Nov. '64	Jan. '67	Nov. '68	Jan. '71
<i>Analysis of multiple responses:</i>	%						
Television only	19	18	23	23	25	29	31
Newspapers only	21	19	21	20	18	19	21
TV and newspapers	26	27	24	28	30	25	22
Newspapers and other media but not TV	10	11	8	8	7	6	5
TV and other media but not newspapers	6	7	8	6	8	5	7
Media other than TV or newspapers	17	15	13	12	10	13	13

	Nov. '72	Nov. '74	Nov. '76	Dec. '78	Nov. '80	Dec. '82	Dec. '84
<i>Analysis of multiple responses:</i>	%						
Television only	33	36	36	34	39	41	46
Newspapers only	19	19	21	19	21	21	22
TV and newspapers	26	23	23	27	20	20	15
Newspapers and other media but not TV	5	4	4	3	3	3	2
TV and other media but not newspapers	5	6	5	6	5	5	3
Media other than TV or newspapers	12	12	11	11	12	10	11

	Dec. '86	Nov. '88	Dec. '90	Feb. '91	Nov. '92	Nov. '94
<i>Analysis of multiple responses:</i>	%					
Television only	50	44	44	54	44	45
Newspapers only	22	22	19	11	20	14
TV and newspapers	13	18	22	23	21	21
Newspapers and other media but not TV	1	2	2	1	2	3
TV and other media but not newspapers	2	3	3	4	4	5
Media other than TV or newspapers	10	10	10	6	9	10

ly get most of your news about what's going on in the
s, or radio, or television, or magazines, or talking to

Dec. '59	Nov. '61	Nov. '63	Nov. '64	Jan. '67	Nov. '68	Jan. '71
.....19	18	23	23	25	29	31
.....21	19	21	20	18	19	21
.....26	27	24	28	30	25	22
.....10	11	8	8	7	6	5
.....6	7	8	6	8	5	7
.....17	15	13	12	10	13	13

Nov. '72	Nov. '74	Nov. '76	Dec. '78	Nov. '80	Dec. '82	Dec. '84
.....33	36	36	34	39	41	46
.....19	19	21	19	21	21	22
.....26	23	23	27	20	20	15
.....5	4	4	3	3	3	2
.....5	6	5	6	5	5	3
.....12	12	11	11	12	10	11

Dec. '86	Nov. '88	Dec. '90	Feb. '91	Nov. '92	Nov. '94
.....50	44	44	54	44	45
.....22	22	19	11	20	14
.....13	18	22	23	21	21
.....1	2	2	1	2	3
.....2	3	3	4	4	5
.....10	10	10	6	9	10

If you got conflicting or different reports of the same news story from radio, television, magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio, or television, or magazines or newspapers?

	Dec. '59	Nov. '61	Nov. '63	Nov. '64	Jan. '67	Nov. '68	Jan. '71
Most believable:	%						
Television	29	39	36	41	41	44	49
Newspapers	32	24	24	23	24	21	20
Radio	12	12	12	8	7	8	10
Magazines	10	10	10	10	8	11	9
Don't know/no answer	17	17	18	18	20	16	12

	Nov. '72	Nov. '74	Nov. '76	Dec. '78	Nov. '80	Dec. '82	Dec. '84
Most believable:	%						
Television	48	51	51	47	51	53	53
Newspapers	21	20	22	23	22	22	24
Radio	8	8	7	9	8	6	8
Magazines	10	8	9	9	9	8	7
Don't know/no answer	13	13	11	12	10	11	9

	Dec. '86	Nov. '88	Dec. '90	Feb. '91	Nov. '92	Nov. '94
Most believable:	%					
Television	55	49	54	58	56	51
Newspapers	21	26	22	20	22	21
Radio	6	7	7	6	7	8
Magazines	7	5	4	5	4	5
Don't know/no answer	12	13	13	13	12	15

For each of the following topics of social concern, where are you most likely to get information — radio, television, newspapers, magazines or other sources (READ EACH ITEM, REPEAT SOURCES FOR EACH ONE).

