



WORLD

Technology News and Commentary for Deaf and Hard of Hearing People



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WHAT WE DO

“TDI shapes the Nation’s public policies in Information and Communications Technology (ICT) to advance the interests of the 48 million Americans who are deaf, hard of hearing, late-deafened, deafblind, and deaf with mobility issues.”

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Ultratec, back cover**

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WORLD

Volume 53.1

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Shaping An Accessible World

Board Views



JAN WITHERS

*TDI President and Board Member,
Southeast Region*

“The Blue Book, long synonymous with TDI, lives on in a digital format and is more robust and poised to have far greater reach and impact than ever before.”

The Blue Book Lives On

For as long as TDI has been in existence, many members of the Deaf, Hard of Hearing, and DeafBlind community looked forward to seeing in their mailboxes a copy of TDI’s annual publication called The Blue Book. A bit akin to the Yellow Pages, The Blue Book has served as a national directory of TTY numbers, starting with 145 listings in 1968. The number of listings not only grew to several thousand but the publication also expanded to include a resource guide. The Blue Book has had an outsize impact, bringing together many disparate parts of our community from across the nation.

Over the decades, the trends of declining TTY usage, increasing digitization of publications, and evolving preferences of TDI members have rendered the hard copy of The Blue Book obsolete.

In fact, as far back as February 2001, Claude Stout, TDI’s Executive Director, noted in his report to the TDI Board of Directors, “We just cannot continue on producing the Blue Book in print form on an annual basis while technological changes and member preferences are changing rapidly over time. We need to speed up the plans to produce the Blue Book in other formats, such as in CD ROMs, or via downloaded files from the Internet.”

Claude certainly was prescient. At the same time, I was amused to see how far technology has changed since 2001; I doubt many young people today would know what a CD ROM is!

A number of challenges – primarily due to limitations in technology and staffing – conspired to delay the

launching of TDI’s “eBlueBook” for a couple of decades. TDIBlueBook.com was finally launched in the summer of 2020. In hindsight, I am glad both Claude Stout and Eric Kaika, TDI’s current CEO, were wise enough to prioritize quality and customer experience, which take time to achieve. We now have a solid software platform to effectively support its functions and to ensure optimal customer interface. Just this past April, its interface was refreshed and is now “version 2.0”

The beauty of TDIBlueBook.com is it encourages the active engagement of both TDI members and non-members in various ways. Users have the ability to not only peruse a wide range of listings relevant to the Deaf, Hard of Hearing, and DeafBlind community – individuals, businesses, associations and institutions of all kinds, educational programs of the Deaf, and so forth – but also to search for Deaf-owned businesses and resources all over the country. Anyone can add a business listing, and entities can claim their listing to manage and ensure their business listing is up to date. This resource certainly could help to maintain and strengthen connections among so many of us nationwide.

This issue of TDI World is designed to provide everything you need to know about using The Blue Book online. You will see screenshots of the current site and learn navigation tips, how you could create your account, add and update your listings, and what it could do for you. Dive in and you will find a whole new world open up at your fingertips!



Our Quest for Access



ERIC KAIKA
Managing Editor

“By allowing the Blue Book to represent the buying and sheer power of the deaf and hard of hearing community, we can ensure that this data is measurable, and use the data to influence policy, information, and communication access.”

How to Really Use the Blue Book

TDI has engaged in a wide berth of activities over the decades, but its most renowned activity is probably distributing the TDI Blue Book. When the Blue Book was first created in 1968, TTYs were slowly becoming ubiquitous, and people wanted to find their friends or colleagues easily. This book became what is believed to be the first national directory of the deaf and hard of hearing community.

The Blue Book quickly grew into a valuable resource and became a household item for thousands of people. However, with the advent of the Internet, people began asking when the Blue Book would become digital. One of my first tasks when I became CEO of TDI in 2020 was to immediately implement TDI’s plans for going digital with the Bluebook. I took the existing framework and by Fall 2020, the Blue Book was fully digital.

