UW-La Crosse ACCESS Center Media Captioning Policy

The ACCESS Center is only able to manage requests for captioning of media for classes having an enrolled student with a disability that needs captions as an ACCESS Center approved accommodation. For professors that have been notified by The ACCESS Center of a need for captioned media in class, the following guide should assist you in determining the best way to obtain the captioned media.

It is the responsibility of the instructor to ensure that all video materials used in class are accessible prior to their use. It is expected that instructor created materials (video lectures, screen casts, etc.) are created with accessibility in mind and should be captioned at the time of creation. If there is any question regarding the accessibility of a particular item, please contact The ACCESS Center at 608-785-6900.

1. **Purchase audiovisual materials containing captioning**
   a. If the material you would like captioned is available commercially in a captioned form, we recommend repurchasing it with captions. This can be facilitated through the Library if they have the funding to do so. If the Library is unable to assist with funding, the responsibility falls on the department to determine if the materials can be purchased. It is unlikely that a copyright owner will grant permission to caption media that is available for purchase in a captioned version, even if you have already purchased a copy without captioning.

2. **Obtain permission to caption audiovisual materials**
   a. If the material you would like captioned is commercially available, but not available to purchase in a captioned form, please submit the original copy of your video media in original case (if available) and a complete captioned media request form including as much of the information as possible to assist The ACCESS Center in obtaining permission to caption the media.
      i. The ACCESS Center will only caption legally obtained video materials from the original media.
   b. If the material you would like captioned is not commercially available (video clip online, student created video, etc.), please complete a captioned media request form and submit it, completing as much information as possible, to assist in obtaining permissions from the copyright owner to caption the media.
      i. When selecting online streaming clips, please be aware that websites such as YouTube, Vimeo, etc. are not able to ensure the legality of all media uploaded. If a clip that is submitted is not an original media source, the original should be found for captioning in order to obtain permission from the original copyright owner. It is the responsibility of the requester to determine the original source material.
   c. The permission request process takes a long time. Please plan ahead and know that it may take up to 8 weeks or longer to receive a response back from copyright holders. Sometimes those responses will not give permission to caption.
   d. Once permission is obtained, The ACCESS Center will determine the best means to provide the captioning of the media.
i. The University of Wisconsin System has contracted with two captioning agencies (https://kb.wisc.edu/helpdesk/page.php?id=15016) to perform captioning of media. The ACCESS Center may send the media out to one of the state contracted captioning agencies.

   1. If it is determined that the in-house captioning workload at the time the video is requested will allow for processing of a video, and the professor’s timeline allows, it will be completed in-house.

ii. The ACCESS Center may caption the media in-house if the time frame requested allows. If it is not possible to complete the request within the requested time frame, The ACCESS Center will offer the option of sending the job out to the contracted captioning agency for a quicker turn-around.

   1. Requests will be filled based on the date needed for class, filling the production schedule for student workers.
   2. Requests will be filled in the order received.

e. The ACCESS Center will make three attempts to obtain permission to caption. If there is no response from the copyright owner, or it is not apparent who the copyright owner is after researching the media, The ACCESS Center will inform the professor of our inability to obtain permission and return the media.

   i. If the professor is able to find additional information about the copyright holder and obtain permission to caption, they may resubmit the material with a copy of the permissions document to The ACCESS Center.
   
   ii. Production companies that are no longer in existence still hold the copyright for any media that they produced. If requesting older films made by a production company that no longer exists, it is unlikely that there will be a way to obtain permission to caption.

f. The ACCESS Center will not caption videos that it has not received permissions for.

3. Use an appropriate alternate selection of instructional material that contains captions.

   a. Instructors should not use any uncaptioned media in class as this is a violation of the ADA, and instead should find an alternate selection to use.