	Radio	TV	News- papers	Maga- zines	Other Sources	None (VOL.)	Don't Know (VOL.)
Alcohol abuse issues such as drunk driving	7%	55	35	8	9	1	3
Emergency and disaster information	19%	63	19	3	6	*	3
AIDS (Acquired Immune Deficiency Syndrome)	5%	55	26	12	12	1	6
Political process (voting, candidates, debates, issues)	8%	58	36	5	7	1	4
Fund-raising for local charities	9%	33	37	3	17	2	7
Drug abuse	6%	56	29	7	12	1	5

* Less than 0.5%

Sometimes, programs on the major TV networks deal with sensitive issues and social problems. Here are some statements about this. (HAND RESPONDENT CARD) For each one, would you please tell me if you strongly agree with it, mostly agree, mostly disagree, or if you strongly disagree with the statement? First, (read item). (ASK ABOUT BOTH)

	STRONGLY AGREE	MOSTLY AGREE	MOSTLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW
It is appropriate for network television programs to deal with sensitive issues and social problems	31	47	12	5	4
Network television has a social responsibility to show TV programs that deal with sensitive issues and social problems	25	43	20	7	5

of social concern, where are you most likely to get newspapers, magazines or other sources (READ EACH EACH ONE).

	TV	News-papers	Magazines	Other Sources	None (VOL.)	Don't Know (VOL.)
7%	55	35	8	9	1	3
9%	63	19	3	6	*	3
5%	55	26	12	12	1	6
8%	58	36	5	7	1	4
3%	33	37	3	17	2	7
5%	56	29	7	12	1	5

TV networks deal with sensitive issues and social issues about this. (HAND RESPONDENT CARD) For if you strongly agree with it, mostly agree, mostly with the statement? First, (read item). (ASK ABOUT

	STRONGLY AGREE	MOSTLY AGREE	MOSTLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW
31	47	12	5	4	
25	43	20	7	5	

(HAND RESPONDENT CARD) Now, thinking of advertisers who sponsor programs that deal with sensitive issues and social problems, please tell me if you strongly agree, mostly agree, mostly disagree, or strongly disagree. First, (read item). (ASK ABOUT BOTH)

	STRONGLY AGREE	MOSTLY AGREE	MOSTLY DISAGREE	STRONGLY DISAGREE	DON'T KNOW
It is appropriate that advertisers support television programs that deal with sensitive issues and social problems	28	47	15	6	5
Advertisers have a social responsibility to support TV programs that deal with sensitive issues and social problems	24	41	21	8	6

In your judgment, which one or two of the people or groups on this list should have the most to say about what people see and hear on television? (CARD SHOWN RESPONDENT)

	Dec. '78	Nov. '86	Dec. '88	Feb. '90	Nov. '91	Nov. '92
	%					
Federal Government by deciding what can/cannot be aired	9	11	9	8	10	9
Television networks/stations by deciding what they will/will not air	26	29	22	23	23	23
Advertisers by deciding what they will/will not sponsor	12	17	11	12	16	15
Social action/religious groups, by recommending what should/should not be aired	9	11	6	6	11	11
Individual viewers by deciding what they will/will not watch	71	77	78	73	76	76
None	1	1	1	1	1	1
Don't know	2	2	3	3	4	3

(HAND RESPONDENT CARD) *In your judgment, which one or two of the people or groups on this list should have the most to say about what children see and hear on television?*

The Federal Government by deciding what can and cannot be put on the air	7%
The television networks and stations by deciding what they will and will not put on the air	14
The advertisers by deciding what they will and will not sponsor	9
Social action and religious groups, by recommending what should and should not be on the air	9
Parents by deciding what they will and will not allow their children to watch	82
Children themselves by deciding what they will and will not watch	13
None	1
Don't know	3

During the past few weeks do you recall seeing any programs that you found personally offensive or morally objectionable? (if "yes") What was it in the program(s) that you found objectionable? (DO NOT READ LIST)

	<u>Dec. '92</u>	<u>Nov. '94</u>
	%	
<i>Yes, recall something objectionable</i>	55	44
<u>And it contained:</u>		
Violence	20	15
Sexual activity	19	10
Profanity	12	13
Sexual conversation/jokes	11	7
Inappropriate for children	10	9
Nudity	9	8
Insulting to my intelligence	9	7
Homosexuality	6	4
Don't remember what was objectionable	10	8
<i>Do not recall seeing anything objectionable</i>	42	50
<i>Don't know</i>	3	6

