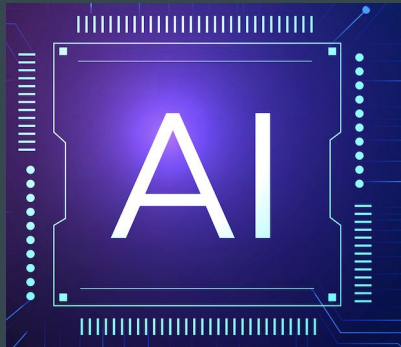


AI and the CMC: A Transformative Tool

Accessibility, Government Meetings, and Broadcasting

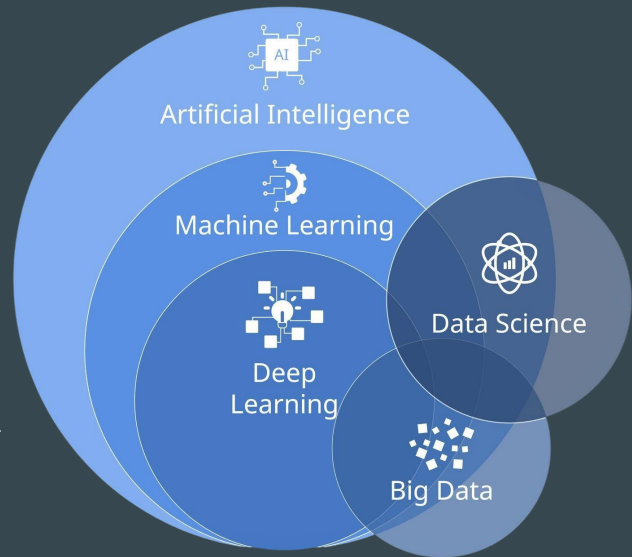
...



Jesse Lerman
President & CEO, TelVue
jlerman@telvue.com

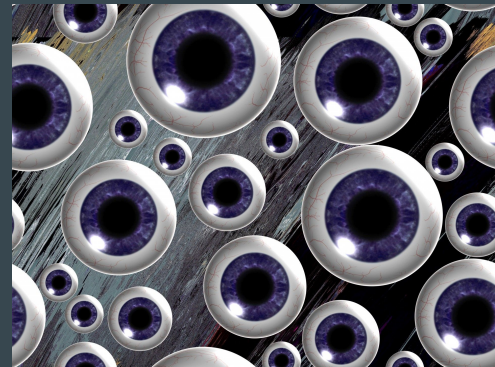
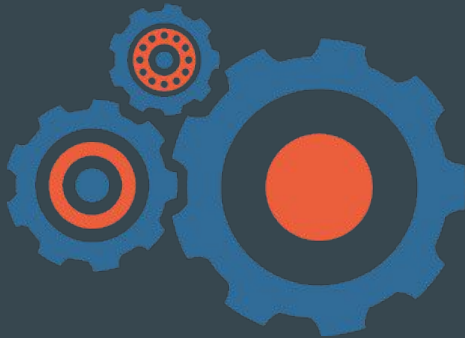
What is AI?

- Machines emulating Human thinking
 - Discover, Infer, Reason
 - Machine Learning
 - Predictions and Decisions based on Data
 - Learns the more data provided
 - Deep Learning
 - “Neural Networks”
 - Modeled after how our minds work
 - Foundation Models: **GenAI, Language, Audio, Video**



Why AI Matters in Community Media

- Save Time
- Enhance Automation & Workflow Efficiency
- Increase Accessibility & Compliance (ADA/WCAG)
- Enhance Discoverability
- Increase Audience Reach & Engagement



Making Content Accessible for All

- Speech-to-Text for Captioning & Transcripts
- Diarization (Speaker Detection)
- Translation for Multi-language Captions
- Text-to-Speech
 - Auto Secondary Audio Programming (SAP)
 - Dubbing
- Video-to-Audio Description (AD)
- Text-to-Sign-Language (ASL)
- Web Content Accessibility Guidelines - AI Overlays, Website Processing



Live Caption Translation



Dual Language Live Captioning (i.e. English & Spanish) On Cable & Streaming

Video-on-Demand Translation - Over 100 Languages

The video shows a meeting with three men seated at a long table. Behind them are two large projection screens displaying a website. A poster on the wall reads "ROAD COMMISSION OF KALAMAZOO COUNTY Proud to be Your Local Road Professionals Since 1909". A sign on the table says "IMPRESS Awards OPERATIONS". A language selection menu is open on the right, listing: English, Malayalam, Vietnamese, German, and French. A subtitle at the bottom reads: "los comentarios del público deben proporcionar la adecuada".

los comentarios del público deben proporcionar la adecuada

English
Malayalam
Vietnamese
German
French

00:38 / 1:05:29

Open Captions



In-Room Captions



LIVE EVENT CAPTIONS



that we'd hoped to have in the district.