Many people were unhappy with this transition because they had become accustomed to having a print version. However, the Blue Book had become a struggle for TDI. The Blue Book was and is member-driven in that TDI depends heavily on its members for updated information such as phone numbers, addresses, and so forth. After the Blue Book was sent to the printer, we often would get requests from members to change some information — and we could do nothing until the following year. On top of that, the printing costs were exorbitant, and fewer people were still using TTYs.

By going digital, we now are part of

society’s desire for immediate access. Members can easily and immediately update information, the information is readily available with just a few taps on a smartphone or computer, and it’s free of charge to anyone, member or not.

The Blue Book has also shifted its focus from individuals to businesses. Although there are other directories providing this information, we are proud of being the leader in providing a directory more than 50 years ago. We also are heavily engaged in legislative and community advocacy, especially at the federal level — and by being the best of the best in information access, we can more effectively leverage the Blue Book data to show the government and businesses how underserved and untapped the deaf and hard of hearing community market is.

By allowing the Blue Book to represent the buying and sheer power of the deaf and hard of hearing community, we can ensure that this data is measurable, and use the data to influence policy, information, and communication access.

To get the most out of the new, digitized version of the Blue Book, TDI has focused heavily on making the web interface more user-friendly, visually appealing, and most importantly, beneficial for each and every individual. Please visit TDIBlueBook.com to see the nearest deaf / hard of hearing business near you, knowing that your support serves not only you, but the entire deaf and hard of hearing community as well.

Blue Book Homepage



On the homepage, you can scroll down to search for businesses by name, location, latest business listing, and category.

What are you looking for today?

Explore some of our featured cities



If you cannot find your business, get it listed in the Blue Book by clicking the orange “Get Started” button above the footer (sponsor ad image may show in-between). Or by clicking the orange “+ Add Listing” button in the header, across from the Blue Book logo.

To learn more about listing your business, please see next page.

Latest Business

Discover our hand picked recommendations



View all

Categories

Browse listings by categories





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In the webpage footer, you will always find ways to contact us, learn about the Blue Book's Terms and Conditions, Privacy policy, and how to advertise with us.

Advertise in The Blue Book

Our Audience

TDI is a national advocacy organization representing more than 48 million Americans. In 1968, TDI published the world's first deaf and hard of hearing directory of TTY users, affectionately known as the Blue Book. What started out as a modest directory quickly grew into a DHH household staple.

Today, the Blue Book is a world wide directory listing of businesses, schools, organizations, and government agencies that have a vested interest in the deaf and hard of hearing community.

Over 5% of the world's population – or 430 million people – have hearing loss. The Blue Book reaches these consumers by promoting businesses owned, operated, patronized, or marketed to deaf and hard of hearing people.

How to Search For a Business Listing

The easiest way to search is by typing for a generic name in the search bar.



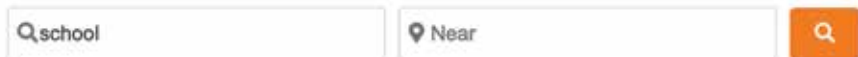
For example, typing “School” without changing the location setting, will display all businesses with the word ‘school’ in its name, category, or tag.

To refine your search, use the location setting to search by city, state, or zip code.

Other ways to search are by Categories and Tags.

To see all the available categories in the Blue Book, see page 13.

Search results for: school



X school



American School for the Deaf (ASD)

139 N Main St, West Hartford

★ ★ ★ ★ ★ No Reviews

ASL/Bilingual School



Sequoia Deaf School

1460 S Home, Mesa

★ ★ ★ ★ ★ No Reviews

ASL/Bilingual School

Tags

Enter tags separated by a comma ,

Popular tags

Deaf-owned

Special Offers

Local Chapter

How to search for a TDI Member

The TDI Member search tool is *only* available to TDI Members and verified Blue Book users.

When logged in Blue Book, the “**Find a Member**” link will be displayed in the second header, in between “Find a Business” and the orange “+Add Listing” button.

