Send to: jhouse@TDIforAccess.org

Name of show __All My Children_______ Network ABC__ Date 10-27-10_ Beginning Time 12:00p PST_ Ending Time 1p PST_________

Television Service: Over-the-air/antenna ____, cable XXX_, satellite ____, fiber-optics _____ online through the Internet) _____

Provider: ___NPG Cable__________________________ Location (City/State) _____Flagstaff. AZ___________

Advertiser/Promo	Captioned	National (N) or Local (L) if known
Cox Cable TV/Internet/Phone	no	Local
ABC 15 Promos	no	local
Progressive Insurance	yes	National
WalMart	yes	National
Hasbro Playskool	no	National
Bufferin	no	National
Maybelline	no	National
Campbell's	yes	National
Rid-X	yes	National
Restasis/Allergan	no	National
CoverGirl	yes	national
NutriGrain	yes	national
Maybelline	no	national
MyRAFitKit.com	no	national
ABC Promos (4 total)	no	National
Nature Valley	yes	national
Fisher-Price	no	national
Olay	yes	national
Orajel	no	national
Fat Foam hair product	no	national
Lysol	no	national

Maxwell House	yes	national
Political Ad (2 total)	yes	local
AZ State Fair	no	local
SC Johnson	no	national
Walgreens	no	national
Head and Shoulders	no	national
Hersheys	no	national
Oral-B	no	national
Nabisco	no	national
Clinique	no	national
Bush Baked Beans	no	national
Olay	yes	national
Arm & Hammer	no	national
Kmart	no	national
Pillsbury	yes	national
Totino's Pizza	yes	national
Toys R us	no	national
March of Dimes	yes	national
Panteen	yes	national
Cascade	yes	national
Yoplait	yes	national
Bayer	yes	national
Garnier	no	national
Progresso Soup	no	national
ABC Promos (four total)	no	national
Carrington college	no	national (I believe)

Exhibit C

Association of National Advertisers, December 2010 Recommendation
On The Benefits of Closed Captioning Commercials

The Benefits of Closed Captioning Commercials

December 2010

The **ANA Production Management Committee** recommends that all television commercials be closed captioned. Commercials that are closed captioned maximize the impact of an advertising message and communicate to viewers who are deaf or hard of hearing that their business is valued. Plus, the cost to close caption a commercial is minimal.

Background

Closed captions are the visual (text) representation of the soundtrack of a video, film, television program, or commercial. In addition to dialog, closed captions include sound effects, speaker identification information, music notations, lyrics, and other key aural information. Closed captions are embedded in the television signal and visible, usually at the bottom of the screen, only when activated by the viewer. Closed captions are activated through the equipment remote control or onscreen menu.

Live television programs, such as a live broadcast or special event or news program, may be captioned in real time. Prerecorded programs are captioned after production and before they are aired.

Closed captioning allows persons who are deaf or hard of hearing to maximize their enjoyment of television programming and commercials. Beginning July 1993, the Federal Communications Commission (FCC) required all analog television receivers with screens 13 inches or larger to contain built-in decoder circuitry to display closed captioning. Beginning July 2002, the FCC also required that digital television receivers include closed-captioning display capability.

In 1996, Congress required programming distributors (broadcasters, cable operators, satellite distributors, and other multi-channel video programming distributors) to close caption their television programs.

Since 2006, 100% of all new, non-exempt, English-language television programming must be produced and presented with closed captions (captioned programs are marked in TV listings by "CC"). Commercials that are less than five minutes are not required to have closed captions.

The Case for Closed Captioning

Approximately 36 million Americans have some degree of hearing loss, according to the National Institute on Deafness and Other Communication Disorders. Closed captioning provides a critical link to news, entertainment, and information for such individuals. Closed captions also benefit millions of other people (assuming activation by the viewer/owner) who are learning English as a second language, children who are learning to read, and people who watch television in public places such as waiting rooms, airports, bars, or gyms. When commercials are not closed captioned, the audio information—including potentially your advertising message—does not reach its maximum potential. In addition, the advertiser may be unintentionally communicating to viewers who are deaf or hard of hearing that their business is not valued.

"The process is simple, the cost reasonable, and the benefit substantial. There really is no reason not to take this inclusive approach to television advertising."

