

ADA Compliance: Events and Video

What does it mean to be ADA Compliant?

ADA compliant means that the event/video must have *closed captioning*, more commonly known as *subtitles*. All events must also contain the approved verbiage (see below) in marketing materials.

Closed captioning must be in place both live (i.e., during the event) and for all video postings after the event.

When is live captioning needed?

Live closed captioning is a requirement for **all external-facing** events.

If the event will be posted online afterward, is closed captioning needed?

Yes, all videos must contain ADA compliant closed captions.

What about internal meetings?

Internal meetings through Zoom are not required to be closed captioned. However, we can offer a service to caption an unlimited number of meetings through AI (artificial intelligence) for a fee of \$20/month.

How do we order live captioning?

You can order from any vendor that is ADA compliant. Below, we have listed three vendors you can contact. Our preferred vendor is AutomaticSync, as they allow you to schedule events in advance with PO billing enabled through a web interface. OEDM will then charge these back to you monthly.

[AutomaticSync \(Caption Sync\)](#) (*preferred vendor*) - Please email oadm@price.usc.edu to gain access. We will set you up with an account and send you step-by-step instructions on how to request live captioning.

[Transcription Star](#)

Rio Thomson, rio@transcriptionstar.com, 909-610-3681

[Vitec](#)

Ambika Beepath, css@vitac.com, 724-514-4072

Nicole Augustine, Nicole.Augustine@vitac.com, 724-514-4102

How long in advance should I order captioning?

Due to high demand, please ensure you are scheduling **at least 3-4 weeks out**. Ensure you set the start time **15 minutes** before your event starts and provide an **accurate** end time. Most can't stay if the event goes over.

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How much does captioning cost?

Live Captioning (on average) costs approx. \$150/hr.

Any video posted on USC websites, social media channels, or YouTube also requires closed captions, and this is accomplished through an **additional service**. This service costs \$1.25/minute, and if OEDM's video services team edits the event, we will automatically order this before posting and chargeback accordingly.

For any department who does their own editing, please email oedm@price.usc.edu to be added to our [REV](#) account so you can order these yourselves.

In total, you should budget approximately **\$225 per hour**: \$150 for the live hour and \$75 for the post-transcription if posting to the web or social media.

What if live captioning isn't available?

If you are unable to secure live captions by the time your event is **48 hours away**, please contact Katie Maloney (km_010@price.usc.edu) in the Office of External Affairs, and she will set you up with a blended AI (artificial intelligence) solution. While this is not technically ADA compliant, it is better than nothing and can still prevent a lawsuit.

Do I need to put any verbiage in my marketing materials?

Yes, please ensure **ALL** marketing collateral (emails, registration forms, etc.) contains the following information:

This event will be live closed captioned, in some instances, using AI technologies and, therefore, may not be fully accurate. It is requested that individuals requiring auxiliary aids such as sign language interpreters and alternative format materials notify [insert event sponsor's name, phone, and email address] at least [number of days] days prior to the event. Upon request, a full transcript is available after the event by emailing [your email]. Every reasonable effort will be made to provide reasonable accommodations in an effective and timely manner.

If I am contacted by someone requesting extra accommodations, do I have to facilitate the request?

Yes, using all reasonable attempts. You must also **document** your attempts to do so in case we are accused of not trying.

Does this hold true for related academic collateral (e.g., classes or videos show in classes)?

The rules for class-related collateral is different; please contact oedm@price.usc.edu for more information if you are helping to provide content for classes.