When clicking “**Find a Member**”, a new search page will appear. You can search for a specific member by typing in name or email address in the search box.

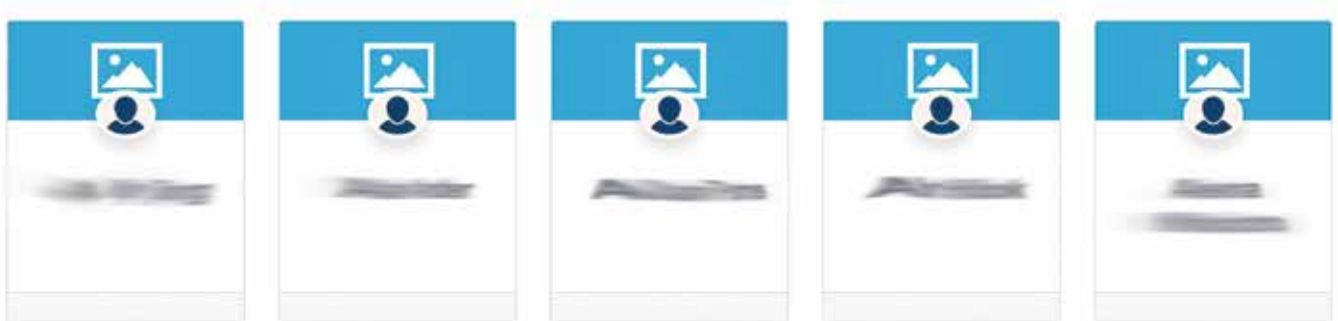
If their profile appears, you can click ‘Add Friend’, which will automatically send them a notification via their preferred email address.

Click anywhere on their profile box, and it will take you to their full page, where you can find their contact details, business listings (if applicable)

Members

TDI Members can search for other members here.

Search by name or email.

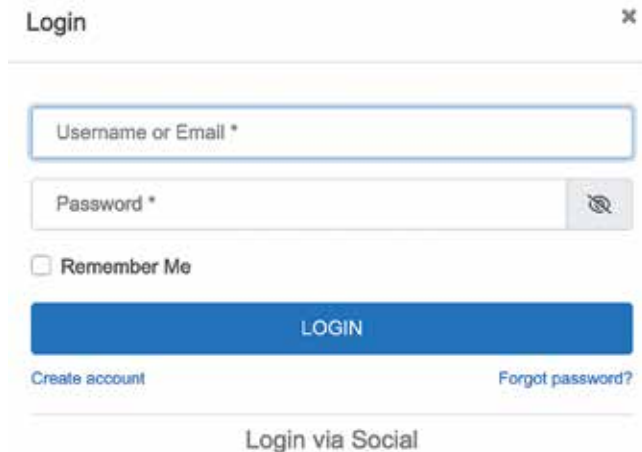


Instructions On How to Create Account/ Log In/ Password

Notice:

To create, list, claim, or manage a business listing, you must first create a TDIBlue Book.com user account.

A verified TDI Blue Book user account does not mean the registered user is a TDI Member. However, all TDI Members are automatically given a Blue Book user account using the email they register their membership account.

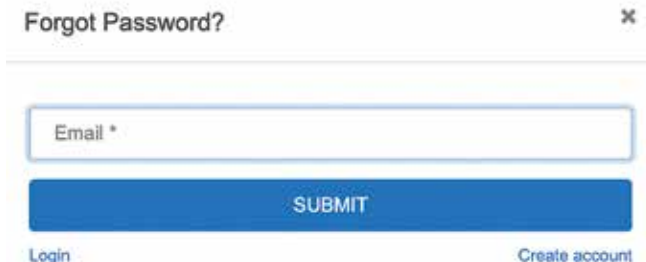


TDI Member Login

If you are a verified TDI member, you already have a TDIBlueBook.com user account.

The easiest way to check your account is to reset your Blue Book user account password.

