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SIMPLY, YOU CAN'T BE DOING DEI [DIVERSITY, EQUITY, AND INCLUSION]

WITHOUT ADDING THE A ONTO THE END FOR ACCESSIBILITY.

YOU CAN'T BE DOING THAT KIND OF WORK WITHOUT DISABILITY.

- Jim LeBrecht, director of *Crip Camp*

Sample email script for requesting video captions:

Hello! I'm [NAME, PRONOUNS], a big fan of your [CHANNEL/ORGANIZATION/VIDEOS/CONTENT].

I want to recommend your content to my [FRIENDS/STUDENTS/COLLEAGUES/CLIENTS, etc.], but I'm committed to sharing **accessible** video content with accurate captions.

Captions are crucial for making videos accessible, especially for:

- d/Deaf and hard of hearing folks
- English language learners
- Those with auditory processing difficulties or other cognitive disabilities

With your platform, you have the opportunity to set an inclusive and accessible example for others. 😊

The YouTube video is auto-captioned, but we still have to edit these, as "auto-craptions" are not fully accessible or [ADA compliant](#). You can pay for captioning/remediation through companies like [Rev](#) or divide up sections among a small team to make editing less time-consuming. [YouTube provides instructions for how to create and edit captions here](#).

Another option is [Otter Ai captioning](#) (there's a **free** tier). Otter auto-generates transcripts from live speech or audio recordings, which can easily be edited for accuracy. There's a "collaborate" option to allow multiple folks to help edit. Transcripts can then be exported as an SRT file and uploaded to YouTube or other video platforms to become auto-synced captions.

[**ACADEMICS**: People with disabilities constantly face systemic ableism in higher ed, digital spaces, and society at large. I love this [Inventory of Apologies](#) piece that explains how d/Deaf folks in particular need accurate captions to participate in academia.]

One time-saving tip: use “Find” and “Replace” to fix predictable and recurring AI mistakes.

*****Providing captions will also boost your SEO prioritization.** Accessibility is a win-win!

Just wanted to share this tool with you. You can also contact access4everybody@gmail.com for more info.

Thanks in advance for making your content more inclusive!

[NAME, PRONOUNS]

***Accessibility instruction, advocacy, and allyship takes time and expertise. If using this template in a class, workshop, or other capacity besides simply requesting captions, please credit me (Katie Healey, PhD, CPACC, AccessibleHigherEd.com). Thank you!**