TARGET.

John Lick
Executive Producer
Target Corporation
Co-chairperson
ANA Production Management Committee

Many companies close caption their commercials in order to reach the large number of people who need closed captions. While there are no figures available for the percentage of all commercials that are closed captioned, there are some benchmarks. The National Association of the Deaf found that 40% of the 118 advertising spots in the 2009 Super Bowl were closed captioned. In 2010, through the work of the NFL in conjunction with the National Association of the Deaf and CBS, 81% of nationally broadcast commercials and network promotions in the Super Bowl were closed captioned. It is clear that progress is being made, but the Super Bowl is an annual event and much more work is necessary.

Cost

The average cost to close caption a commercial, according to the **ANA Production Management Committee**, is minimal—only about $200 for a Standard Definition (SD) commercial and $350 for a High Definition (HD) commercial. Many companies have special volume deals with their dubbing and shipping houses, so costs can vary. Closed captioning occurs at the very end of the production process at the dub/shipping house or at the captioning vendor and takes between two and three hours to complete.

ANA

Conclusion

The **ANA Production Management Committee** recommends that all television commercials be closed captioned. Closed captioning of commercials makes good business sense because it maximizes the impact of an advertising message and does so at minimal cost.

"As an advertiser, it is the right thing to do ... we value the people our advertising reaches."

verizon

Valerie Light
Advertising Production Manager
Verizon Communications
Co-chairperson
ANA Production Management Committee

Addendum

Recommended closed captioning framework that should be considered for inclusion in all closed captioning contracts to ensure quality closed captioning is below.

a. **Words**
- No deletion of letters.
- Inclusion of all spoken words verbatim and no paraphrasing.
- A 100% accuracy rate.

b. **Music**
- Inclusion of the words (lyrics) for all music.
- Description of the type of music when the music does not have words, e.g., dramatic music.

c. **Sounds**
- Identification of all sound effects.
- Inclusion of "ums." The captioner should not make editorial decisions.

d. **Conversations**
- Inclusion of background conversations.
- Identification of the speaker when not visible.
- Identification of the speaker with upper case and a colon without parentheses. For example, SUSAN: Yes, I want dinner.

ANA

e. **Synchronization**

- One or two lines of captions are timed to appear simultaneously with, or just before, the utterance of the first word presented and disappear after the last word is uttered in the caption segment.
- Logical caption division is not sacrificed for exactitude in timing.
- Captions may be timed to change with shot changes for readability and aesthetic purposes.

f. **Caption Placement**

- Captions placed where they do not obscure information relevant to understanding or enjoying a commercial, such as people's faces or descriptive banners.
- Captioning placed in the position of the speaker's location when there are multiple speakers on screen.

g. **Captioning Style**

- Use of mixed case letters. Digital television screens now permit the adjustment of font size. Updated software no longer deletes the descenders of letters such as "g" or "q." Therefore, upper case should not be used exclusively.
- Use of pop-on instead of roll-up format.

h. **Passing of Captions**

- Adding of a clearing pulse at the beginning of a group of captions and a release at the end to let the next wave of captions pass unencumbered.
- During duplication and subsequent distribution, the captions should pass through intact with the video.

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Exhibit D

Nielsen, Local Television Market Universe Estimates - Comparisons of 2008-09 and 2009-10 Market Rankings