Go to TDIBlueBook.com and in the top header (blue) on the right, click “Login”.



A pop-up will appear, click on “Forgot Password” at the bottom right corner.

Type in the same email address you use for your TDI Membership.

If no email address is found, you will receive an error notice.

If your email address is registered, submit the request and check your inbox. an email with instructions on how to reset your password. Depending on how your inbox is configured, the email may appear in primary, updates, or spam folders.

Follow the instructions in the email, and head back to TDIBlueBook.com to log in.

If you are an active TDI member and receive an error message, please contact us immediately at: Info@TDIBlueBook.com

After resetting your password, you can log in Blue Book update your profile. To learn more about managing your Blue Book profile, see page 12.



The 'Register' form is a white box with a close button (X) in the top right corner. It contains five input fields: 'First Name *', 'Last Name *', 'Email *', 'Password *', and 'Confirm Password *'. The 'Password' and 'Confirm Password' fields have eye icons to toggle visibility. Below the fields is a large blue button labeled 'CREATE ACCOUNT'. Underneath the button are two links: 'Login' and 'Login via Social'.

Create Blue Book user Account

If you are not an active TDI Member, and using TDI Blue Book for the first time, you need to create an account. All registered user accounts will be verified as active users.

To create a new account, go to TDIBlueBook.com and in the top header (blue) on the right, click “Register”.

A pop-up window will allow you to create a new account. When accessing your account profile, you can set up your preferred contact information, and other information you wish to share with the Blue Book community.

To learn more about managing your Blue Book profile, see page 12.

Reset Password for Blue Book user Account

Reset Password feature will only work for registered Blue Book users.

To reset your password, Go to TDIBlueBook.com and in the top header (blue) on the right, click “Login”. A pop-up will appear, click on “Forgot Password” at the bottom right corner.

If your email address is registered, submit the request and check your inbox. an email with instructions on how to reset your password. Depending on how your inbox is configured, the email may appear in primary, updates, or spam folders.

Follow the instructions in the email, and head back to TDIBlueBook.com to log in.

The 'Forgot Password?' form is a white box with a close button (X) in the top right corner. It contains one input field labeled 'Email *'. Below the field is a large blue button labeled 'SUBMIT'. At the bottom of the form are two links: 'Login' and 'Create account'.

How to Claim a Business Listing

Notice:

To create, list, claim, or manage a business listing, you must first create a TDI Blue Book .com user account.

Use the search by name tool bar on the homepage of TDI Blue Book (page 6) to see if your business is listed. If your business name appears, click on the name to go to your business listing profile.

Under your profile name, are business reviews, favorite, and “Claim Listing”

Using, “Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC)”, as an example in the image (below).



Click on “**Claim Listing**”.

If you are not logged in, you will be asked to do so. If you do not have a Blue Book User Account, see page 9.

If you are a registered Blue Book user, a pop out window “Claim Listing: HKNC” showing several questions to verify ownership. All TDI Members, Blue Book users and business listings owners should request verification status for their accounts.

If you are a business owner and feel your business listing is assigned to the wrong user account, please contact us immediately at: Info@TDIBlueBook.com

All business listings show the user account that claimed the business listing (bottom right of business listing profile page).

Once a Request has been submitted, we will review and link the business listing to the Blue Book user account. Using your Blue Book user account, you can own and manage multiple business listings.

To learn more about managing your business listing and user account, see page 8.

Claim Listing: Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC) ✕

Fill out the form below, we will verify your claim and email you confirmation.

Full Name *

Phone *

Position in Business *

Message *

Hi I am the owner of this business and i would like to claim it.

Instructions On How to Create a Business Listing

Notice:

In order to create, list, claim, or manage a business listing, you must first create a TDI Blue Book .com user account.

Check For Business

First check to see if your business is already listed by using the “search by name” tool bar on the homepage of TDI Blue Book (page 6) to see if your business is listed. If your business name appears, follow the steps on page 10 to Claim Your Business Listing.



