

Sara Winter
OfCom Contents & Standards
2A Southwark Bridge Road
London SE1 9HA.
Copy to Gregory Barker MP

OfCom Access Services Review 2009

With regard to this consultation I am a registered blind guide dog owner who has campaigned for AD over many years now. Having read your supporting evidence and background information I wish for my views to be taken into consideration as part of your services review.

• **INCREASE AWARENESS BEFORE PROGRAMME CONTENT**

Your report would appear to offer no future commitment to carry out another awareness campaign. This is essential and should be made an integral part of whatever option is chosen. It would be prudent for another campaign to be started especially as the last awareness campaign was considered to be successful in raising the awareness of AD in television programmes.

This time in addition to TV informative adverts between programmes and newspaper adverts there needs to be greater emphasis placed upon how we show what programmes are carrying AD on TV especially in printed programme guides purchased by the general public. There also needs to be guidance on how easy it is to get AD through your TV. The minute print size of the letters AD underneath each programme is totally inadequate. Much greater awareness would follow if this information were conveyed using a more prominent and strikingly different format. The current methodology is really unacceptable. Additionally the RNIB appear unwilling to accept that the SKY programme guide EPG for BBC 1 [South East or any other area of the country] outside the London area does not inform viewers by white highlighting or sound beep that the programmes are carrying AD. The BBC's view is that it could cause confusion, as the viewer has to go to Channel 974 BBC London to experience AD. I do not accept this, as there does not appear to be any problems with ITV 1 Meridian South or any other areas outside London where the viewer has to access AD by using Channel 993 ITV London.

AD FOR SIGHTED PEOPLE !!

- › AD also provides an essential and informative narrative for sighted people especially when used in TV Dramas. Their understanding and following of the drama is greatly increased to such an extent that many have said that they would have given up on watching the programme had the AD not been provided. The elderly and some of those with mild learning impairments could also benefit. Perhaps these important points could also be used in promoting AD.
- Option 3 may be better than the RNIB's preference for option 2 because it does not decrease the provision of subtitles for the deaf and still maintains an increase in Total AD provision and is my preferred option.

Again I would reiterate the fact that there must be another awareness campaign to raise viewer numbers before or at least alongside any programme content increase.

When you have completed your consultation early next year I would like to receive a copy of your report and statement regarding this Access Services Review.

Yours sincerely

Jacqueline Cook
Access Insight