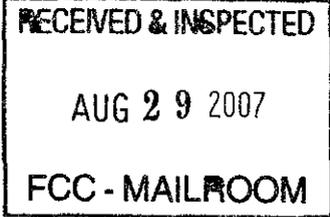


Docket #06-181

CGB-CC-0731

Office of the Secretary  
Federal Communications Commission  
Attention: CGB Room 3-B431  
445 12th Street SW  
Washington, DC 20554



## **Petition for Exemption from Closed Captioning Requirements**

### **Introduction**

Faith Center of Paducah, Inc. is an independent non-denominational church located in Paducah, Kentucky and was founded in November of 2003. Faith Center of Paducah, Inc., is a Regional church having members throughout Southern Illinois, Western Kentucky, and Northwest Tennessee. The mission of Faith Center of Paducah, Inc. is to equip people for life in Christ. This happens in a number of different ways. First of all, we strive to relate to the people of our area. Through television, radio, and printed advertising we work hard to consistently connect with our community. We want to meet people right where they are at and help them deal with issues of everyday life. Secondly, we invite viewers to a weekly community celebration service held Sunday mornings at The Luther F. Carson Four Rivers Center in downtown Paducah. All of these functions work together to equip people with new understanding and new relationships.

“Discovering a Better Life” is a new 30 minute program designed to encourage people from all walks of life to begin the process of unveiling, or discovering, a better kind of life that God has prepared. The program will include teaching topics which relate to everyday life by teaching biblical truths in a practical everyday language. The ability to illustrate this message to a larger audience outside of the Sunday morning service will help achieve the mission of our church.

“Discovering a Better Life” will be a 30 minute program which airs weekly on Channel 12, KFVS-TV out of Cape Girardeau, Missouri each Saturday morning at 11:00 a.m. The program is produced by Journey Multimedia Production. Our intention is to reach an audience demographically made up of a diverse audience specifically between

the ages of 18-35 and in general we hope to reach the unchurched of our region regardless of race, age, or gender.

For the reasons set forth below, Faith Center of Paducah, Inc., hereby requests an undue burden exemption from the closed captioning rules for “Discovering a Better Life”, pursuant to § 79.1(f) of the Commission’s rules.

### **Nature and Cost of Closed Captions**

Attached are copies of estimates from closed captioning companies that have helped us to determine the cost of closed captioning for our program.

### **Impact on the Operation of the Program Provider**

The total costs of producing “Discovering a Better Life” per year is approximately \$78,000.00. Each episode costs approximately \$1,500.00. Attach are financial documentations supporting the cost. Closed captioning would increase the cost of each episode by a minimum cost of \$200.00 per episode. The costs of closed-captioning would have a detrimental effect on our ability to produce the program.

### **Financial Resources of the Program Provider**

The church has tax-exempt status; please note that a copy of our tax number is attached. Attached also is our most recent financial statement for Faith Center of Paducah, Inc. The main sources of income for Faith Center of Paducah, Inc., are tithes and offerings from our church members. Our operating cost on a weekly basis, including the cost of this program is approximately \$7,000.00. At this point in time we do not have a specific budget set aside for the production cost of the show so the cost of production and the cost of air-time will come from our main budget which consists of tithes and offerings.

### **Type of Operations of the Program Provider**

Our church is a non-profit organization whose major purpose is to provide spiritual guidance to Christians in our region, to reach the unchurched, and to bring people to Christ.

**Other factors**

Petitioner believes that the local, non-news exemption to the closed captioning rules also applies to "Discovering a Better Life." As noted above, the program is produced and distributed locally, and the sermons of Faith Center of Paducah, Inc. are of primarily local public interest. The episodes are not news, they do not have repeat value, and the electronic newsroom technique is not available. Notwithstanding the applicability of the exemption, we have filed this petition in an abundance of caution and for the purpose of establishing certainty.

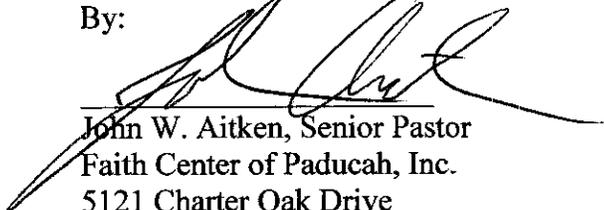
**Conclusion**

As shown by this Petition and its attachments, the Commission should grant a waiver of the closed captioning requirements in this case, because requiring closed captioning would create an undue burden. The costs of captioning would be excessively high and would have a significant impact on Petitioner's operations. The Petitioner's type of operations and financial resources are different in kind and magnitude from a mainstream programming provider. Because of the significant difficulty and expense of providing closed captions, a waiver under § 79.1(f) is warranted. If more information is needed, please contact me at the address provided below.