That is specifically, we
want to have the same amount
by requirement that we have in
the center business district.

Ah, I see. And that we
would eventually have,
and now have in the Main
Street mixed use district,
we were unable to support that.

The EI Oh E-O-H-L-C,
I always get those initials wrong.

I'm required to have a
economic feasibility analysis



LIVE EVENT CAPTIONS



a la reunión del pueblo
E-O-H-L-C nos informó que
Oh, nos informó que esto
sería aceptable y nosotros,
y si, de ser aprobado por el municipio
reunión, esto sería aceptable.

Y nos quedaríamos en
cumplimiento continuo de
nuestra aprobación de la E-O-H-L-C.
Así que esto es un montón de cosas.
Esto ha estado sucediendo detrás de escena.
'Porque quería hacerte llegar esto, pero yo,
Espero que todos supieran que esto estaba sucediendo.
Esto es lo que he estado pidiendo por dinero.

Web Captions

TELXUE

A Z English

Web Captions Viewer

Event: Planning Board 8-19-25

to support exactly what we were looking for.

So the next step for us is for our body

to vote to submit this to, to town

for placing on the warrant

for fall town meeting.

We will ultimately, I believe, have another public hearing

for this and any other warrants, excuse me,

zoning articles that come before us.

I don't know if there are any others.

PauseHelpDarkFont A Z

TELXUE

A Z Spanish

Web Captions Viewer

Event: Planning Board 8-19-25

'porque cuando llegas a 30 unidades,

usted tendría un 0,5% de 30 unidades sería,

¿En qué termina esto?

El 10% sería tres 5% Sería uno y medio.

Así que conseguirías uno. Pero subiría hasta dos

porque se redondearía,

Si estoy haciendo los cálculos Directamente en el,

Así que como mucho sería ser una unidad extra de

Unidades asequibles y una unidades de fuerza laboral adicionales.

PauseHelpDarkFont A Z

Web Content Accessibility Guidelines (WCAG)

- Audit/Fix
 - Consulting & Auto Scans
- Overlay
 - Quickest solution, sort of a bandaid
 - Javascript widget
 - Foreground - UI
 - Background - periodic scans, AI
 - Image ALT text
 - Navigation/menu roles
- Example Pricing
 - ~ \$500/yr sites under 1,000 pages, ~ \$1500/yr sites under 10,000 pages (Google site indexing)
- Website CMS tools & themes
- <https://overlayfactsheet.com/en/>



Metadata and Content Tagging

- Scene & Object Recognition
 - Tag locations, people, brands in footage
- Semantic Search
 - Search footage using natural language queries like “person walking into a store at sunset.”
- Highlight Detection
 - AI identifies high-action or emotional moments for trailers, social clips, or recaps
- Examples: AWS, Imagen, Veritone
- Improve Discoverability



Summaries, Chapters, Highlights

- Transcription, Summarization, Chapterization, Topics
- Meeting Auto Agendas, Key Moments
- Sports Summaries, Highlights
- Auto Clipping & Social Highlights
- Meetings: Zoom, Otter.ai, Playout/OVP Integrations



Additional Reasons to Caption - Search, Agendas, Metadata

public media network

Search... Q Search

Home Videos Series Playlists

Captions

☐ Synchronize Video and Captions

Schools Q Search

Displaying 46 results for search term: "Schools" ✕

00:02:41
This is the public meeting of the Kalamazoo Public Schools.

00:14:12
will be no further changes or movements between schools.

00:15:04
Last Wednesday, each of our elementary schools held a morning,

00:15:14
schools to hear from the principal.

00:15:32
Our award-winning Loy Norrix High schools deck up professional business

00:18:46
Kalamazoo Public Schools is a vibrant district.