If your business does not appear, look for the orange “+ Add Listing” box in the second header (white w logo) on the right corner of your screen.

After clicking on the orange tab, you’re taken to the “Add Business” page where you’ll see information about TDI’s Affiliate Membership information.

Below the membership chart is “Enter Listing Details” Fill out all related information about your business.

Enter Listing Details

Ignore the following:

- Listing Type
- Listing Claimed
- Expiration Date
- Ratings

These have an orange icon indicating “Admin only”. No matter what you type / add / select, nothing in those boxes are saved. Users have no control.

Follow the rest of the on-screen instructions to add your business. As the business listing owner, you can modify:

- **“Business Name.”**
Logo (.jpg or .png format
- **“Business Description.”**
Add information you want people to know about your business”
- **“Images”** pictures, graphics, products - any images you want consumers to see.
- **“Business Physical location.”** (country, street, state / province, zip) - If you are an internet based business, enter your city / state / zip and explain in your business description. Click on the “Set Address on Map” blue tab to keep the correct location so people can see where the company is located and the nearby buildings as well.
- **“Business contact information”** such as website link, phone number, videophone number, TTY/RTT number, and company email address. **Business’s social media links** can be added as well. At this time, only Facebook, Twitter, Instagram, LinkedIn, and YouTube are available.
- **“Category.”** Select the best category that fits your business. Only one category can be selected. If you want to suggest a new category, contact us at: Info@TDIBlueBook.com. To learn more about categories, see page 13.



- **“Tags”** The Blue Book already has a set of premium tags available to use. To learn of these tags, visit page 13. Tags are a beneficial search feature to help consumers find your business. Business owners can add tags, but TDI reserves the right to edit, remove or approve of user-created tags.
- **“Special Offers”** allows companies to be more creative with their Blue Book business listing. HTML coding is allowed. Use this to advertise special rates, discounts or events.
- **“Business Hours.”** If your business has scheduled hours, click ‘Yes’ and configure business hours. Use the +/- buttons to pick your times/dates. Be sure to check the correct time zone in the last box.
- **“Multiple Business Locations?”** If you have more than one business location, you can create an individual business listing for each business, and link them all to your master business listing account. To better learn about this, contact us att info@tdiforaccess.org

You can edit your business listing anytime through your Blue Book user account profile page.

How to manage your User account profile / Business Listing

When logged in TDIBlueBook.com, in the top header (blue) on the right side, you will now see “Account (dropdown arrow)”. Login and Register are no longer visible.

The Account drop-down presents 3 options:

- Profile
- Change Password
- Log Out

Click “**Profile**”

Your Blue Book user Account is now visible.

To edit your profile, click on your name or the pencil icon next to it.

If you are a TDI Member, you will see your membership

expiration date on your private account settings.

Be sure to click “**Update Account**” after filling out your profile account information.

At the top of the website, you will see the green pop out window stating “**Account updated successfully.**”

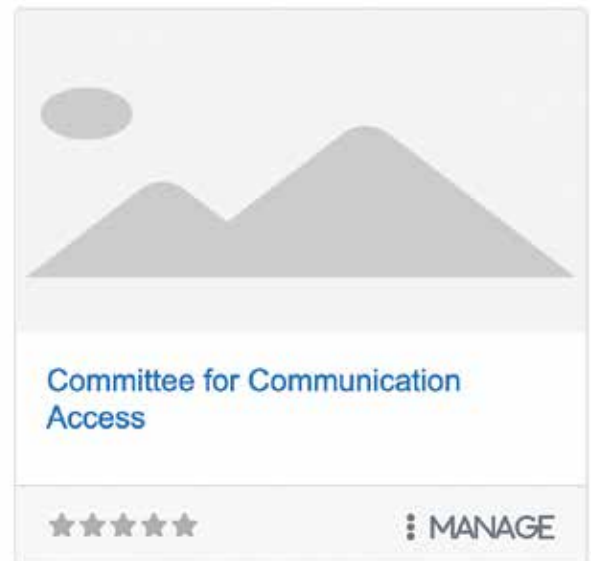
Update Your Business Listing

While on your Blue Book User Account profile page, - and *IF* your account is linked to a business listing, the tab “**Listings**” will appear in your profile options,

When selecting the Listing option, you will see all the business listings linked to your account.



