

## An initiative of „*Swiss media with no barrier*”

### What about the initiative?

We would like to enhance the media sector. To be **barrier-free**, through creating a great technology that offers a special way of communication for deaf communities around instantly, interestingly, cost-effective, and modern to the world and later for blind communities.

### The problem.

The problem is that the deaf community faces barriers to accessing media due to the lack of subtitles, sign language interpretation, and other accommodations. This leads to social exclusion and limits their ability to access important information and entertainment. The initiative "Media with no barrier" aims to address these issues by working with TV channels and radio stations to promote the use of accessibility features and improve media accessibility for the deaf community.

### The solution

The solution would be to implement accessibility features such as closed captioning, sign language interpretation, and audio descriptions in all media content produced by TV channels and radio stations. This would ensure that the deaf and hard-of-hearing community can fully access and enjoy the content being produced. Additionally, providing training for media personnel on how to create accessible content would further enhance the effectiveness of this solution.

### How we can help?

We are working diligently to build the infrastructure and software to provide the media with the right tools to give accessibility and inclusion to all the deaf communities, our role in the "Media with no barrier" initiative would be to provide the necessary technology and expertise to facilitate communication between the deaf community and media outlets. This could involve developing and implementing software that allows for real-time translation of spoken content into sign language, creating closed captioning services for television broadcasts and online media, or developing other assistive technologies that improve accessibility for the deaf and hard-of-hearing. Additionally, you could work with media outlets to educate them on the importance of accessibility and encourage them to adopt these technologies in their operations. Overall, your goal would be to make media more inclusive and accessible for everyone, including those with hearing impairments.

### Who will participate?

- Deaf individuals and their families who want to advocate for greater accessibility in media.
- Advocates and activists who work on disability rights issues.
- Media professionals who are interested in learning about accessibility and incorporating it into their work.
- Hospitals that specialized in cochlear implanting.
- Technology companies that specialize in accessibility and can provide support and resources for the initiative.
- Academic institutions with expertise in communication and disability studies who can contribute to research and development.
- Non-governmental organizations (NGOs) that work on disability rights and can provide guidance and support for the initiative.
- Government agencies and policymakers who can help promote and enforce accessibility regulations in media.

- Public figures and celebrities who can lend their voice and influence to the cause of accessibility in media.
- Volunteers who can provide support and help to organize events and activities for the initiative.
- Community groups and organizations that work with deaf individuals and can provide outreach and support for the initiative.

### What could be the starting point?

- In co-operations with many TV Channels, the right supporters for inclusions, and different IT Companies, we are delighted to initiate the planning for an event when the technology meet the public, and we do invite all the interested owner to try the technology and give the feedback

### What are the values of the initiative?

- **Accessibility:** Technology can help to bridge the communication gap between the deaf and hearing communities. By promoting the use of technology that supports sign language interpretation, captioning, and other forms of communication, we can make the world a more accessible place for the deaf community.
- **Inclusion:** Technology can also promote inclusion by enabling the deaf community to participate more fully in social, cultural, and economic activities. By promoting the use of technology that supports education, employment, and other areas of life, we can help to create a more inclusive society.
- **Innovation:** Initiatives that promote the use of technology to help the deaf community can also drive innovation in the technology industry. By challenging companies to develop new and better solutions for the deaf community, we can encourage the development of new technologies that may have broader applications beyond the deaf community.

### How we will create awareness?

#### Spread the word about the initiative

- **Social Media:** Utilize various social media platforms to promote the initiative and share updates with your followers. You can use hashtags, tag relevant organizations or individuals, and share engaging content to create buzz.
- **Press Release:** Create a press release and send it to various media outlets to get the word out about the initiative. You can also reach out to journalists and bloggers to see if they would be interested in covering the initiative.
- **Events:** Host events such as webinars, workshops, or seminars to educate people about the initiative and generate interest. You can also partner with other organizations to co-host events and reach a wider audience.
- **Partnerships:** Collaborate with other organizations or individuals who share a similar mission or target audience to expand the reach of the initiative.
- **Influencer Marketing:** Reach out to influencers or celebrities who are passionate about the cause and ask them to promote the initiative on their social media channels or website.
- **Outreach:** Reach out to individuals or groups who may be interested in the initiative, such as advocacy groups, academic institutions, or local communities.
- **Follow-up:** Keep in touch with the media outlets and continue to promote the initiative. You can also track their progress and evaluate their efforts to ensure they are making a real effort to become more deaf-friendly.