Kalamazoo Public Schools - March 17, 2022 Kalamazoo Public School Board meeting

Updated about 3 hours ago

public media network

Search... Q Search

Home Videos Series Playlists

Chapters

Call to Order (00:00:39)
The meeting is called to order at four o'clock, marking the official start of the session.
[Show Description](#)

Roll Call (00:00:45)
The clerk conducts a roll call to verify the presence of commissioners, confirming a quorum with nine members present.
[Show Description](#)

Public Comments (00:01:15)
Public comments are invited where individuals can address the board on any topic within a three-minute limit.
[Show Description](#)

Review of Accounts Payable and Payroll Disbursements (00:11:38)
The board reviews accounts payable and payroll disbursements, with the administrator taking on this task due to the absence of the director.
[Show Description](#)

Budget Discussion (00:12:44)
A detailed discussion on budget adjustments, projections, and financial planning for the upcoming fiscal year.

Kalamazoo County Government
200 W. Kalamazoo Ave., Kalamazoo, MI 49007 | www.kalamazounty.com | 269.336.4111

BOARD of COMMISSIONERS













October 1, 2024 - Committee of the Whole

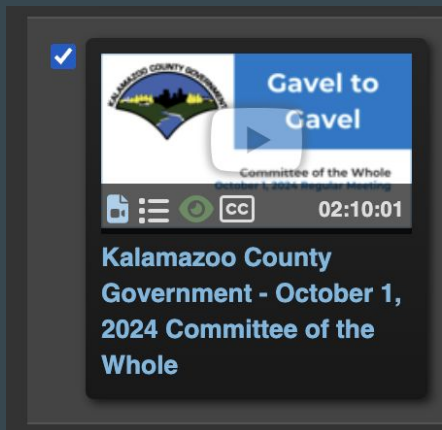
Kalamazoo County Government - October 1, 2024 Committee of the Whole



Updated 1 day ago

On October 1, 2024, the Kalamazoo County Board of Commissioners convenes to address various budget items and funding proposals. The meeting opens with public comments advocating for a dedicated Fair Coordinator to enhance the county fair's offerings. Commissioners deliberate on the 2024 budget, focusing on the allocation of funds for new initiatives such as the RX Kids program, which aims to support families with newborns, and the YWCA reproductive health fund. Discussions include the potential hiring of a grant writer and lobbyist to improve county operations and advocacy efforts. The board also considers adjustments to commissioner salaries and the importance of site remediation for economic development. This meeting highlights the board's commitment to improving community services and economic growth through strategic budget planning.

Chapters

Title	Summary	Start ⬆	End
 <p>Call to Order</p>	The meeting is called to order at four o'clock, marking the official start of the session.	00:00:39	 
 <p>Roll Call</p>	The clerk conducts a roll call to verify the presence of commissioners, confirming a quorum with nine members present.	00:00:45	 
 <p>Public Comments</p>	Public comments are invited where individuals can address the board on any topic within a three-minute limit.	00:01:15	 
 <p>Review of Accounts Payable and Payroll Disbursements</p>	The board reviews accounts payable and payroll disbursements, with the administrator taking on this task due to the absence of the director.	00:11:38	 



Name	Type	Owner	Started ⬇	Completed	Status
VOTE 2024 - Candidate Statement: Rafael Wolf (Spanish)	Closed Captions Language Translation		10/14/24 12:49 pm	10/14/24 12:50 pm	<div>complete</div> <div>↻</div>
Road Commission of Kalamazoo County - September 24, 2024 Board of County Road Commissioners	Agenda Items Generation		10/11/24 12:00 pm	10/11/24 12:01 pm	<div>complete</div> <div>↻</div>

Playlist Automations

Chapter Generation

☒ Chapter Generation

Content Type

Meeting

☐ NO Hold Chapter Generation Jobs Awaiting Captions

Summary Generation

☒ Summary Generation

Content Type

Meeting

☐ NO Hold Summary Generation Jobs Awaiting Captions

Caption Generation

☒ ON Caption Generation

Default Source Language

English

☐ OFF Profanity Filter?

