



PUBLIC NOTICE

Federal Communications Commission
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**THE CONSUMER INFORMATION BUREAU REMINDS THE PUBLIC THAT THE
IMPLEMENTATION OF VIDEO DESCRIPTION FOR VIDEO PROGRAMMING WILL BECOME
EFFECTIVE APRIL 1, 2002**

MM DOCKET NO. 99-339

The purpose of this Public Notice is to remind the disability community and video programming distributors that the implementation of the Commission's video description rules for video programming will become effective April 1, 2002.¹ Video description is the description of key visual elements in programming, inserted into natural pauses in the audio of programming designed to make television programming more accessible to the many Americans who have visual disabilities. This technology enables individuals to "hear what they cannot see."² Video description provides the many benefits of television to the blind and low vision community and to individuals with learning disabilities.

Under the new rules adopted July 21, 2000 by the Commission, broadcast stations and multi-channel video programming distributors must begin providing programming with video description no later than June 2002.³ The Commission encouraged affected parties to make necessary arrangements to describe the programming, and to upgrade their equipment and infrastructure before the effective date arrives.

FOR FURTHER INFORMATION CONCERNING THIS PUBLIC NOTICE CONTACT: Consumer Information Bureau, Disabilities Rights Office: Dana Jackson (202) 418-2247 (voice) or (202) 418-7898 (TTY) or the Consumer Information Bureau's Disabilities Rights Office (202) 418-2517 (voice) or (202) 418-0189 (TTY).

This document is available to individuals with disabilities requiring accessible formats (electronic ASCII text, Braille, large print, and audio) by contacting Brian Millin at (202) 418-7426 (voice) or (202) 418-7365 (TTY), or by sending an email to fccinfo@fcc.gov.

¹ 47 C.F.R. § 79.3.

² *First NOI*, 11 FCC Rcd at 4913, ¶ 1 (NOI) (citing Telecommunications Reform, Hearings on S. 1882 Before the Committee on Commerce, Science, and Transportation, 103rd Cong., 2d Sess. (1994) (statement of Margaret R. Pfanstiehl, President of the Metropolitan Washington Ear)).

³ In the Matter of Implementation of Video Description of Video Programming, MM Docket No. 99-339, *Report and Order*, 15 FCC Rcd 15230 (2000).

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