Respectfully submitted,

Faith Center of Paducah, Inc.

By:



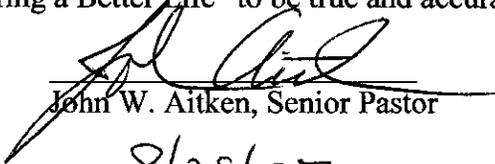
John W. Aitken, Senior Pastor  
Faith Center of Paducah, Inc.  
5121 Charter Oak Drive  
Paducah, KY 42001  
270-443-3110  
270-442-3828

Dated: 8/28/07

Exhibits checklist:

1. Declaration: attach a declaration in which a person attests to and affirms the factual claims made in the petition. The declaration should state that:

I, John W. Aitken, am Senior Pastor of Faith Center of Paducah, Inc., and I have reviewed the Petition for Exemption for Closed Captioning Requirements filed on behalf of Faith Center of Paducah, Inc. in this matter, and, upon information and belief, believe the statements regarding our organization and "Discovering a Better Life" to be true and accurate.

  
John W. Aitken, Senior Pastor

8/28/07  
Date

2. Schedule of all programming offered by the provider: if the church provides only one program, this will be a very short attachment.
3. Financial documentation: include the most recent tax returns or balance sheets, tax exempt certificate, and documentation indicating the total cost of production of the program and gross receipts from the program. Remember to redact social security numbers and employee identification numbers, as the entire petition – including attachments – will be made available for public inspection.
4. Other: letters from companies providing estimates for closed captioning costs.

Form **941 for 2007: Employer's QUARTERLY Federal Tax Return**  
Rev. January 2007) Department of the Treasury — Internal Revenue Service

990107

OMB No. 1545-0029

(EIN)  
Employer identification number   -

Name (not your trade name)

Trade name (if any)

Address

Number	Street	Suite or room number
<input type="text" value="PADUCAH"/>	<input type="text" value="KY"/>	<input type="text" value="42001"/>
City	State	ZIP code

**Report for this Quarter of 2007**  
(Check one.)

1: January, February, March

2: April, May, June

3: July, August, September

4: October, November, December

Read the separate instructions before you fill out this form. Please type or print within the boxes.

Faith Center of Paducah, Inc.  
**Custom Summary Report**  
 August 1 - 26, 2007

	<u>Aug 1 - 26, 07</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Donations	25,245.78
<b>Total Income</b>	<u>25,245.78</u>
<b>Expense</b>	
<b>Nursery Department</b>	
Childcare	40.00
<b>Total Nursery Department</b>	<u>40.00</u>
<b>Administrative Services</b>	
Office Supplies	
Bottle Water	29.85
Office Supplies - Other	1,446.55
<b>Total Office Supplies</b>	<u>1,476.40</u>
<b>Total Administrative Services</b>	1,476.40
<b>Media Operations</b>	
Video/TV Production	400.00
<b>Total Media Operations</b>	<u>400.00</u>
CD Ministry	150.00
Love Offering	250.00
<b>Child Care</b>	
Children's Ministry	60.00
Child Care - Other	120.00
<b>Total Child Care</b>	<u>180.00</u>
<b>Credit Cards</b>	
Lifeway Christian Stores	74.69
Sam's Club Discover	586.62
Master Card - Advanta	4,260.54
<b>Total Credit Cards</b>	<u>4,921.85</u>
Worship Ministry	21.90
Rent	1,975.18
Landscaping	205.00
Housekeeping	200.00
<b>Equipment</b>	
Postage Meter	149.46
Sanctuary/Warehouse	27.21
Misc.	366.00
<b>Total Equipment</b>	<u>542.67</u>
<b>Benevolence</b>	
Love Offering	1,000.00
Sympathy	53.00
Designated Gift	150.00
<b>Total Benevolence</b>	<u>1,203.00</u>
<b>Advertising expenses</b>	
Misc.	75.00
Television Production	1,700.00
Production	500.00
Television	1,547.00
Radio	1,971.00
Promotional Products	115.64
Advertising expenses - Other	85.00
<b>Total Advertising expenses</b>	<u>5,993.64</u>
<b>Misc expenses</b>	
Donuts	245.50
<b>Total Misc expenses</b>	<u>245.50</u>