☐ OFF Force Capitalization? (ALL CAPS)

Site-wide Caption & Chapter/Agenda Search

[Q Search](#)

[Home](#) [Videos](#) [Series](#) [Playlists](#)

Displaying 14 search results for "police" ✖



Oshtemo Township - October 8, 2024 Oshtemo Township Regular Board

Added 5 days ago

[LIVE gavel to gavel coverage of the October 8, 2024 Oshtemo Township Regular Board meeting.](#)

34 Chapters

found 1 time(s) in video metadata

found 13 time(s) in chapters metadata



Galesburg City Council - October 7, 2024 Galesburg City Council

Added 7 days ago


[LIVE gavel to gavel coverage of the October 7, 2024 Galesburg City Council meeting.](#)


24 Chapters

found 9 time(s) in caption lines


found 3 time(s) in chapters metadata


Captions Search Highlights




Search... 

Home Videos Series Playlists

 return to search results

 clear highlighting



Galesburg City Council Meeting

1:01:55 / 2:03:30


Galesburg City Council - October 7, 2024 Galesburg City Council


Updated about 11 hours ago

The Galesburg City Council meeting on October 7, 2023, covers key community issues, including

Captions

☐ Synchronize Video and Captions

 Search

Displaying 8 results for search phrase: "police" 

00:12:09
he turned it into the **police** department.

00:15:06
The first one is our **police** report.

01:01:55
and **police** funds come from a different portion

01:10:25
What about **police** protection? Do you have to have 24 7?

01:10:55
We don't have our own **police** department. We contract.

01:10:59
to have your own **police** department.

01:11:09
your own city to **police** department to either **police** it.

Chapters Search Highlights



Police Report (00:15:03)

The police report is presented with a discussion on bus camera enforcement.

The police report includes statistics on various calls and incidents in the area. The officers explain the process for handling bus stop violations with new camera technology on buses.



Fire Report (00:15:03)

The fire report highlights...

The fire incident was successfully prevented.



DPW Report (00:15:03)

The DPW report...



Galesburg City Council Meeting
to give someone a deal that other people aren't getting.
October 7, 2024
public media network



AI Sports Highlights & Summaries



2024 Medford at Malden Thanksgiving Football Game preview

Updated less than a minute ago

2024 Medford at Malden Thanksgiving Football Game preview

The Medford Mustangs vs. Malden Golden Tornadoes is an exciting high school football match. The Mustangs, led by Justin Marino, show a strong offensive front with Marino scoring a crucial touchdown. Prince Xavier, with his impressive carries, adds to the Mustangs' prowess. The Malden Golden Tornadoes, however, do not back down, with Kevin Exel and Samuel making significant contributions. The game is punctuated with several penalties and intense plays, keeping the audience on edge. The match ends with a victory for the Mustangs, showcasing the high school spirit and competitiveness.

Chapters



[First Touchdown by Medford Mustangs \(00:13:30\)](#)

Medford Mustangs score their first touchdown of the game with a pass from Marino.

In an impressive play, Marino passes to a Medford Mustang player who successfully scores a touchdown. This play marks the first major scoring moment for the Medford Mustangs, setting a competitive tone for the game.

[Hide Description](#)



[End of First Quarter \(00:22:27\)](#)

The first quarter concludes with the Medford Mustangs leading 6-0 against their opponents.

As the first quarter comes to a close, the Medford Mustangs hold a lead with a score of 6-0, having successfully scored a touchdown earlier in the game. The teams prepare to continue their battle in the second quarter.

[Hide Description](#)



[Malden High School Scores \(00:39:22\)](#)

Malden High School scores with a successful two-point conversion, taking the lead 8-6.