1) In your judgment, which one or two of the people or the most to say about what children see and hear on

Government by deciding	
Should not be put on the air	7%
Works and stations	
at they will and will	
air	14
deciding what they	
sponsor	9
religious groups, by	
what should and should	
	9
g what they will and	
air children to watch	82
es by deciding what	
I not watch	13
	1
	3

The last time you saw something on television that you found personally offensive or morally objectionable, what, if anything, did you do? (DO NOT READ LIST)

	Dec. '92	Nov. '94
	%	
Turned to a different channel/program	45	37
Turned off the television	15	12
Expressed disapproval to other adults present	6	5
Expressed disapproval to children present	3	2
Refused to allow children to watch program in future	3	2
Contacted the TV station, network, cable operator	1	1
Contacted the sponsors advertising on the program	1	-
Stopped buying/boycotted advertised products	1	-
Took some kind of political action	-	-
Did nothing	12	11
Other	1	1
Never saw anything objectionable	19	22

recall seeing any programs that you found personally offensive? (if "yes") What was it in the program(s) that you found offensive? (READ LIST)

	Dec. '92	Nov. '94
	%	
offensive	55	44
	20	15
	19	10
	12	13
jokes	11	7
children	10	9
	9	8
language	9	7
	6	4
that was objectionable	10	8
being objectionable	42	50
	3	6

As you know, there are two major kinds of television—broadcast television and cable television. From what you know or have heard about, which kind of television—broadcast or cable—would you say has more (read item checked first)? And which has more (read next item?)? (ASK ABOUT EACH) (ITEMS ROTATED)

	BROADCAST		CABLE	
	Dec. '92	Nov. '94	Dec. '92	Nov. '94
	%		%	
Violence	11	9	44	42
Sex	7	5	55	52
Profanity	6	5	55	50

	ABOUT THE SAME (VOL.)		DON'T KNOW	
	Dec. '92	Nov. '94	Dec. '92	Nov. '94
	%		%	
Violence	33	37	11	12
Sex	27	30	11	13
Profanity	27	31	11	13

ROPER STARCH WORLDWIDE INC. has over 60 years of experience in conducting public opinion research. The firm conducts custom research studies for a wide variety of clients in business, government, the media and the non-profit sector. Its subscription research service, ROPER REPORTS—which monitors public opinion and consumer behavior on a wide range of social, political, economic and marketing issues ten times a year—provides intelligence to executives in leading corporations, advertising agencies, media groups, government agencies and trade and professional associations. Roper also publishes a monthly newsletter, *The Public Pulse*, on major trends affecting business, government and the media.

*ROPER STARCH WORLDWIDE INC.
205 East Forty-Second Street
New York, New York 10017*

D.

<http://www.wgbh.org/Pages/DVS/DVSHome.html>



Descriptive Video Service

Description Video

Descriptive Video Service (DVS) is a national service that makes television programs and movies released on home video accessible to blind and visually-impaired people. On this page you'll find the DVS Guide (a quarterly newsletter), DVS home video catalog, and other background information.

General Information

- DVS Brochure
- DVS Guide, Summer 1995
- DVS History
- Viewer Comments
- DVS Milestones
- Equipment to Receive DVS on Television
- DVS and Children
- PBS Stations Carrying DVS

DVS Home Video

- Home Video Catalog
- Letter to Librarians

DVS / Media Access Technologies / WGBH Educational Foundation / www.wgbh.org



<http://www.wgbh.org/Pages/DVS/DVSBrochure.html>

DVS Brochure

Descriptive Video Service

Making television and video accessible to visually impaired audiences

What is Descriptive Video Service?

Descriptive Video Service (DVS) is a national service that makes Public Broadcasting Service (PBS) television programs, Hollywood movies on video, and other visual media accessible to people who are blind or visually impaired. DVS provides narrated descriptions of the key visual elements without interfering with the audio or dialogue of a program or movie. The narration describes visual elements such as actions, settings, body language and graphics. DVS was launched nationally in 1990 by the WGBH Educational Foundation, producer of many prime time public television programs and leader in the development of accessible media.