6:38 PM  
08/26/07  
Accrual Basis

Faith Center of Paducah, Inc.  
**Custom Summary Report**  
August 1 - 26, 2007

	<u>Aug 1 - 26, 07</u>
Non-personnel expenses	
Postage, shipping, delivery	215.90
<b>Total Non-personnel expenses</b>	<u>215.90</u>
Occupancy expenses	
Utilities	
Security System	34.95
Water/Refuge Pick Up	101.57
Telephone	265.68
Heating-Sanctuary	35.09
Electrical	490.17
<b>Total Utilities</b>	<u>927.46</u>
<b>Total Occupancy expenses</b>	927.46
Payroll Expenses/Emp. Expenses	
Janitorial	100.00
Payroll taxes	57.37
Cell Phone	172.86
Health Insurance	202.91
Payroll Expenses/Emp. Expenses - Other	3,437.83
<b>Total Payroll Expenses/Emp. Expenses</b>	<u>3,970.97</u>
<b>Total Expense</b>	<u>22,919.47</u>
<b>Net Ordinary Income</b>	<u>2,326.31</u>
<b>Net Income</b>	<u><u>2,326.31</u></u>

# KFVS - FAITH CENTER OF PADUCAH

Printed 07/23/2007 4:12:09 PM Transmitted on

Adv.# \_\_\_\_\_ Adv. Name FAITH CENTER OF PADUCAH Rep 0 Office 0 Sales No 7 Cf. Code 1  
 Agy.# \_\_\_\_\_ Agy. Name \_\_\_\_\_ Buyer Rev. John Aitken Cf. Code 2  
 HL # -1 Address 1 \_\_\_\_\_ Salesperson Paula Weitlauf Sub Class \_\_\_\_\_  
 Start Date 08/18/07 Address 2 \_\_\_\_\_ Phone 270-331-0682 Calendar \_\_\_\_\_  
 End Date 12/30/07 City ST Zip \_\_\_\_\_ FAX \_\_\_\_\_ Contract Type \_\_\_\_\_  
 Date/Time Entered \_\_\_\_\_ Product FAITH CENTER OF PADUCAH Enterprise Header Comment \_\_\_\_\_  
 Agy Est # \_\_\_\_\_ Agy Com 0 Brand Code \_\_\_\_\_

Sell Pattern	Line #	Time Period	Len	RS	Cost	Start	End	S/W	Mo	Tu	We	Th	Fr	Sa	Su
	<del>1</del>	<del>Sat 11:30a-12:00p</del>	<del>30</del>		<del>\$700.00</del>	<del>08/18/07</del>	<del>08/18/07</del>	<del>1</del>							
	<del>2</del>	<del>Sat 11:30a-12:00p</del>	<del>30</del>		<del>\$700.00</del>	<del>08/25/07</del>	<del>08/25/07</del>	<del>1</del>							
	3	Sat 11:30a-12:00p	30		\$700.00	09/15/07	09/15/07	1							
	4	Sat 11:30a-12:00p	30		\$700.00	09/22/07	09/22/07	1							
	5	Sat 11:30a-12:00p	30		\$700.00	09/29/07	09/29/07	1							
	6	Sat 11:30a-12:00p	30		\$700.00	10/06/07	10/06/07	1							
	7	Sat 11:30a-12:00p	30		\$700.00	10/13/07	10/13/07	1							
	8	Sat 11:30a-12:00p	30		\$700.00	10/20/07	10/20/07	1							
	9	Sat 11:30a-12:00p	30		\$700.00	10/27/07	10/27/07	1							
	10	Sat 11:30a-12:00p	30		\$700.00	11/03/07	11/03/07	1							
	11	Sat 11:30a-12:00p	30		\$700.00	11/10/07	11/10/07	1							
	12	Sat 11:30a-12:00p	30		\$700.00	11/17/07	11/17/07	1							
	13	Sat 11:30a-12:00p	30		\$700.00	11/24/07	11/24/07	1							
	14	Sat 11:30a-12:00p	30		\$700.00	12/08/07	12/08/07	1							
	15	Sat 11:30a-12:00p	30		\$700.00	12/15/07	12/15/07	1							
	16	Sat 11:30a-12:00p	30		\$700.00	12/22/07	12/22/07	1							
	17	Sat 11:30a-12:00p	30		\$700.00	12/29/07	12/29/07	1							

