

Sources of Grants and Funding for Closed Captioning of Online Video

Overview

One issue that many online video producers face is how to pay for closed captioning. Many video producers in higher education, entertainment, and eLearning are required by law to caption their video content. Budgeting for this cost can help relieve the impact of adding closed captions, but many organizations look for outside sources to help fund captioning efforts.



Below, we have compiled some resources for grants and awards that can be applied to closed captioning. While some awards exist specifically for institutions of higher learning, there are creative ways to fund captions for other types of content and organizations, as well.

The Distance Education Captioning and Transcription Grant for California Community Colleges

If you are a community college in California with distance education courses, you're in luck - there is a grant specifically for you! The Distance Education Captioning and Transcription grant (DECT) is a progressive grant that "promotes and supports awareness of available funding" to encourage faculty to create media-rich, accessible distance learning courses. This grant ensures legal compliance, student accessibility, and course innovation for California Community Colleges (CCC).



DECT Eligibility

Any California Community College offering distance education classes is eligible for DECT funding. In order to qualify, you must offer at least one of the following:

- ▶ Hybrid classes
- ▶ On-campus classes with distance methods of content delivery
- ▶ Digital learning object repositories for making digitized content available

Note that the DECT grant does not apply to community education services or continuing education courses.

Get Reimbursed for Captioning

The DECT actually allows you to receive reimbursements for captioning with 3Play Media by following the steps below:

1. Complete the Application and Agreement form and a vendor quote. DECT will indicate whether or not your request has been granted by providing you with a project number.
2. Complete captioning and transcription with 3Play Media.
3. Once you have paid for the captioning services, email the Request for Reimbursement-Payment Form to DECT along with a copy of the vendor's invoice, a copy of the Purchase Order and/or contract, and a copy of the Applicant District's payment check.
4. At the end of the semester, fill out an End of Term Report so DECT can track the outcome of the funding.

Federally Funded Grants from the U.S. Department of Education

The U.S. Department of Education Office of Special Education and Rehabilitative Services is another great resource for grants and funding. You can check the Federal Register for information about captioning grants and applications.

The Educational Technology, Media, and Materials for Individuals with Disabilities Program (CFDA 84.327) provides millions of dollars in grants and awards each year. Grants are provided to support research and development of universal design technologies; funding is also available to support media-related activities, such as video description and captioning, for use in classrooms. The proposed budget for the 2015 fiscal year includes \$24.49 million for continuation awards and \$3.56 million for new awards. While 2015 applications are not yet available, you can view the 2014 application to better understand the eligibility and application requirements for the grants.



Consider Crowdfunding for Closed Captions

If you are not eligible for grants or funding, you might want to consider crowdfunding your captions. Tubestart is a crowdfunding platform dedicated exclusively to online video creators. If you think your audience would support your closed captioning

efforts, you can create a Tubestart campaign to try to raise the money. You can set up perks for contributors, so your viewers will be more inclined to donate.



Federal Tax Credit for Providing Captioning

If your organization or business has any employees who are deaf or hard of hearing, you may qualify for federal tax credits for providing captioning. Tax credits include Disabled Access Credit, Barrier Removal Tax Deduction, and Work Opportunity Credit. The IRS has specific information about qualifying for federal tax credits.



Private Foundations, Corporations, and Individuals

If all else fails, consider reaching out to private foundations, corporations, and individuals to help you fund your closed captioning efforts. Closed captions for broadcast are often funded by private institutions, so there is no reason that online video captions shouldn't be, either.

Conclusion

As online video becomes more synonymous with "television," and as legal requirements for closed captioning become more stringent, opportunities for grants and funding are likely to change. For now, however, most grants and funding exist for education. Remember that it is always possible to find funding in unlikely places, from private investors, and from non-accessibility-specific grants that may apply more specifically to your business or institution.

Resources

Legal Requirements

[WCAG, Section 508, 504, and the ADA](#)

The Distance Education Captioning and Transcription Grant

[DECT grant](#) for California Community Colleges

[DECT Application & Agreement](#)

[DECT Request for Reimbursement-Payment Form](#)

Federally Funded Grants

Check the [Federal Register](#) for Grant Information

[Educational Technology, Media, and Materials for Individuals with Disabilities Program 2014 Application](#)

Crowdfunding

How to [crowdfund](#) for captions

[Tubestart](#)

Tax Credits

Find out if you qualify for [federal tax credits](#)

About 3Play Media

3Play Media provides cost-effective, premium quality captioning, transcription, and subtitling solutions to hundreds of customers in higher education, enterprise, entertainment, media, and government. Our mission is to simplify the process by providing a user-friendly account system, flexible API's, and integrations with a multitude of video players, platforms, and lecture capture systems. 3Play Media is based in Cambridge, MA and has been operating since 2007.

Contact

3Play Media
125 CambridgePark Drive, Suite 402
Cambridge, MA 02140

Website – www.3playmedia.com

Email – info@3playmedia.com

Phone – (617) 764-5189