nielsen

Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
1	1		New York	7,433,820	7,493,530
2	2		Los Angeles	5,654,260	5,659,170
3	3		Chicago	3,492,850	3,501,010
4	4		Philadelphia	2,950,220	2,955,190
5	5		Dallas-Ft. Worth	2,489,970	2,544,410
6	6		San Francisco-Oak-San Jose	2,476,450	2,503,400
7	7		Boston (Manchester)	2,409,080	2,410,180
8	8		Atlanta	2,369,780	2,387,520
9	9		Washington, DC (Hagrstwn)	2,321,610	2,335,040
10	10		Houston	2,106,210	2,123,460
11	11		Detroit	1,926,970	1,890,220
12	12		Phoenix (Prescott)	1,855,930	1,873,930
14	13	+1	Seattle-Tacoma	1,819,970	1,833,990
13	14	-1	Tampa-St. Pete (Sarasota)	1,822,160	1,805,810
15	15		Minneapolis-St. Paul	1,730,530	1,732,050
18	16	+2	Denver	1,524,210	1,539,380
16	17	-1	Miami-Ft. Lauderdale	1,546,920	1,538,090
17	18	-1	Cleveland-Akron (Canton)	1,524,930	1,520,750
19	19		Orlando-Daytona Bch-Melbrn	1,466,420	1,455,620
20	20		Sacramnto-Stkton-Modesto	1,399,520	1,404,580
21	21		St. Louis	1,249,820	1,249,450
22	22		Portland, OR	1,175,100	1,188,770
23	23		Pittsburgh	1,156,460	1,154,950
24	24		Charlotte	1,122,860	1,147,910
25	25		Indianapolis	1,114,970	1,119,760
27	26	+1	Raleigh-Durham (Fayetvlle)	1,080,680	1,107,820
26	27	-1	Baltimore	1,102,080	1,093,170
28	28		San Diego	1,066,680	1,073,390
29	29		Nashville	1,016,290	1,019,010
30	30		Hartford & New Haven	1,014,990	1,010,630
33	31	+2	Salt Lake City	919,390	944,060
31	32	-1	Kansas City	937,970	941,360
34	33	+1	Cincinnati	915,570	918,670
32	34	-2	Columbus, OH	925,840	904,030
35	35		Milwaukee	905,350	901,790
36	36		Greenvll-Spart-Ashevll-And	858,050	865,810
37	37		San Antonio	818,560	830,000
38	38		West Palm Beach-Ft. Pierce	779,430	776,080
41	39	+2	Harrisburg-Lncstr-Leb-York	738,880	743,420

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Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
40	40		Birmingham (Ann and Tusc)	739,750	742,140
39	41	-2	Grand Rapids-Kalmzoo-B.Crk	741,420	740,430
42	42		Las Vegas	728,410	721,780
43	43		Norfolk-Portsmth-Newpt Nws	718,020	709,880
44	44		Albuquerque-Santa Fe	689,120	694,040
45	45		Oklahoma City	687,300	694,030
46	46		Greensboro-H.Point-W.Salem	685,110	691,380
47	47		Jacksonville	674,860	679,120
49	48	+1	Austin	667,670	678,730
50	49	+1	Louisville	667,230	668,310
48	50	-2	Memphis	673,770	667,660
53	51	+2	New Orleans	602,740	633,930
51	52	-1	Buffalo	631,120	633,220
52	53	-1	Providence-New Bedford	622,580	619,610
54	54		Wilkes Barre-Scranton	594,570	593,480
55	55		Fresno-Visalia	574,900	579,180
56	56		Little Rock-Pine Bluff	567,060	564,490
57	57		Albany-Schenectady-Troy	556,750	554,070
58	58		Richmond-Petersburg	550,240	553,950
59	59		Knoxville	547,930	552,380
60	60		Mobile-Pensacola (Ft Walt)	537,810	534,730
61	61		Tulsa	529,540	528,070
63	62	+1	Lexington	503,260	506,340
65	63	+2	Charleston-Huntington	479,750	501,530
62	64	-2	Ft. Myers-Naples	509,530	500,110
64	65	-1	Dayton	483,790	482,590
68	66	+2	Tucson (Sierra Vista)	456,030	465,100
67	67		Roanoke-Lynchburg	461,420	461,220
66	68	-2	Flint-Saginaw-Bay City	465,790	458,020
69	69		Wichita-Hutchinson Plus	450,930	452,710
70	70		Green Bay-Appleton	444,210	443,420
72	71	+1	Honolulu	429,940	433,240
71	72	-1	Des Moines-Ames	432,410	432,310
73	73		Toledo	425,890	423,100
74	74		Springfield, MO	421,960	422,740
75	75		Spokane	416,630	419,350
76	76		Omaha	411,520	410,350
77	77		Portland-Auburn	410,890	408,120
78	78		Paducah-Cape Girard-Harsbg	393,260	399,690