Businesses



Then click the “**Manage**” tab at the bottom right corner at the business box.

You will be taken to the same page shown in “Add Business” (page 11). Edit your listing as needed and Click the “Submit listing” blue tab when you are done updating the business listing.

Categories and Tags for Business Listings

TDIBlueBook.com has more than 50 categories. See the full list of categories below. “**Category**.” Select the best category that fits your business. Only one category can be selected. If you want to suggest a new category, contact us at: Info@TDIBlueBook.com.

Accounting Services	Education	Moving Services
Advertising & Marketing Services	Event Planning Services	Nonprofit
Animal, Pet Care & Veterinarian Services	Film & Video	Performing Arts Companies
Arts, Entertainment & Recreation	Financial Planners & Investment Advisers	Photography & Visual Arts
Assisted Living Facilities & Home Care	Funeral Services	Real Estate & Property Services
Assistive Communications	Garden, Farm & Horticulture Services	Recreational & Vacation Camps
Automotive Services	Government	Religious Organizations
Book Publishers	Graphic Design Services	Residential Construction Contractors
Breweries	Hair Care Services	Restaurants, Bars & Food Services
Business & Professional Association	Health Care	Retail
Business Services	Insurance Agencies & Brokerages	Self-Storage Services
Captioning Services	Interpreters & Agencies	Social Assistance
Child Care Services	Janitorial & Cleaning Services	Sports Teams & Organizations
Clothing Stores	Landscaping Services	Telecommunications Relay Services
Coffee & Tea shops	Laundry Facilities & Dry Cleaning Services	Transportation Services
Commercial Construction	Legal Services	Travel Agencies & Services
Consumer Services	Libraries & Archives	Web & IT Services
Dentists	Linen & Uniform Supply Services	Wineries
Doctors	Lodging	Tags The Blue Book already has a set of premium tags available to use. Tags are a beneficial search feature to help consumers find your business. Business owners can add tags, but TDI reserves the right to edit, remove or approve of user-created tags.
	Manufacturing	
	Media	
	Membership Organization	
	Mental Health Professionals	



TDI In Action

January - March 2022

TELECOMMUNICATIONS

A Letter to the FCC about the Project IRIS

■ **(Jan 18)** TDI wrote a letter to the Federal Communications Commission (FCC) about its discussion with the Project IRIS team led by Gary Behm on the creation of the one-number solution in smartphones. Smartphone users will be able to receive calls using a selected mobile phone number while choosing the telecommunication application to answer a call. The Telecommunications Relay Service (TRS) users have several phone numbers given by the TRS providers to use relay services. It is a hassle to have at least two TRS phone numbers to receive calls so the Project IRIS was built to resolve that problem by having several TRS phone numbers by having the TRS users freely pick their preferred telecommunication application to answer the calls. “There is no other telecommunications user that is burdened with that process, unfairly singling out deaf and hard of hearing people in numerous ways.” It also applies to the call forwarding option since the VRS users are not familiar with the dialing process for the call forwarding which results in “lost job opportunities, confusion with medical appointments, and other life-affecting obstacles.” Therefore, TDI supports the Project IRIS since it will provide an equitable experience for deaf and hard of hearing consumers be able to share their one phone number to use and receive calls without any glitches. They should not be tasked with remembering multiple phone numbers to anyone nor explaining which number to use.

<https://tdiforaccess.org/a-letter-to-the-fcc-about-the-project-iris/>

ADVANCED COMMUNICATION SERVICES

FCC Filing: Petition for Limited Waiver of Peloton Interactive, Inc.