Edit



Download



Add to Playlist



YouTube Export



Syndicate



Transcode



Generate Captions



Translate Captions



Generate Agenda Items



Generate Sports Highlights



Edit Captions

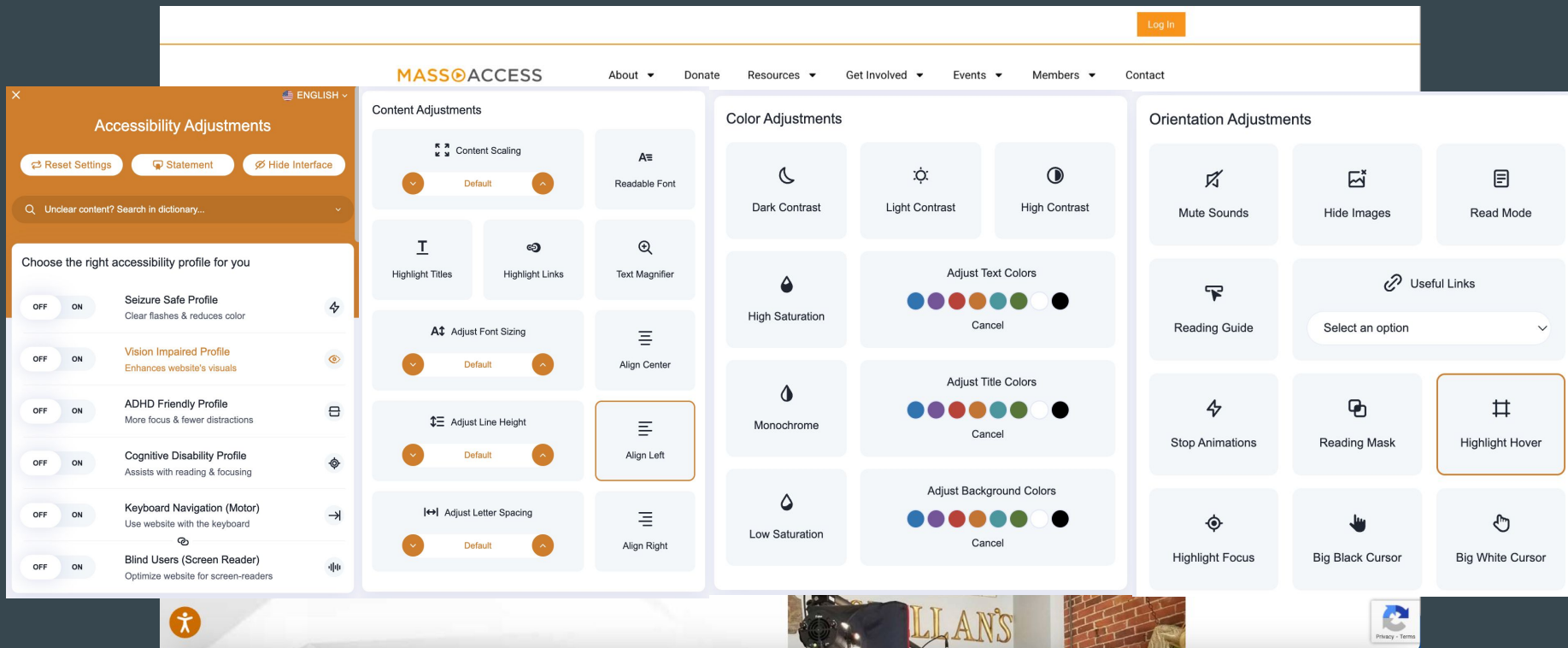


Clear Storage Space



Delete

Example Overlay Widget (MassAccess.org)



Example Overlay Widget (PublicMediaNetwork.org)

The screenshot shows the PublicMediaNetwork.org website with an Accessibility overlay widget open on the right side. The website features a blue header with the logo and navigation links: WATCH, LEARN, CREATE, ABOUT, LIVE TV, ACCESS PORTAL, and DONATE. The main content area displays two video thumbnails. The first thumbnail is for a new episode titled "NEW EPISODE: 'I always knew my course' Cassandra Stewart sits down with Marvinnetta on All Stories Matter!". The second thumbnail is for a video titled "Gavel to Gavel: Upcoming Local Government Meetings and Key Agenda Items - December 1 - 5". The footer includes the text "GET INVOLVED" and four icons representing PARTNER, CREATE, WATCH, and LEARN.

public media network

WATCH LEARN CREATE ABOUT LIVE TV ACCESS PORTAL DONATE

NEW EPISODE: "I always knew my course"
Cassandra Stewart sits down with Marvinnetta on All Stories Matter!

NEW EPISODE: "I always knew my course" Cassandra Stewart sits down with Marvinnetta on All Stories Matter!

In this episode of 'All Stories Matter,' Marvinnetta Woodley Penn sits down with Cassandra Stewart from Milestone Senior Services. They discuss Cassandra's fascinating journey from her engineering roots in Flint, Michigan, to her impactful work in Kalamazoo, where she now helps seniors through Milestone's various...

