2016 ACB-ADP Objectives

Service Objectives
1. Plan schedule and implement the 2016 ADP Conference on July 3 – 5 in Minnesota with a minimum of 30 participants from Industry, Description Providers and Consumers. Responsible: ADP Conference Committee chaired by Jo Lynn Bailey - Page/Susan Glass
2. Record and post the ADP Conference sessions on the acb.org/ADP website by July 31, 2016. Responsible for content: ADP conference committee; Technical Support: Fred Brack
3. Plan, schedule and implement the Young Describers Film Critics contest with promotion planned by July 31, applications submitted by October 31 and winners selected by December 31, 2016. Responsible: ADP Young Describers Film Critics contest sub-committee: chaired by Susan Glass
4. Maintain current information on the acb.org/ADP website with at least two new articles each month highlighting audio description activities. Responsible: ADP Web Master Fred Brack with support for content from the ADP Steering Committee
5. Maintain audio description listings of all television programs on the major broadcasts networks and cable networks with updates each week for 2016 and twice-per-year updates on cumulative statistical analysis. Responsible: Sebastian Andrade-Miles with technical support from Fred Brack
6. Maintain current listing of audio described programs on DVSs and Netflix with at least monthly updates through 2016. Responsible: Fred Brack
7. Create and publish a new on-line streaming page with identified content providers and programs. Responsible: Fred Brack and ADP Media sub-committee
8. Maintain a current listing of known performing arts centers/theaters, museums, and national parks offering audio description services during 2016. Responsible: Fred Brack and ADP Performing Arts and Museums sub-committee
9. Publish contact information and list of members of the ADP Steering committee and the ADP Sub Committee chairs on the acb.org/ADP website by March 31, 2016. Responsible: Dan Spoone and Joel Snyder for content and Fred Brack
10. Plan, schedule and implement the ADP Awards with final selection by May 31, 2016. Responsible: ADP Awards sub-committee
11. Prepare and publish at least one article each month highlighting the ADP on ACB Leadership and ACBL list during 2016. Responsible: Susan Glass (writing) and ADP Committee for content
12. Prepare and publish three articles involving audio description in the Braille Forum and e forum during 2016. Responsible: Susan Glass and ADP Committee
13. Participate in at least five state affiliates conference and conventions promoting and educating the ACB membership on audio description activities. Responsible: ADP Steering committee and ACB Director Joel Snyder
14. Monitor and maintain the audio description conversation discussion list during 2016. Responsible: Fred Brack and Joel Snyder
15. Maintain and promote social media through Facebook and Twitter with at least two new Audio Description postings each month during 2016. Responsible: Fred Brack with content support from ADP Steering committee
16. Plan, schedule, market and conduct Audio Description Training Institute courses during 2016. Responsible: Joel Snyder
17. Contract, plan and implement the Audio Described Tour of the Washington D.C. Holocaust Museum by October 31, 2016. Responsible: Joel Snyder and Eric Bridges

Advocacy objectives
18. Provide feedback to the top twenty (in terms of attendance) Museums and National Parks on their quality of Audio Description services. Responsible ADP Performing Arts and Museums subcommittee with support from Joel Snyder. Due by December 31, 2016.
20. Promote a resolution at the 2016 ACB Conference and Convention requesting the FCC and/or congress to require a minimum of seven hours per week of Audio Description prime time programming on the four major broadcast networks and the top five cable channels and specify a schedule for increases on an annual basis. By December 31, 2016. Responsible Media subcommittee with support from Joel Snyder, Eric Bridges and Kim Charlson.
21. Promote a resolution at the 2016 ACB Conference and convention requiring the implementation of the FCC regulation on accessible television set-top boxes by December 31, 2016. Responsible Media subcommittee with support from Joel Snyder, Eric Bridges and Kim Charlson.

22. Promote a resolution at the 2016 ACB Conference and Convention requesting that the FCC implement a Disability Advisory Council Subcommittee for Video Programming recommendation for an accessible directory for all described television programs, specifically requesting that the ADP website—www.acb.org/adp—be its “home”. By December 31, 2016. Responsible Media subcommittee with support from Brian Charlson.

23. Promote a resolution at the 2016 ACB Conference and Convention requiring the FCC to create a NPRM for the purpose of providing a minimum of six secondary audio program (SAP) channels with one of the six dedicated to audio description in English. By December 31, 2016. Responsible media subcommittee with support from Brian Charlson.

24. Schedule and conduct a follow-up meeting with the National Endowment for the Arts to discuss the 2015 Resolution on a national directory for Audio Description. Due by May 31, 2016. Responsible Eric Bridges, Dan Spoone and Joel Snyder.

25. Engage in constructive dialogue with Hulu and Amazon to provide Audio Description of all original content programming and accessibility to consumers for requesting and receiving this content. Due by June 30, 2016. Responsible media subcommittee with support from Joel Snyder, Eric Bridges and Kim Charlson.

26. Support 3 to 5 individual advocacy requests for assistance/track and quantify claims arising from the regulations of the CVAA with the goal of resolving issues in 75% of claims addressed. Due by December 31, 2016. Responsible Media subcommittee with support from Joel Snyder, Eric Bridges and Kim Charlson.

27. Advocate for Audio Description worldwide with contacts at five international organizations promoting Audio Description. Due by December 31, 2016. Responsible Joel Snyder with support from ADP Steering Committee.

28. Establish new ADP subcommittee to work with other Audio Description entities to establish certification guidelines for Audio Description. Due by April 30, 2016. Responsible Joel Snyder and Dan Spoone.

29. Establish new ADP subcommittee focusing on 508 regulations regarding federal agencies and Audio Description. Due by May 31, 2016. Responsible Joel Snyder and Dan Spoone.
30. Survey ACB members on their use of the CVAA Audio Description capabilities on television and their attendance at audio described movies. Survey due by April 30, 2016, with surveying completed by August 31, 2016 and results published by October 15, 2016. Responsible Media subcommittee with support from Information Access Committee of the ACB.

Financial Objectives
31. Create and submit five grant proposals to foundations for a total value of at least $25,000. Due by December 31, 2016 Responsible Joel Snyder, Dan Spoone with support from grant writer Jo Lynn Bailey Page.
33. Deliver ADP Conference within approved ACB Budget. Due by July 31, 2016. Responsible ADP Conference Committee.
34. Deliver Audio Description Training Institute courses within the expenses approved in the ACB budget. Due by July 31, 2016. Responsible Joel Snyder.
35. Deliver Holocaust Museum Tour within approved expense ACB budget. Due by October 31, 2016. Responsible Joel Snyder and Eric Bridges.
36. Investigate and promote two sponsors for the 2016 ACB Conference. Due by June 30, 2016. Responsible ADP Conference subcommittee with support from Eric Bridges, Joel Snyder and Dan Spoone.