## General Summary

Name	Spots	Cost	Grps	Gross	CPP	CPM	Population
KFVS	17	\$11,900	3.4	17.0	3,500.00	\$700.00	500607

*\*10,500  
Show to begin 9/15/07*

# CLOSED CAPTION MAKER

822 Guilford Avenue #148 • Baltimore, MD 21202  
E-mail: wGallant@CCmaker.com • Web Site: www.CCmaker.com  
1-800-527-0551

**FCC Requires 100% captioning starting 1/1/06.**

We sell an entry level closed-captioning system.

See details below, system is called ADDrollupCC

## We add closed-captions to the video you produce

Cost is \$6 per video minute plus \$50; includes encoding, videotape, and 2<sup>nd</sup> day FedEx. Client will be sent an open-captioned VHS proof copy at no charge.

Client sends us a professionally produced "master video" on BetaSP, DV/DVcam, or DVCpro25 and we create a closed-captioned professional master on BetaSP or DVcam using roll-up captions.

Example: A ten minute video using 'roll-up captions' would cost \$110.  
Add \$2/minute if verbatim script is not supplied.  
Add \$4/minute if pop-up captions are used instead of roll-up captions.

## TV Spots

TV Spots are \$100 per spot (:10 to :60); plus \$50 for tapestock and shipping. Script must be supplied on disk or emailed. Turnaround is two business days.

## Music Videos

Music Videos (up to 5 minutes) are \$175, includes BetaSP/DVcam videotape and shipping. Script must be supplied on disk. Additional BetaSP/DVcam copy is \$35 (includes tape).  
(We do not support DigiBeta decks)

**Church & 30-minute Infomercials:** \$200 for half-hour program.

Includes transcribing, tape, 2nd day shipping.

We do these a special way to reduce manpower; thus lower cost (We call it "just do it").

We transcribe it, format the text, email audio/text to client to proof, then make the CC master.

Meets FCC captioning requirements.

## TECHNICAL DETAILS FOR PROFESSIONAL CAPTIONING

Our encoder (hardware which adds the captions on line-21) uses component video in/out.

DV formats: we can accept DV, DVcam, DVCpro25 and master to DVcam. (all are small or large cassettes).

---

# "Do your own Captioning"

(units now in-stock!)

**ADDrollupCC** (post-production only)      \$2,200 (hardware & software)

This closed-captioning system integrates into your editing system and adds 'rollup' type captions to the video you produce. **ADDrollupCC** was designed to meet the closed-caption needs of a church, 30-minute infomercials, or in-house training videos; can be upgraded to the full **ADDrollupCC\_TC** system.

**ADDrollupCC** adds line-21 closed-captions as you copy the video from your EditingSystem/Deck to your Record Deck.

**ADDrollupCC** includes a professional line-21 closed-caption encoder manufactured by Link Electronics; encoder supports composite, s-vhs, and component video. The encoder connects between your EditingSystem/Deck and your Record Deck. We suggest starting with **ADDrollupCC** and upgrade to the full **ADDrollupCC\_TC** if needed (few clients have upgraded!!!).

**ADDrollupCC\_TC**      \$4,000 (hardware & software)

This system gives you more control over the captioning process. The system requires access to timecode which enables you to correct script/timing errors. It is a software upgrade from **ADDrollupCC**.

(new 5/27/06)

To download ADDrollupCC Demo, right click and do a 'Save Target As',  
(you must unzip the file and then do the install)

To download a diagram of the system,  
right click and do a 'Save Target As'; this is a pdf file.

## Transcribing Service:

We do 'draft level' transcribing for \$50 per half-hour.

You use the Internet to send us an mp3/wma of the audio and we email back a text file.