STORIES MATTER

Gavel to Gavel

Gavel to Gavel: Upcoming Local Government Meetings and Key Agenda Items - December 1 - 5

Monday (12/01): City of Kalamazoo Committee of the Whole (5:00 PM, PMN4): The Committee of the Whole will meet Monday to hear a presentation on Utility Rates. Kalamazoo City Commission (7:00 PM, PMN4): In Monday's Business Meeting, the City Commission will review and vote on...

GET INVOLVED

PARTNER CREATE WATCH LEARN

Accessibility

Text

Bigger text

Line height

Text align

Readable font

Visual

Contrast

Grayscale

Hide images

Pause animations

Orientation

Highlight links

Reading mask

Outline focus

Sitemap

Page structure

Ally by

Audio Description

- DOJ requirement (Pre-recorded)
- Descriptive Transcript - text alternative
 - Read, text-to-speech, converted to braille
- Human AD Expensive, \$15-\$30+/minute
 - hardship exemption?
- AI Video Analysis
 - Amazon Rekognition, Nova
 - Google Gemini
- AI Audio Description Tools
 - Wide range of pricing
- AD Player integration
 - Multiple videos vs. additional audio tracks
- Upload audio description as separate tracks
 - YouTube Studio “Languages”



verbit 3PLAYMEDIA

audible sight)))™

TEL VUE
CONNECT™

Additional Audio Track

No file chosen

Accepted audio formats: mp3, aac, m4a, wav, aif, wma, opus, ogg, flac, wma

Audio Title (eg: Alt Language, Director's Commentary)

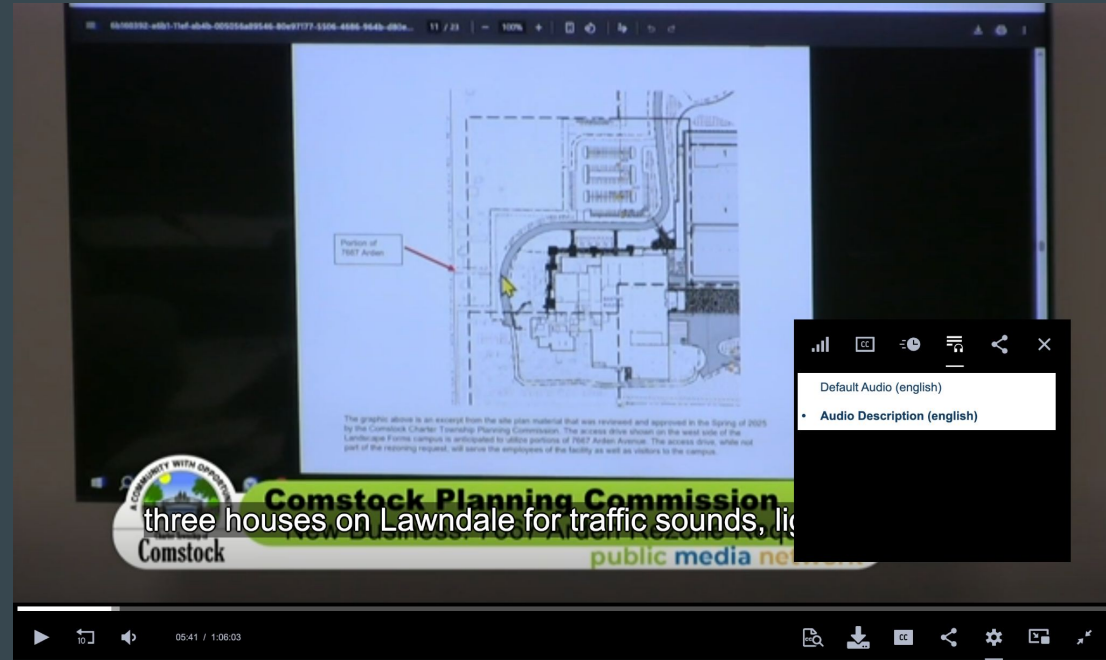
Audio Description

Audio language code

English

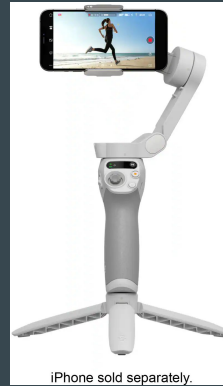
Audio Description - Government Meetings

- Fairly static visually
- Diarization announce speaker
- Speaker/Presenter Cues
- Slides & Presentation Material
- Full descriptive audio