■ **(February 8)** TDI, along with the tagged consumer groups filed a reply comment to the Federal Communications Commission, about Peloton Interactive’s request for an 18-month waiver of the Commission’s requirement to ensure the accessibility of user interfaces on internet-connected fitness equipment for users who are blind or visually impaired.

The American Council of the Blind (ACB) then asked the Commission to clarify the devices that Peloton seeks a waiver for were covered by the Commission’s rules and proposed limiting waiver requests to three and six months for different types of equipment. We supported ACB’s statement.

For instance, ACB explained that the Peloton’s products do have a touchscreen that can connect to the internet and the display video thus, according to the Commission’s rules, the rules do cover the devices’ video functionality and require it to be accessible for people who are blind, visually impaired, and Deafblind.

Thus, the Commission should ensure that the Peloton takes steps to have equitable access to the devices and equipment. Not only that, but we also supported ACB’s statement that many of Peloton’s products do not meet the requirement for any categories eligible for the extended compliance deadline.

We urged the Commission to observe the exercise equipment industry more closely since people use at-home fitness equipment more often due to the COVID pandemic. Moreover, the Commission must make sure that the industry has the responsibility to provide equitable access to people with disabilities.

<https://tdiforaccess.org/fcc-filing-petition-for-limited-waiver-of-peloton-interactive-inc/>

FCC’s Public Notice on Closed Captioning Settings: MB 12-108

■ **(February 17)** TDI, along with the tagged consumer groups filed a comment to the Federal Communications Commission in a response to its’ Public Notice regarding the closed captioning settings.

As the FCC reminded Congress, the Congress did acknowledge that the usage of closed captioning alone was not enough to ensure equitable access to video programming, which by requiring the captioning capabilities such as a wide range of types or font preferences used by 48 million deaf, deafblind, and people with disabilities communities.

There are several reasons why closed captioning is not inaccessible enough to the communities mentioned above. Firstly, the caption display settings do not provide a wide range of options, hence, inaccessible for the communities, especially in video programming. Secondly, the Commission should require all devices to have the caption display settings customized to the viewers’ preferences within a year. Finally, the Commission has the authority to require caption display settings to be readily accessible under the plain language and intent of the TDCA. If the caption display setting is fixed, “its capability to alter fonts, sizes, colors, backgrounds, and more, can enable a greater number of persons who are deaf and hard of hearing to take advantage of closed captioning.”

25TH BIENNIAL CONFERENCE

Register to attend or watch
virtually at: TDIConf.com



FOR DETAILS, CONTACT
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27-29 JULY 2023
COLLEGE PARK, MD





TDI In Action

January - March 2021

Continued from page 14

Therefore, requiring caption display settings to be readily accessible is consistent with other federal video programming accessibility laws and Commission precedent implementing those laws. We sincerely hope that the Commission will act now to ensure equitable access for the communities to be able to use the caption display setting with a greater effect than before so they can enjoy various video programs.

<https://tdiforaccess.org/fcc-filing-fccs-public-notice-on-closed-captioning-settings/>

FCC's Reply Comments of Accessibility Advocacy and Research Organizations

■ (March 4) TDI, along with the tagged consumer groups filed a reply comment to the Federal Communications Commission, about its public notice to refresh the record in the closed captioning display settings filing.

Industry commenters urged the Commission to be inactive toward the caption display settings accessibility but we urged the Commission to act quickly to ensure that the caption display settings are readily accessible through technological devices and interfaces. The problem is that the caption display settings were being inaccessible for the past 6 years and there were no improvements despite the industries' claim that they did improve the settings.

The Commission does have the full authority to act under the Television Decoder Circuitry Act (TDCA) and the Twenty-First Century Communications and Video Accessibility Act (CVAA). Thus, we urged the Commission to require the industries to comply within 1 year of the new rules' effective date and ignore the industry commenters' requests for lengthy deadlines. In addition, The rules set forth by the Commission should provide a reasonable implementation deadline of one year and defer any consideration of waivers and achievability to individual requests.