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Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
79	79		Columbia, SC	393,170	398,620
80	80		Rochester, NY	390,590	392,190
82	81	+1	Huntsville-Decatur (Flor)	386,520	390,900
84	82	+2	Shreveport	385,770	386,180
81	83	-2	Syracuse	388,000	385,440
83	84	-1	Champaign&Sprngfld-Decatur	386,000	384,620
85	85		Madison	378,740	377,260
86	86		Chattanooga	366,780	365,400
87	87		Harlingen-Wslco-Brnsvl-McA	349,910	354,150
88	88		Cedar Rapids-Wtrlo-IWC&Dub	346,330	346,030
94	89	+5	Waco-Temple-Bryan	329,690	339,570
90	90		Jackson, MS	334,650	336,520
89	91	-2	South Bend-Elkhart	334,720	336,130
91	92	-1	Colorado Springs-Pueblo	334,390	334,710
92	93	-1	Tri-Cities, TN-VA	332,840	334,620
93	94	-1	Burlington-Plattsburgh	331,320	330,650
95	95		Baton Rouge	326,390	326,890
96	96		Savannah	319,160	322,030
99	97	+2	Charleston, SC	307,610	311,190
98	98		El Paso (Las Cruces)	308,080	310,760
97	99	-2	Davenport-R.Island-Moline	309,600	308,910
100	100		Ft. Smith-Fay-Sprngdl-Rgrs	297,920	298,330
101	101		Johnstown-Altoona-St Colge	293,860	294,350
102	102		Evansville	292,220	291,830
103	103		Greenville-N.Bern-Washngtn	289,050	290,280
104	104		Myrtle Beach-Florence	285,010	287,400
106	105	+1	Lincoln & Hastings-Krny	281,290	281,590
105	106	-1	Tallahassee-Thomasville	282,390	280,710
107	107		Ft. Wayne	275,350	273,860
108	108		Reno	271,080	270,500
110	109	+1	Tyler-Longview(Lfkn&Ncgd)	265,200	267,890
109	110	-1	Youngstown	268,930	266,560
111	111		Springfield-Holyoke	262,850	262,960
112	112		Boise	262,290	262,800
113	113		Sioux Falls(Mitchell)	260,190	261,100
115	114	+1	Augusta-Aiken	253,950	255,950
114	115	-1	Lansing	258,650	253,690
116	116		Peoria-Bloomington	248,510	247,830
117	117		Traverse City-Cadillac	247,650	245,000

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Local Television Market Universe Estimates

Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
118	118		Montgomery-Selma	247,230	244,750
119	119		Eugene	242,790	241,730
121	120	+1	SantaBarbra-SanMar-SanLuOb	240,190	241,370
120	121	-1	Fargo-Valley City	241,120	240,330
122	122		Macon	239,820	239,330
123	123		Lafayette, LA	230,670	230,180
124	124		Monterey-Salinas	225,350	227,390
125	125		Bakersfield	220,730	222,910
126	126		Yakima-Pasco-Rchlnd-Knnwck	216,780	219,510
127	127		La Crosse-Eau Claire	215,610	214,820
128	128		Columbus, GA (Opelika, AL)	213,980	213,880
129	129		Corpus Christi	197,290	199,560
130	130		Chico-Redding	197,280	197,970
131	131		Amarillo	192,090	192,490
134	132	+2	Wilmington	187,480	189,950
133	133		Columbus-Tupelo-W Pnt-Hstn	188,740	189,460
132	134	-2	Rockford	188,860	189,160
135	135		Wausau-Rhinelander	184,220	184,720
138	136	+2	Topeka	175,940	180,090
137	137		Columbia-Jefferson City	179,010	178,810
136	138	-2	Monroe-El Dorado	179,190	177,200
139	139		Duluth-Superior	173,180	174,360
140	140		Medford-Klamath Falls	171,830	172,900
141	141		Beaumont-Port Arthur	165,440	167,330
142	142		Palm Springs	159,240	161,110
143	143		Lubbock	158,070	158,360
144	144		Salisbury	157,940	158,340
147	145	+2	Albany, GA	156,800	156,890
146	146		Erie	157,610	156,520
148	147	+1	Joplin-Pittsburg	156,560	155,670
149	148	+1	Sioux City	154,900	154,810
145	149	-4	Wichita Falls & Lawton	157,820	154,450
150	150		Anchorage	150,620	151,470
151	151		Panama City	147,520	147,440
152	152		Terre Haute	145,450	145,550
154	153	+1	Rochestr-Mason City-Austin	144,700	144,300
153	154	-1	Bangor	145,100	144,230
156	155	+1	Odessa-Midland	141,560	143,710
155	156	-1	Bluefield-Beckley-Oak Hill	142,570	142,570