AI Cameras - Meeting Rooms & Sports

- Automatic Framing & People Framing
- Auto Preset & Region Recall
- Auto Tracking
 - Visual & Voice
 - Players
 - Ball/Action



American Sign Language (ASL)

- AI - <https://www.signapse.ai/>
 - Speech to AI-generated ASL Picture-in-Picture
 - ~\$150/mo base plus \$25/minute
- Not required under WCAG 2.1 AA



Practical Tips - Captioning

- Captioning
 - Confirm that captions flow through cable & web streaming playing a test file
 - Get started now with low cost approach to gain experience & develop a strategy
 - Leverage First-run Reports to estimate required Caption usage
 - Consider including top world language translation important to your community
 - Get the benefit of tag-along features like Caption Transcript Search
 - Consider saving time with AI Agendas & Metadata



Practical Tips - WCAG, beyond

- WCAG Website
 - Look into what tools your website CMS offers now
 - Try an auto scan to see how far off you are
 - Register your website with Google Search Console tools to get your pages count
 - Consider overlay/widget approach now especially if the price is manageable
- Audio Description start planning now
- Consider Website Accessibility Statement (check with legal 1st)
- Plan in advance (budget & rollout), regulation deadlines are here!
- Get ahead of the curve, increase value to community & stakeholders
- Expand your audience, increase accessibility
- Unlock new ways to connect with your community



FCC Captioning Compliance



- Most CMCs exempt
- Exemptions
 - **< \$3MM annual gross revenue**
 - Captioning costs > 2% annual gross revenue
 - Late night programming 2-6am
 - Primarily “text-based” programming (Community Bulletin Boards)
 - 1st 4 years for new operation
 - Primarily non-vocal music
 - Locally produced by distributor, non-news programming, no repeat value
 - Local parades, high school sports, community theater
 - When “electronic news room” captioning not available



ADA Title II - State and Local Government

- Web Content Accessibility Guidelines 2.1 AA
 - Deadline: 4/24/26 > 50,000, otherwise 4/26/27
- Websites & Apps Generally
 - Web Pages, User Interfaces, Documents, PDFs, Images, Videos etc...
- Captioning - Both Live & Pre-recorded
- Audio Description - Pre-recorded only
- Transcripts for Podcasts (Internet Radio may not have requirement)
- Plus “Effective Communications”...



ADA Title II - Exemptions

- “Undue financial or administration burden”
 - Requires high-level official to sign written statement
 - Proof that all alternatives exhausted
- Archived programming (pre-dating deadlines)
 - Dedicated, clearly identified archive area
 - Presented outside of archive
- Social media content pre-dating deadlines

ADA Title III - Public Accommodations



- Includes Nonprofits with public services, websites
- “Effective Communications”
 - Not specifically Web Content Accessibility Guidelines 2.1 AA
 - But WCAG is becoming the “standard” anyway
 - Captioning on cable could be implied
 - Audio Description even on able, bulletin board could be implied

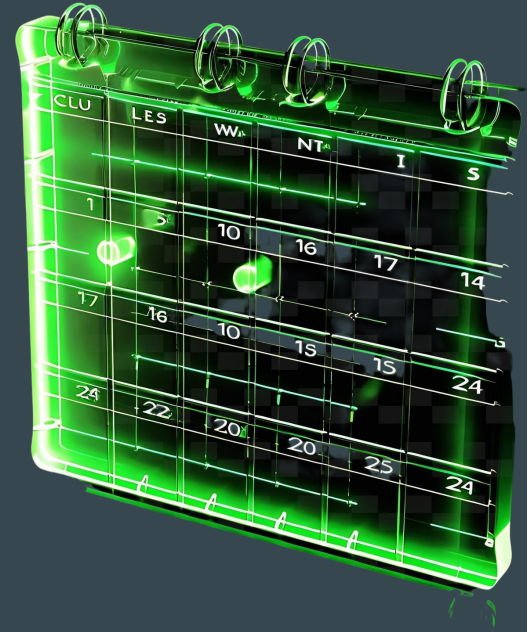


ADA Title II vs. Title III

- Title II - **State and Local Government**
 - Operated directly by government body or under government control
 - All programming
 - Performing or contracted for core government functions
 - i.e. Government Meetings
 - Hosted directly by municipal/government site
 - All programming
 - Not including iframes or links to other non-government sites
- Title III - **Public-facing Nonprofits**
- **Not where but who**
 - Website, Social Media, YouTube, Archive.org, Cable