<https://tdiforaccess.org/fcc-filing-reply-comments-of-accessibility-advocacy-and-research-organizations/>

EMERGENCY COMMUNICATIONS

FCC's Reply Comments of Accessibility Advocacy and Research Organizations

■ (March 4) TDI, along with the tagged consumer groups filed a comment to the Federal Communications

Commission's Public Notice and Notice of Inquiry concerning the improvement of the clarity and accessibility of the visual and auditory messages in EAS.

We supported the Commission's actions in providing additional steps to ensure that EAS is accessible for all Americans including the consumers with disabilities.

First, the Commission plans to clarify the message by having the national alerts add a simple link to a website with information along with a qualified ASL interpreter to guide and provide information easy to understand for people with disabilities.

Second, the EAS visual messages should be attention-grabbing while keeping information readable for consumers. For instance, they could add auditory and visual messages such as flashing lights and sounds to notify consumers of incoming EAS alerts.

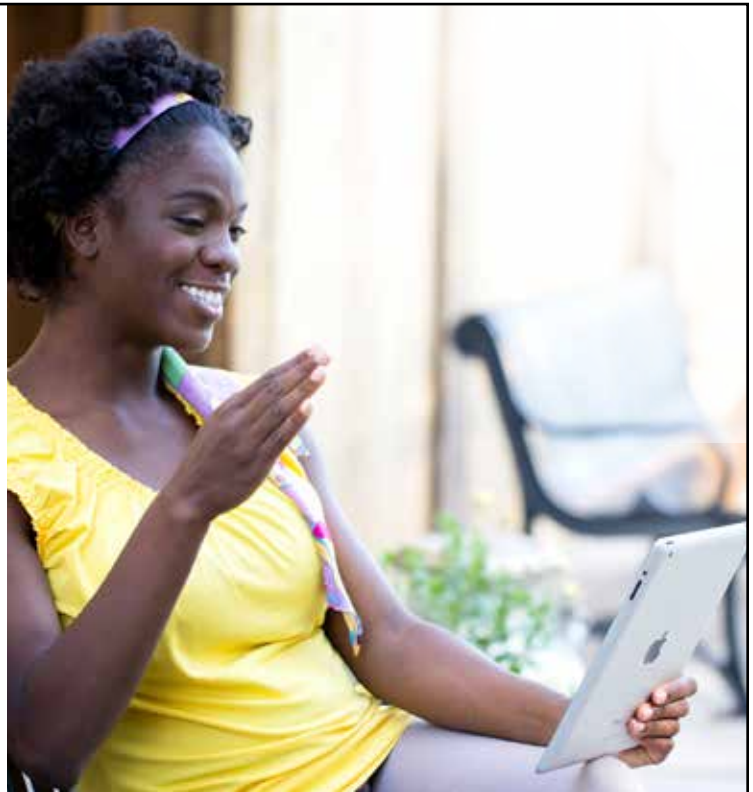
Third, the EAS visual messages should have the same information as EAS audio messages. "Requiring that visual information be identical to auditory information in EAS messages would help promote equal access for all members of the public to critically important EAS messages in times of crisis."

Fourth, CAP-based EAS messages should not have additional delays. The consumers should receive legacy and CAP-based messages at the same time instead of receiving them at different times.

Fifth, EAS should be equally accessible to users of streaming services. We asked the Commission to consider pushing the EAS tests and alerts through the streaming services since there is a growing number of deaf and hard of hearing consumers that use the streaming services more than traditional cable or satellite television.

Sixth, legacy alerts must have captions while using human-generated captions to match the audio segment in EAS tests and alerts. Automated Speech Recognition (ASR) is not recommended because it will not include the names of towns or cities implied in the alerts. This information is very important for the effective use of the EAS and for people who rely on visual messages. In addition, visual messages should not have captions that overlap the parts of the visual messages.

<https://tdiforaccess.org/fcc-filing-notice-of-proposed-rulemaking-and-notice-of-inquiry-on-the-emergency-alert-system-eas/>



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