### Churches in these cities are using ADDrollupCC

Augusta (GA) \*\*\* Ball Ground (GA) \*\*\* Bedford (TX) \*\*\* Bronx (NY) \*\*\* Clinton (IA) \*\*\* Columbus (GA) \*\*\* Des Moines (IA) \*\*\* Duluth (GA) \*\*\* El Paso (TX) \*\*\* Goose Creek (SC) \*\*\* Harrisonburg (VA) \*\*\* Hattiesburg (MS) \*\*\* Hinesville (GA) \*\*\* Knoxville (TN) \*\*\* Lansing (MI) \*\*\* Laurel (MD) \*\*\* Midland (TX) \*\*\* Odessa (TX) \*\*\* Pennsauken (NJ) \*\*\* Peoria (IL) \*\*\* Raleigh (NC) \*\*\* Spartanburg (SC) \*\*\* Vienna (WV) \*\*\* W. Hurley (NY) \*\*\* Waldorf (MD) \*\*\* Wichita (KS)

# Add Captions to streaming video on the web!

(Windows Media Video, Quicktime, RealOne)

## Captioning Windows Media Video

You put the video up on your server and we create the companion captioning file for the player.

Take a look at our demo using the Windows Media Player: (you need to turn captions 'on' on the WMP)

("Right-click and "open in new window") Do not double-click here.

[Run Windows Media Player with demo](#)

[Run Video on IE page using the Windows Media Player.](#)

- If you are on a MAC or have problems, email me and I'll send you a CD of these files.
- 

**\$5 per minute of video; client supplies video file and a script file.**

**Add \$2/minute if verbatim script is not supplied.**

**(We have a lower price for 'course content videos' for colleges.)**

## iTunes & iPod Captioning (new 9/25/06)

This link will download a zipped file.

[www.ccmakerftp.com/QT\\_iTunes\\_iPod2.zip](http://www.ccmakerftp.com/QT_iTunes_iPod2.zip)

This captioned file will work with Quicktime (Mac/Pc) or iTunes (Mac/Pc) plus you can download it to an iPod. The text is very readable on an iPod.

# Add Subtitles to DVDs using DVDStudioPro

Adding subtitles to a DVD you create in **DVDStudioPro** is not fun.

**DVDStudioPro** includes a subtitle editor but the process of using it is painfully slow.

You create a subtitle block, set the in/out timecode points, check the sync, then move onto the next subtitle block. We just did the subtitling for a 20-minute DVD – it contained 316 subtitle blocks!

A better and more cost effective way is for you to FTP us your videos in mp4, we create a STL subtitle file which you import onto a subtitle track. You still have to make minor adjustments to some of the in/out points. You have the same options as if you had manually created the subtitles; font, font size, color, position (left/right/center), timecode in/out points.

We have a MAC with DVDStudioPro so that we can fully test the STL file before sending it to the client. We are a PC shop but purchased this system because there are so many horror stories on the Internet concerning DVDStudioPro and subtitles.

If you have no interest in this service, email me and I'll email you a "test" STL file with instruction on how to place it on the subtitle track. You can use any video, the demo just illustrates how easy it is to use a STL subtitle file.

**\$7 per minute of video; client supplies mp4 file and a script file.  
\$50 minimum.**

## “VHS videotapes used in the Classroom”

This unique college/university service was designed to make existing VHS videos in your school's library accessible to a deaf/hoh student. Client sends us a non-captioned VHS videotape and we return it unaltered plus an open-captioned DVD. You can use this DVD to make VHS copies.

Cost is \$4 per video minute which includes transcribing, videotape; add \$15 for shipping. We use roll-up type captions; “The History Channel” uses this format for their evening programming.

Thus, a 30-minute video is exactly \$135 (\$4\*30 plus \$15).

The captions roll-up on the top of the screen OR on the bottom of the screen.

(K-12 only, we are trying a new process at a lower cost !!!)      new 1/07

## Our Customers

Home Depot (GA) \*\*\* DuPont (DE) \*\*\* Los Alamos Nat'l Lab (NM) \*\*\* USPS (TN, IL, MA, ME) \*\*\* NY Bar Association (NY) \*\*\* Colonial Insurance (SC) \*\*\* Unum Insurance Company (ME) \*\*\* I-Car Tech Ctr (WI) \*\*\* Sanders/Lockheed (NH) \*\*\* US Dept Interior/BOR (ID) \*\*\* Albany Medical Center (NY) \*\*\* BAE Systems (NH) \*\*\* WNY Indep Living Project (NY)

