



Received &amp; Inspected

MAY 24 2013

FCC Mail Room

Office of the Secretary  
Federal Communications Commission  
Attn: Disability Rights Office, Room 3-B431  
9300 East Hampton Drive  
Capitol Heights, MD 20743

**Date 5/18/13**

300 S. Wells Ave #7  
Reno, NV 89502  
T 775.323.2777  
F 775.284.5022  
kris@thezaplab.com  
thezaplab.com

Dear Sir/Madam:

I'm writing you to request an exemption from closed captioning for The Plush Life television program. Our television partner charges \$200 per show to closed caption and charges us again for reruns as well. The total cost to caption every episode that way would cost us over \$10,000 per year. We will not be able to continue producing the show if this requirement stays in place.

The Plush Life is a local show in Reno, NV that features interesting people in the area. It airs on Sunday afternoons in a relatively inexpensive time slot and is supported by a handful of local business owners. Our production crew is 2 people with cameras, a shotgun microphone and a computer to edit and add graphics. The graphics are actually a bit of the show. All of our guests' contact info is clearly displayed on screen including their phone, address and website. That way it's easy to get in touch with our sponsors and guests.

I understand that the FCC is under pressure to closed caption as much content as possible, and I agree with the reasons, but please consider granting us a waiver at least until we have a larger audience and can afford the service. As it is now, the additional cost will wipe us out. Thank you for your consideration.

Sincerely yours,

Kristofor Swanson  
Owner, ZAPlab Ltd.