



Closed Captioning: Good for Business!

Many people who are hard of hearing avoid going out in noisy environments where they cannot follow the conversation or the television programming. Customers who are deaf want to watch the game where they have access to the commentary. Turning on the closed captioning would increase visits from these patrons.



Rediscover Closed Captioning – it no longer blocks the picture

Closed captioning has changed. FCC quality standards (effective in March 2015) prohibit captions from blocking other important visual content on the screen. Televised live sporting events, for example, often display the closed captioning at the top of the screen.

Everyone benefits from Closed Captioning

Whether your customers are deaf, hard of hearing, or have perfect hearing, everyone can benefit from having closed captioning activated. It makes it possible to follow what is happening in a noisy environment and has been shown to help children and English-language learners gain language more quickly.

Federal law requires businesses to activate Closed Captioning, upon request

The Americans with Disabilities Act, Title III requires places of public accommodation (including bars and restaurants) to provide people with disabilities access to equal services in an integrated setting. In other words, when requested to do so, bars and restaurants are required to turn on closed captioning on their TVs for customers who are deaf and hard of hearing.

Get free advertising: take the Closed Captioning Pledge

If you agree to keep the closed captioning activated on your TVs at all times, your business will be added to the list of “Hard of Hearing- and Deaf-Friendly Businesses” on our website. A growing number of organizations are linking to the list. You can easily increase your customer base and support access for all. See the list and sign the pledge at www.mncdhh.org.

#captionMNnow

Sponsored by: Commission of Deaf, DeafBlind and Hard of Hearing Minnesotans • Hearing Loss Association of America – Twin Cities Chapter
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