University at Buffalo/Suny CAT/UB (NY) \*\*\* University of New Hampshire (NH) \*\*\* Bowdoin College (ME) \*\*\*  
University of Maine (ME) \*\*\* City College (NY) \*\*\* University of New Mexico (NM) \*\*\* Fitchburg State College  
(MA) \*\*\* SW Texas State University (TX) \*\*\* San Diego City College (CA) \*\*\* University of WI - Extension (WI) \*\*\*  
Dartmouth College (NH) \*\*\* Salish Kootenai College (MT) \*\*\* NYU (NY) \*\*\* Univ of Iowa \*\*\* Marin CC (CA) \*\*\*  
Cal State - San Marcos \*\*\* Univ of DE \*\*\* Temple Univ (PA) \*\*\* NE Univ (MA) \*\*\* Penn State (PA) \*\*\* UC  
Berkeley (CA) \*\*\* San Diego State (CA) \*\*\* CSU - Chico \*\*\* Univ of VT \*\*\* Marymount Univ (VA) \*\*\* MSU -  
Morehead (MA) \*\*\* College of the Holy Cross (MA) \*\*\* Barton Tech College (VA) \*\*\* American Univ (DC) \*\*\*  
Madonna Univ (MI) \*\*\* College of the Redwoods (CA)

Plus many small video production companies from Maine to California.

---

# Contact

**ClosedCaption Maker**  
822 Guilford Avenue, #148  
Baltimore, MD 21202

1-800-527-0551

**Website:** [www.CCmaker.com](http://www.CCmaker.com)

**E-Mail:** [wGallant@CCmaker.com](mailto:wGallant@CCmaker.com)

**Website Created March 4, 1996 ... Updated April 3, 2007**



#450 30 min show

# Welcome to Custom Captions!

Your premier provider  
of a full range of post-production closed captioning services  
for video production and broadcast media.

[Price Comparison Chart](#) - [Price List](#) - [Contact us](#)



NAD Approved

## Paying too much for Closed Captioning?

Is \$6 per minute a good price? Is \$8? How about \$10? \$15? \$20?

It all depends on what you actually get! Paying extra for transcription?

Is the tape included? How about mailing?

Set-up fees? Minimum amounts?

At Custom Captions we provide closed captions and subtitles at LOW, easy-to-understand r  
We charge a flat rate-per-minute of video time, which INCLUDES ALL COSTS. Simply multi  
rate by the number of minutes in your video to determine your final cost.

**No Minimums!**

**No Set-Up Fees!**

**No Hassles!**

Until now, only the major closed captioning houses have included all services in truly flat-rate fees! (Those rates are in the \$30 to \$35 range.)

### Don't pay too much for closed captioning again!

**Custom Captions** is a premier provider of a full range of post-production captioning services for video production and broadcast media. Our captioning and subtitling services provide an easy, cost-effective way to help you achieve greater exposure and send a positive message about your organization.

The chart below compares Custom Captions rates with other captioning providers. You will love our rates!

## Price Comparison Chart

ACTUAL COSTS FOR POP-UP CAPTIONING								
	Custom Captions NAD Approved		Competitor #1 NAD Approved		Competitor #2 NAD Approved		Five National Le NAD Approve	
Captioning	\$15-20/minute		8/minute		\$10-15/minute		\$30-35/min	
Transcription	*		\$3/minute		\$3/minute		*	
Set-up Fee	*		\$150		*		*	
Minimum					\$300			
Encoding	*		*		\$75 - 150		*	
Proof VHS	*		*		*		*	
Mailing Proof	*		\$20		\$20		*	
Betacam Tape	*		\$20-45		\$20-45		*	
Mailing Betacam	*		\$20		\$20		*	
Video Length	Total	Actual cost/min	Total	Actual cost/min	Total	Actual cost/min	Total	Ac cos
15 minute	\$300	\$20	\$375	\$25.00	\$ 480	\$32.00	\$450 - 525	\$3
20 minute	400	20	430	21.50	495	24.75	500 - 700	30
30 minute	450	15	555	18.50	540-600	18.00-20.00	900-2,050	30
45 minute	675	15	730	16.23	830-910	18.22-20.23	1,350-1,575	30
60 minute	900	15	895	14.91	1,015-1,135	16.92-18.92	1,800-2,100	30



media file for DVD/webcasts

compatible authoring file

compatible formatting  
and authoring file

VHS copy of the master with  
the master's time code on left  
audio track at -5 dB, and mixed  
audio on dub w/timecode  
on the right audio track

SVHS or VHS captioned video

Advertising Spots ----- \$125.00 each  
(10 or 30 seconds) ----(\$30 for each additional beta tape)  
WE MUST PASS ALONG THE EXACT RETURN SHIPPING CHARGES

**Caption Retrieval and File Conversion**

With caption retrieval we can help you reliably restructure existing captions or update informat  
new versions of productions. We can subtitle previously captioned productions without starting  
We convert captioned videos to DVD format. These time-saving methods are very economical!  
rates are available.