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Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
157	157		Binghamton	138,930	137,240
158	158		Minot-Bismarck-Dickinson	136,730	136,540
159	159		Wheeling-Steubenville	133,700	133,110
160	160		Gainesville	129,960	128,400
161	161		Sherman-Ada	128,100	127,990
162	162		Idaho Fals-Pocatllo(Jcksn)	124,220	126,880
163	163		Biloxi-Gulfport	121,750	122,740
164	164		Yuma-El Centro	115,650	118,300
165	165		Abilene-Sweetwater	115,310	116,190
166	166		Missoula	111,340	111,940
167	167		Hattiesburg-Laurel	110,330	111,610
168	168		Clarksburg-Weston	109,150	110,050
170	169	+1	Billings	106,030	107,420
169	170	-1	Utica	106,280	104,890
171	171		Quincy-Hannibal-Keokuk	103,910	102,710
172	172		Dothan	100,950	101,840
173	173		Jackson, TN	98,050	98,250
174	174		Rapid City	96,450	98,240
176	175	+1	Lake Charles	95,410	95,900
175	176	-1	Elmira (Corning)	96,090	95,790
177	177		Watertown	94,960	93,970
178	178		Harrisonburg	92,900	93,400
179	179		Alexandria, LA	89,630	90,740
180	180		Marquette	89,290	88,490
181	181		Jonesboro	80,900	82,300
182	182		Bowling Green	80,260	81,650
183	183		Charlottesville	76,600	75,920
184	184		Grand Junction-Montrose	73,360	75,030
185	185		Meridian	72,280	72,180
186	186		Lima	70,690	71,380
187	187		Greenwood-Greenville	70,050	70,350
188	188		Laredo	68,110	69,790
192	189	+3	Bend, OR	64,830	66,980
190	190		Butte-Bozeman	65,480	66,260
189	191	-2	Lafayette, IN	67,070	66,180
191	192	-1	Great Falls	64,910	65,000
194	193	+1	Twin Falls	63,540	64,740
193	194	-1	Parkersburg	63,760	64,060
195	195		Eureka	60,900	61,090

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Local Television Market Universe Estimates
Comparisons of 2008-09 and 2009-10 Market Ranks

2008-09 Rank	2009-10 Rank	Difference	DMA Name	2009 TV Homes	2010 TV Homes
197	196	+1	Casper-Riverton	54,340	55,620
198	197	+1	Cheyenne-Scottsbluff	54,120	54,710
196	198	-2	San Angelo	54,980	54,580
199	199		Mankato	52,230	52,230
200	200		Ottumwa-Kirksville	51,270	51,370
201	201		St. Joseph	46,840	48,440
202	202		Fairbanks	37,110	36,250
203	203		Zanesville	32,550	32,350
205	204	+1	Victoria	31,260	31,560
204	205	-1	Presque Isle	31,270	31,070
206	206		Helena	27,040	27,630
207	207		Juneau	25,250	25,340
208	208		Alpena	17,520	17,420
209	209		North Platte	15,250	15,350
210	210		Glendive	3,940	3,940
			NSI Total U.S.	**114,456,650**	**114,866,380**

VERIFICATION

I, Claude L. Stout, state that I am Executive Director of Telecommunications for the Deaf and Hard of Hearing, Inc. ("TDI"); that I am authorized to make this Verification on behalf of TDI; that the foregoing filing was prepared under my direction and supervision; and that the contents are true and correct to the best of my knowledge, information, and belief. I declare under penalty of perjury that the foregoing is true and correct.

Executed this 25th day of January, 2011.

Claude L. Stout

Claude L. Stout
Executive Director,
Telecommunications for the Deaf and Hard of Hearing, Inc.
8630 Fenton Street, Suite 604
Silver Spring, MD 20910

A/73647807.1