

# Steps to Request the Inclusion of Sign Language Interpreters in News Gathering

If you are watching the news and notice there is a sign language interpreter present, but the interpreter is not included in the framing, what do you do?

You can directly reach out to the media.

## Step 1: Identify the Right Contact

- Look for accessibility coordinators, public editors, or community engagement officers on the organization's website.
- If none are listed, email the general contact or newsroom editor.
- Example subject line: "Request for Accessibility: Please Include Sign Language Interpreters in News Gathering"

## Step 2: Use Clear and Respectful Language

Include:

- Why the request matters (i.e. accessibility and inclusion for deaf, deafblind, and hard of hearing audience members)
- Ask if they have plans to expand the accessibility of their news coverage to reach a wider audience
- Examples of inclusion done well, if any, to help show your request is achievable and reasonable

### Sample Email Template

**Subject:** Request for Accessibility – Include Sign Language Interpreters in News Videos

Dear [News Organization or Editor's Name],

I'm writing to respectfully request that your organization consider including sign language interpretation in your video news content.

Many deaf, deafblind, and hard of hearing viewers rely on visual interpretation to access vital information, especially during breaking news, emergencies, and public health updates. While captions are helpful, sign language provides cultural and linguistic access that is essential to a large segment of the Deaf community.

Including sign language interpreters would be a major step toward making your content more inclusive and accessible. Some organizations have successfully implemented this, and it sets a strong example of equitable news coverage.

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Advocating for communication access and equal opportunity with the  
20% of Minnesotans who are deaf, deafblind and hard of hearing.

Could you please let me know whether this is something your team is considering?

Thank you for your time and your commitment to accessible journalism.

Sincerely,

[Your Full Name]

[Your City/State, Optional]

[Your Contact Info]