How does a viewer watch DVS on television?

A viewer must live within range of a PBS station that carries DVS and must have a stereo TV or a stereo VCR that includes the Second Audio Program (SAP) feature, standard on most newer stereo televisions and video cassette recorders. Inexpensive receivers that convert TV sets to stereo with SAP also can be purchased. Viewers who subscribe to cable should ask the cable company to "pass through" stereo with SAP.

Where are DVS television broadcasts available?

DVS is broadcast free to viewers by an increasing number of public television stations in the United States. To carry DVS, a station must be equipped to broadcast in stereo with SAP.

Which television programs include DVS?

DVS is available on a number of popular PBS series, such as Mystery!, National Geographic Specials, Nature, The American Experience and some episodes of Mister Rogers' Neighborhood. In addition, several special PBS presentations include description - such as Baseball, NOVA's Mystery of the Senses, and Sesame Street Stays Up Late. DVS provided live description of the PBS coverage of the 1993 Presidential Inauguration. Descriptive Video Service broadcast schedules are available by calling the DVS Information Line, 1-800-333-1203. DVS plans to expand to additional programs in the future.

How does a viewer get described movies on home video?

A selection of described Hollywood movies and PBS programs are available for purchase by direct mail. A viewer needs only a regular VHS video cassette recorder (VCR) and a television to watch these videos and hear the descriptions. The SAP feature is not required. DVS home videos are also available for loan at many public libraries.

What titles are available on video?

DVS home video titles include today's most popular movies, classics and television documentaries. Schindler's List, Forrest Gump, The Lion King and Home Alone are among the many favorites. The DVS Home Video catalogue is available online, in large print, braille and by calling the DVS

toll-free information line. Call 1-800-333-1203 for a listing of titles, to request a catalogue, to place an order, or to leave a comment.

What does DVS plan for the future?

DVS plans to expand beyond public television and home video to cable, commercial television, movie theatres and other visual media.

For additional information about Descriptive Video Service, call 1-800-333-1203 or (617) 492-2777 extension 3490; or write to DVS at 125 Western Avenue, Boston, MA 02134 or via the Internet at DVS@wgbh.org.

Major funding for Descriptive Video Service provided by the U.S. Department of Education.

"Descriptive Video Service makes a major contribution to true equality for blind and visually impaired persons, enabling us to experience important aspects of the world like never before."

Carl R. Augusto
President
American Foundation for the Blind

National Advisory Board

Carl Augusto
President
American Foundation for the Blind (AFB)

Kelley Avery
Vice President, Marketing
Buena Vista Home Video

John Cooper
former Chairman
Massachusetts Financial Services Company

Dr. Judith Dixon
Consumer Relations Officer
National Library Service for the Blind and Physically Handicapped (NLS)

Eric Doctorow
President, Worldwide Video
Paramount Pictures

William Enders
former Vice President
GTE

Carl Foley
President
Blinded Veterans Association (BVA)

Dr. Kenneth Jernigan
President Emeritus

National Federation of the Blind (NFB)

Arnold Katz, O.D.
Professor of Optometry
New England College of Optometry

Deborah Kendrick
Freelance Writer/Columnist

James Kennedy
Vice President and General Counsel
The Software Toolworks

Steve Kline
Writer/Producer

Robert G. Ottenhoff
Executive Vice President and Chief Operating Officer
Public Broadcasting Service (PBS)

Cody Pfanstiehl
Co-originator of audio description concept

Dr. Margaret Pfanstiehl
Founder/President
The Metropolitan Washington Ear
Co-originator of audio description concept

Diane Ryan
Representative
Association for Education and Rehabilitation of the Blind and Visually Impaired (AER)

LeRoy Saunders
President
American Council of the Blind (ACB)

Willard Scott
Weather Reporter
NBC's "The Today Show"

Tricia Selby
Manager, Disability Initiative
American Association of Retired Persons (AARP)

Mitchell Semel
Executive Producer
"Later" with Greg Kinnear
George Shearing
Jazz Pianist/Composer

Dr. Harold Snider
President
Access for the Handicapped, Inc.

