City of Riverside
Administrative Manual

Effective Date: 04/2024
Latest Revision Date: 04/2024
Next Review Date: 04/2026
Prepared by: Office of Communications

Approved:

Kaitlin Reierson
Kaitlin Reierson (Apr 23, 2024 16:00 PDT)

Department

Charles Mike Futrell

City Manager

SUBJECT:

Guidelines for Captioning Usage

PURPOSE:

To allow access to video content for hearing impaired and deaf populations via various visual communication platforms.

This policy establishes guidelines for the use of City social media sites, TV channels, and any video communications tool administered by City staff.

OBJECTIVE:

To ensure that all video communications messaging provide captions in a manner that best suits each particular viewing platform abilities.

POLICY:

It is the policy of the City of Riverside that all video content published to any publicly viewable platform or service, such as but not limited to social media, cable TV channels and other communications platforms, shall conform to the specific standards for closed or open captions, dependent on the abilities in which the host service is capable of providing.

DEFINITIONS

Social Media is defined as third-party websites which allow for the creation of content and dialogue around a specific issue or area of interest. Any communications on/through the City's social media is public record and is disclosable under the California Public Records Act.

Closed captions are defined as any subtitle of caption of the spoken word which can be enabled or disabled by the viewer within the viewing platforms system.

Open Captions are subtitles of the spoken word included on top of the video in a manner that cannot be turned off by a user. Open captions are typically used on platforms that do not

support closed captions, or when it is expected that the presence of open captions would be beneficial to the viewers or public.

GENERAL USE GUIDELINES:

Captions will be kept to industry standard fonts, sizes and colors (black text box with white text) to ensure viewers can adequately read captions.

Captions will be provided in the primary language being spoken in the video being captioned.

Automated captioning systems will be utilized for live content, said auto captions will be deemed reasonably accurate and no additional corrections will be made.

When creating captions in non-linear editing system in post-production environment automated system can be used, however staff will ensure accuracy as best of their ability on any video under 7 minutes in length.

Descriptive audio and on screen ASL interpreters will not be provided as part of captions.

Distribution: Regular