

NEWS RELEASE



Described and Captioned Media Program
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FOR IMMEDIATE RELEASE

A REVOLUTIONARY RESOURCE IN CLASSROOM ACCESSIBILITY Free-Loan Media Program for Deaf and Blind Students

Spartanburg, S.C.—There are more than 1.5 million children in U.S. schools whose learning is impacted by a vision or hearing loss. As classrooms become more reliant on technology, children who are deaf or blind are sometimes unable to properly utilize educational media. By registering as members of the Described and Captioned Media Program (DCMP), administered by the National Association of the Deaf (NAD) and funded by the U.S. Department of Education, teachers, administrators, parents, and families of these students can borrow accessible media free of charge.

The DCMP is a free-loan program, which provides educational media with audio description and captioning to K-12 teachers and school administrators who teach one or more students who are deaf, hard of hearing, blind, visually impaired, or deaf-blind. DCMP offers a wide range of programming through CD-ROM, DVD, and online streaming.

According to Bill Stark, Project Director of DCMP, "The mission that drives DCMP is one of inclusiveness for all students and ensuring that all students have an equal opportunity for success. DCMP is achieving its goal by offering described and captioned educational media to schools through a free-loan program. DCMP's K-12 programs cover everything from basic math, science, and history to vocational training. Other topics include business, sports, geography, religion, and self-help."

Dianne Stark, DCMP's Accessible Media Coordinator, added, "There is no reason, in today's technologically advanced world, that any student should not be able to access the same educational resources as anyone else. Every teacher dreams of a classroom where educational resources can be utilized by all students. DCMP is making that dream a reality."

When teachers, administrators, parents, and families of these students visit the Web site, at <http://www.dcmp.org>, they need only to register to gain access to over 5,000 captioned media titles and 300 programs with captioning and audio description. To qualify for this service, applicants must simply confirm that they have a need for the media and that a student who has a vision or hearing loss will utilize these media.

Media items can be shipped to the school or to the home, or they can be viewed directly online. Programs can be viewed with captioning, audio description, or both, with select titles captioned in Spanish. The DCMP Media Library is constantly growing to give teachers an ever-expanding selection of accessible educational media.

About the Described and Captioned Media Program

The DCMP is funded by the U.S. Department of Education and administered by the NAD. The mission of the DCMP is to promote and provide equal access to communication and learning through described and captioned educational media. The ultimate goal of DCMP is for accessible media to become an integral tool in the teaching and learning process for all stakeholders in the educational community, including students, educators and other school personnel, parents, service providers, businesses, and agencies. Learn about accessible media and why it is an integral tool in the teaching and learning process by watching Equal Access in the Classroom, available at www.dcmp.org/equalaccess.

About the National Association of the Deaf

The NAD was established in 1880 by deaf leaders who recognized the right of the American deaf community to use sign language, to congregate on issues important to them, and to have its interests represented at the national level. These beliefs remain true to this day, with American Sign Language as a core value. As a nonprofit federation, the mission of the NAD is to preserve, protect, and promote the civil, human, and linguistic rights of deaf Americans. The advocacy scope of the NAD is broad, covering the breadth of a lifetime and impacting future generations in the areas of early intervention, education, employment, health care, technology, telecommunications, youth leadership, and more. For more information, please visit www.nad.org.

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If you'd like more information about this topic, or to schedule an interview with Bill Stark, please call Kathy Buckson at 800-237-6213 (VOICE) or 800-237-6819 (TTY), or visit the DCMP at <http://www.dcmp.org>.