<b>Retrieval &amp; Conversion</b>			
	Retrieval	Conversion	Conversion
30 minute	\$ 75	\$ 75	\$ 150
60 minute	100	100	200
90 minute	125	125	250
120 minute	150	150	150

**Translations Available**

Spanish, French, German \$20-30/minute  
(depending on content)

**Caption Editing**

If you choose to do any part of the captioning process yourself, we can help with transcribing,  
punctuating, editing, caption formatting, reading-speed editing, or encoding.

**We fix captions done by others. Call for prices.**

**Closed Captioning (Economy Roll-Up) -- \$6.00/minute**

Custom Captions offers a bulk rate of \$6.00/video minute on VHS jobs over 20 hours. You provide video with continuous timecode; we transcribe it and caption it in roll-up format.

\* 20 hour minimum \* Software generated line breaks \* 10-12 working days

Terms: We accept MasterCard, Visa, or checks at time of delivery.

**Why such low prices?**

We want your repeat business and referrals.

Our overhead is low.

**Currently working on a project?**

**Contact us now!**

customerservice@customcaptions.com  
801-370-9878 (Mountain time zone)

**Isn't all captioning the same?**

Similar-Yes, Equal-No  
Test it by turning off the sound.

Post-production captioning should be error-free, easy to read, properly punctuated, checked reading speed, and located on the screen without conflicting with the visual message. Real-captioning can't always meet that standard. And we don't expect it to.

**Professional videos deserve professional captioning.**

**Who determines the standard of quality  
in the captioning industry?**

The National Association of the Deaf has established captioning standards

for those who caption programs for their loan library.

These are the highest standards in the industry.

Most captioning services are aware of these standards

However, less than 10% have passed the test and become certified.

**Custom Captions** is a regular captioning vendor  
for the National Association of the Deaf  
and an approved vendor for the U.S. Dept. of Education.\*

### **What is the generally accepted standard for captioning?**

Post-production captioning typically includes:

Correct spelling and punctuation

Proper placement on screen

Speaker identification

Synchronized timing

Up to 32 characters per line  
(computer-generated line breaks)

### **How does the National Association of the Deaf standard differ?**

Primarily in the readability and flow that are similar to the way we speak.

Personal attention to phrasing and punctuation

No computer-generated line breaks

Reduced distraction for hearing viewers  
because captions match more closely with the audio

Requires human editing  
More expensive to meet the NAD standard  
Results in easy-reading, narrative captions

Premium quality!

## **Open or closed captions?**

Open captions are always visible.  
Closed captions are a selected option from TV menus.  
We can do either, you choose.

## **Do you want roll-up or pop-on formatting?**

Roll-up captions show individual lines coming onto the screen,  
then rolling up, making room for new text.

Roll-up captions are typically used for real-time news,  
sports, and distance-learning educational programs.

Roll-up line breaks are machine-generated, leading to lower costs.

Pop-up formatting shows individual captions popping onto the screen  
and off again, making room for new ones.

Using pop-up captions, line breaks can be generated by machine  
(short-cut and cheaper)  
or hand-edited, creating an easy-to-read and a more preferred finished product.

Timing and synchronization are more controlled when hand edited.  
Editor can place captions on-screen so graphics can still be seen  
Hand editing creates premium captioning!!

## **Why should your captioning service pay any less attention to details than you do?**

Your script has been carefully written to be heard clearly.  
It should be captioned with the same detail.

We think line breaks are best determined by a human editor  
and not computer-generated according to the number of characters in a line.

Focusing on small details makes reading your message

almost as easy as hearing it.

These are examples of pop-on captioning

**COMPUTER-GENERATED  
CAPTION BREAKS**

Your script has been carefully  
written to be heard clearly.

It should be captioned  
with the same detail.

We think line breaks are best  
determined by a human editor

and not computer generated  
according to the number  
of characters in a line.

Focusing on small  
details makes reading

your message almost as  
easy as hearing it.

**FORMATTED BY  
CUSTOM CAPTIONS**

Your script  
has been carefully written

to be heard clearly.

It should be captioned  
with the same detail.

We think line breaks  
|  
are best determined  
by a human editor

and not  
computer generated

according to the number  
of characters in a line.

