



# INCLUSIVE

COMMUNICATION SERVICES

## CASE STUDY

### ACCESSIBLE MEDIA SERVICES

#### Event and Date

New Jersey Division of the Deaf and Hard of Hearing (NJ-DDHH)  
Disability Information Hub  
Virtual Translation 2025

### OBJECTIVE

New Jersey values diversity and strives to offer all residents the opportunity to learn about support offered in their native language. ICS aimed to provide clear, distraction-free ASL video translations, supported by captions and voiceover to ensure the site's content was inclusive for the d/Deaf and hard-of-hearing community.



*The videos came out great! We're really excited to feature them on our website and create new opportunities for individuals to engage with our programs.*

—Program Policy Advisor



### CHALLENGES

- Synchronizing captions, ASL, and audio required careful coordination, especially for long phone numbers, URLs, and email addresses, which needed to remain on screen long enough to be clearly understood. These issues were resolved with timing adjustments to ensure all critical information was fully accessible.



### SERVICES PROVIDED

- **Accessible Media Services (AMS):** Services from our AMS department were requested with the focus to make digital content accessible by translating written text.
- **Sign Language Video Translation:** ICS ensured informational materials were accessible to the d/Deaf and hard-of-hearing (HOH) community. The NJ-DDHH's website is written in English, ICS translated the content into American Sign Language (ASL). The ASL video translations are integrated as standalone videos beside the text.
- **Captions and Audio:** English captions and voiceover added as companion to ASL.
- **Permanently Accessible Video Deliverables:** The final accessible ASL videos are hosted alongside text on the NJ-DDHH's website for public viewing, ensuring all future viewers can access the content in their native or preferred language.

### BENEFITS

- **Benefit 1:** By including ASL translation performed by a Certified Deaf Interpreter (CDI), NJ-DDHH made their content significantly more accessible for native Deaf signers. The addition of captions and voiceover further ensured that non-signing hard-of-hearing individuals could access the same information in a way that met their communication needs.
- **Benefit 2:** The AMS department delivered a quick turnaround and managed the project efficiently, using tools like a shared spreadsheet to track chapter markers and ensure a smooth, consistent process.
- **Benefit 3:** Presenting content in an accessible and inclusive format reinforces NJ-DDHH's reputation as a leader in inclusion. By practicing what their website promotes, they clearly demonstrate a commitment to welcoming individuals of all backgrounds and communication styles—ensuring all NJ residents can engage with and benefit from their services.