Stevie Wonder
Musician/Composer

Funders

Inaugural Circle

General Motors

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Government

Corporation for Public Broadcasting

National Endowment for the Arts

National Science Foundation

U.S. Department of Education

Foundations and Corporations

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The Boston Foundation

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Lions Clubs of Massachusetts

Mitsubishi/Horizon Research, Inc.

Norcross Wildlife Foundation

Thomas Anthony Pappas Charitable Foundation

Polaroid Foundation

United Technologies Corporation

E. Matilda Ziegler Foundation for the Blind

Descriptive Video Service

WGBH

125 Western Avenue

Boston, Massachusetts

02134

For more information:

1-800-333-1203

617-492-2777 extension 3490

E-mail: DVS@wgbh.org

DVS / WGBH Educational Foundation / www.wgbh.org



<http://www.wgbh.org/Pages/DVS/DVSHistory.html>

Descriptive Video Service History and Background Information

DVS Launch on PBS

For millions of blind and visually impaired Americans, 1990 marked a new era, allowing them for the first time to more fully enjoy television programs through an innovative service developed at the WGBH Educational Foundation.

Descriptive Video Service^{reg.} provides narrated descriptions of a television program or movie's key visual elements without interfering with the program dialogue. The narration describes visual elements such as actions, body language, settings and graphics. DVS^{reg.} is available on a number of popular public television series and movies on home video. There is no charge for the service.

Descriptive Video Service is the brainchild of Dr. Barry Cronin, at WGBH. When stereo television was developed in 1984, Cronin began seeking ways to provide greater service to the public via the second audio program (S.A.P.) available on stereo TVs and VCRs. Cronin recalled an announcer named Whispering Smith on a New York television station bowling show who would describe what was happening for the viewer. A pioneer in the field of captioning for deaf and hard-of-hearing viewers, Cronin realized a similar concept could be used for blind people, employing the new audio channel to broadcast narrated descriptions.

Research showed that blind and visually impaired people did watch television, but were generally frustrated by the many visual elements that they missed. With the assistance of a Washington, D.C. couple, Dr. Margaret Pfanstiehl and her husband Cody, who had developed a technique for audio descriptions of theatrical performances, Cronin and his staff test-marketed the concept locally on the PBS program MYSTERY! in the Boston market, and in 1988 conducted a successful national test of the service describing the entire season of AMERICAN PLAYHOUSE.

DVS made its debut on the season premiere of the PBS dramatic series AMERICAN PLAYHOUSE on January 24, 1990. Since that time, the Emmy-award winning service has expanded to cover a wide-range of public television series including MYSTERY!, MASTERPIECE THEATRE, DEGRASSI HIGH, LONG AGO & FAR AWAY, THE WONDERWORKS FAMILY MOVIE, THE AMERICAN EXPERIENCE, NATURE, THE NEW EXPLORERS, NATIONAL GEOGRAPHIC SPECIALS and WILD AMERICA.

DVS originates from WGBH, the Boston public broadcaster, which provides it to the Public Broadcasting Service for national distribution. It is currently being broadcast by 95 public television stations equipped for stereo broadcasting on the SAP channel nationwide.

To receive DVS, a viewer must have either a stereo TV or stereo VCR that includes the Second Audio Program (S.A.P.) channel, standard on most newer stereo televisions and video cassette recorders. Inexpensive receivers that convert TV sets to stereo with SAP also can be purchased.

DVS Begins Home Video

In 1991, DVS, at the request of viewers, created DVS Home VideoSM to add description to movies on home video. Popular titles such as "Ghost," "Sister Act," "Dumbo," and "Field of Dreams" as well as public television offerings such as "The Kennedys" and "Eyes on The Prize" are available for sale through a large print and braille mail-order catalogue.

The home video movies are openly described on standard VHS tapes, and require no special equipment -- besides a VCR -- for viewing. Consumers are not charged extra for the description. Suggested retail prices start at \$14.95. Videos are also carried by many public libraries and video rental stores across the country.

For more information about DVS on television and video, to listen to a demonstration, to place a video order, request the DVS GuideSM or DVS Home VideoSM Catalogue, call 1-800-333-1203 (using a touch-tone phone) or write to DVS at 125 Western Avenue, Boston, MA 02134.

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