Focusing on small details  
makes reading your message

almost as easy  
as hearing it.

**ROLL-UP FORMATTING SAMPLE**

Your script has been carefully  
written to be heard clearly.  
It should be captioned with the  
same detail. We think line  
breaks are best determined by a  
editor and not computer  
generated according to the  
number of characters in a line.  
Focusing on small details makes  
reading your message almost as  
easy as hearing it

Done correctly, post-production captioning is an art,  
not simply adding text to a video.

Skillful captioning enhances rather than detracts from the program.

## **Do you need to choose between good quality and low prices?**

Your audience will always choose quality,  
easy-to-read captions.

Your accountant will always choose low prices.  
With **Custom Captions**, you can have both!  
You can afford great captioning.

## **Should you caption?**

One in ten Americans is hearing impaired. (22 million)

25% of American television sets use the closed caption feature daily.

### **Who uses closed captioning?**

Deaf and hearing-impaired individuals  
People learning English  
Improving reading skills  
People in difficult listening environments

The law requires captions in more and more applications.  
The FCC requires captions in most broadcast and cablecast situations.  
([www.fcc.gov/cgb/dro/caption.html](http://www.fcc.gov/cgb/dro/caption.html))

The Americans with Disability Act  
requires captioning in many non-broadcast situations.  
([www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm))

## **Are there any tax credits for captioning my project?**

Yes

Small businesses may take an annual tax credit  
for making their businesses accessible to persons with disabilities.  
(50% of expenditures over \$250 not to exceed \$10,250)  
([www.dol.gov/odep/pubs/ek97/tax.htm](http://www.dol.gov/odep/pubs/ek97/tax.htm))

## **What about convenience?**

Across town or across the country,  
we are as close as a telephone, post office, or the internet.

Our formats are compatible with most DVD-authoring systems.

BetaCam, DigiBeta, Media Files, VHS, SVHS

## **How long will it take?**

Typically 3-5 working days for videos

Just a day for TV ads

We will meet your deadline!

## **Are you currently working on a project?**

Send us your video, and we'll caption or subtitle it for you.

### **Contact us now!**

[customerservice@customcaptions.com](mailto:customerservice@customcaptions.com)  
801-370-9878 (Mountain time zone)

## **What about subtitles?**

Verbatim or edited versions

We can subtitle a captioned program inexpensively

## **What other services do we offer?**

Verbatim transcription

Spanish, French, German subtitles

Caption retrieval and conversion

Competitive rates

### **Creating TV ads?**

FedEx is the key.  
Allow one working day.  
We can make all needed TV masters.  
Shipping charges are extra.

### **Producing an infomercial?**

We edit for reading speed.  
We can caption verbatim or edited.  
We identify speakers.  
We assure proper screen placement.

### **Working on a documentary?**

Captions should complement, not compete with your message.  
Easy-to-read, narrative captions  
No hassle arrangements, just one call does it.

### **Are you doing educational or distance-learning programs?**

**Custom Captions** has great rates for large projects.  
Call for a consultation.

What do we need from you?

All tape formats are accepted

Your master tape or VHS copy  
with continuous time code

### **What if there is a problem with your time code?**

No problem  
We can correct time code problems  
But doing so adds another generation to your production

### **What do you receive from us?**

Your original plus  
BetaCam or DigiBeta encoded master or  
Compatible authoring file or  
SVHS or VHS captioned video

Complete customer satisfaction

### **Think you're too small?**

Video productions are made to last.  
Captions last as long as your video.

Apply the finishing touch of professional, easy-to-read captions.

The pain of poor quality remains  
long after the thrill of a cheap price is gone.

### **How about converting from video to DVD?**

Sure  
One day turn-around time  
Format of your choice

### **Can we change a segment of a production without starting over?**

Yes, usually at great savings.  
Give us a call.

### **Can we fix someone else's error?**

Yes  
Let's visit.

There are a few variables that may save you money.

### **Who is Custom Captions?**

Regular captioning provider for the National Association of the Deaf\*  
Four-year-old company  
Trained, customer-service oriented staff  
Your new captioning provider

### **Currently working on a project?**

<p><b>Contact us now.</b> customerservice@customcaptions.com 801-370-9878 (Mountain time zone)</p>
--

**\*Custom Captions** is an approved captioning service vendor for the Captioned Media Program is administered by the National Association of the Deaf. This does not imply an endorsement by the Department of Education.

---