

# Audio Description Association



## note pad

Item 140 - 144

August 2015

### 140 ADA's 2015 AGM and Lecture

A reminder that this year's Annual General Meeting of the Audio Description Association will take place on Monday 14 September at Theatres Trust, 22 Charing Cross Road, London WC2H 0QL, from 12.30-1.30pm.



The meeting will be followed by a presentation from **Dr Louise Fryer** on her PhD research into blind and partially sighted listeners' reception of different styles of audio description, especially in the cinematic context. Equally at home in lecture room, recording studio and describer's box, Louise combines the skills of researcher and practitioner. Her presentation will lead into a discussion of the practical demands and artistic choices involved in describing the filmed sequences and video projection which are now a regular feature of stage productions.

The post-meeting session will begin at 2.00pm and end at 3.30pm. It is free to both members and non-members – as is the AGM, although only members are entitled to vote at the meeting. You are welcome to attend either or (preferably) both. To avoid over-booking and help with catering arrangements, please email [office@audiodescription.co.uk](mailto:office@audiodescription.co.uk) to let us know if you plan to attend.

### 141 New Ofcom Consultation on Electronic Programme Guides

**Anna Jones** writes from RNIB: “Last year Communications regulator Ofcom consulted over whether TV providers (such as Virgin and Sky) should do more to make TVs accessible to blind and partially sighted people, such as whether TV providers should be

required to make their Electronic Programme Guides (EPGs) "talk".

Thanks to everyone who responded, your voice was heard by Ofcom. We at RNIB also sent in a response, and as a result of all the responses Ofcom is now seriously considering revising its Code of Practice regarding EPGs. To start this process Ofcom has drafted a revised Code of Practice, and is consulting upon whether to go ahead and make the changes it suggests. We encourage you to respond to this new consultation, which will really help convince Ofcom that strengthening the requirements on accessible TV is needed.

Our RNIB website has much more detail on the consultation and how to respond, as well as links to the Ofcom website for the full consultation documents:

<http://tinyurl.com/ofcom-epg>

Many thanks in advance if you do respond to share with Ofcom why you feel accessible EPGs are needed and especially why this is important to you. Please feel free to share this consultation link with others who may be interested in responding."

## **142 The Inclusive Museum: Examining the Impact of Multisensory Audio Description on Memorability**

The University of Westminster is offering a PhD Studentship, consisting of a fee waiver and annual stipend of £16,000 for three years. The Studentship will commence in January 2016, and is available to students with a Home fee status only (usually defined as applicants from the UK and EU). To quote from the PDF\* giving details of the Studentship (see separate attachment):

"Supported by the collaborative partnership between VocalEyes, the RNIB and the University of Westminster, the doctoral candidate will use quantitative and qualitative research methods to explore the impact of using multisensory information in museum focused interpretive material (audio-description) on the experience of both blind and sighted individuals, examining memorability in the short- term and long-term....

By examining the benefits of multisensory audio-description on all users in museums, not just those with a disability, the research will begin working towards an 'Inclusive Design'

approach which can benefit all museum users. This will be reinforced by an examination, again in the context of visitor experience, of the impact of traditional hand-held audio-guides compared to 'iBeacons' or Bluetooth Low Energy (BLE) transmitters. This new technology has been the subject of much recent discussion within the museum world. These transmitters 'communicate' with an individual's hand-held device, and can be used to communicate content information and/or directional information, depending on the settings of the app. Standard hand-held audio devices are notoriously un-user friendly to VI individuals. They are also expensive to maintain. In collaboration with the RNIB, we will examine the impact of these new technologies on visitor experience, within an 'inclusive' design mode of presentation."

The closing date for applications is 5pm on 30 September 2015. The application should enclose a research proposal of 2500-3000 words. Guidance on writing a proposal is given on the University's website and Project Supervisor, **Dr Alison Eardley** (contact details below) is happy to discuss their proposals with potential candidates and send materials to help them get started.

Dr Alison Eardley

[a.eardley@westminster.ac.uk](mailto:a.eardley@westminster.ac.uk)

020 7911 ext. 69007

\*To obtain the attachment as a Word document, please email Dr Eardley at the address above.

### **143 [ad@yourlocalcinema.com](mailto:ad@yourlocalcinema.com)**



Email this address to receive YourLocalCinema's weekly listings of the latest audio described films available to British cinemas, plus recent audio described DVD releases and movie samples (mp3 clips). Full listings are included, as well as links to local cinemas and other information on YourLocalCinema's website ([www.yourlocalcinema.com](http://www.yourlocalcinema.com)). Or phone YourLocalCinema for information on 0845 056 9824 (local rate).

A regularly-updated list of all first run movies in the USA released with audio description tracks in 2015 on DVD and Blu-ray discs can be found on the website of the American Council of the Blind's Audio Description Project ([www.acb.org/adp](http://www.acb.org/adp)) together with links to purchase them via Amazon. TV series on DVD are included. The website also carries an

alphabetical listing of all movie titles released commercially in the USA with audio description tracks since 2001 on DVD and/or Blu-ray discs, and a separate list of children's titles.

## 144 Updates on projects we featured earlier....

### • **Laughter Lines project, May-October 2014**

This Arts Council-funded project exploring approaches to describing farce has now been completed and an illustrated version of the project report was circulated with last month's **Note Pad**. New subscribers can obtain a copy from [office@audiodescription.co.uk](mailto:office@audiodescription.co.uk)

Information from: **Bridget Crowley** [bridgetcrowley0@gmail.com](mailto:bridgetcrowley0@gmail.com)

**Louise Fryer** [louise@utopians.co.uk](mailto:louise@utopians.co.uk)

### • **VocalEyes research on audio description and children**

Further work on this project has been postponed.

Information from: **Roz Chalmers** [rozcomm@aol.com](mailto:rozcomm@aol.com)

### • **ISO technical specification on audio description (PDS 20071-21 Guidance on audio description)**

The International Standards Organization approved this document for publication in November 2014, but administrative complications at ISO have delayed its publication.

Information from: **Rory Heap** [rory.heap@gmail.com](mailto:rory.heap@gmail.com)

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