Predictive Scheduling

- Content placement based on audience patterns
- Automated schedule generation
- Predictive Analytics
- Training
 - historical viewership data
 - content affinity
 - audience trends.
- Fully automated vs. recommendations



Video Production & Editing

- Scripting & Storyboarding
 - [Storyboard Hero](#), Jasper AI
- Synthetic Avatars and Voiceovers
- Pictory – Turns long-form content into bite-sized videos.
- Wisecut – Automatically cuts and edits videos based on speech.
- Auto-Editing
 - Assemble rough cuts from raw footage
 - Based on scene detection, speaker changes, or emotional tone
- Shot Selection
 - Analyze footage to pick the best takes, crop shots, and apply transitions
- Color Correction
 - Match color grades between shots
 - Automatically enhance contrast, brightness, or mood



AI Video Generation Tools

- Unscript – Converts text into fully polished videos, easy and fast.
- Lumen5 – Turns articles or scripts into shareable videos.
- Synthesia – Create videos with AI avatars delivering your content.
- InVideo – Script-to-video transformation with templates.
- Animoto – AI-generated marketing videos from photos and clips.
- [Adobe Firefly](#) – AI-generated videos, image, audio for creative
 - [Adobe Generative Extend](#)
- [Runway ML](#) – AI-generated videos, Smart video edits



AI Image Generation Tools

- DALL-E
- Adobe Firefly
- ChatGPT
- Gemini



A stylized portrait-oriented depiction where a tiger serves as the dividing line between two contrasting worlds. To the left, fiery reds and oranges dominate as flames consume trees. To the right, a rejuvenated forest flourishes with fresh green foliage. The tiger, depicted with exaggerated and artistic features, stands tall and undeterred, symbolizing nature's enduring spirit amidst chaos and rebirth.

AI Music Generation Tools

- [Suno](#)
- [Udio](#)
- Riffusion
- Adobe Firefly



Audio Enhancement



- Automatic Captions & Subtitles:
 - Tools like Whisper, Trint, Rev, Speechmatics, generate accurate transcripts and captions in real time.
- Voice Isolation & Cleanup
 - AI separates speech from background noise or music and can even enhance muffled dialogue.
- Voice Synthesis & Dubbing
 - Synthetic voices now make it possible to dub in multiple languages or incorporate automatic Secondary Audio Program (SAP)
 - Amazon Polly, ElevenLabs

Building Deeper Connections

- Personalized Recommendations
 - Relevant content, customized interfaces
- Interactive Chatbots and Polls
 - Live Q&A, assistance, multi-lingual
- Sentiment Analysis
 - AI tracks reactions & expressions, helping producers adjust content
- Predictive Engagement
 - Best time to notify new content
- Churn Prediction and Retention Nudges
 - Custom offers and trailers before lose attention
- Examples: StreamHatchet,



Publishing & Distribution

- Auto-Reformatting
 - Resize and reframe content
 - vertical (TikTok, Instagram)
 - square
 - landscape formats.
- Thumbnail & Title Suggestions
 - recommend thumbnails
 - engaging titles for better CTR.
- Content Moderation
 - Detect sensitive or inappropriate material before publishing



Live Production

- Camera Automation
 - Pan/tilt/zoom based on speaker tracking
- Virtual Backgrounds & Compositing
 - Cleanly isolate subjects and place in virtual environments.
- Live Highlight Reels
 - Clip and share highlight moments
 - Real time during events or sports broadcasts.



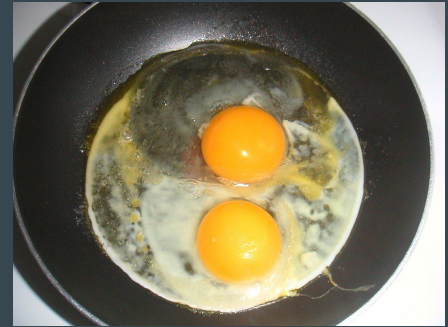
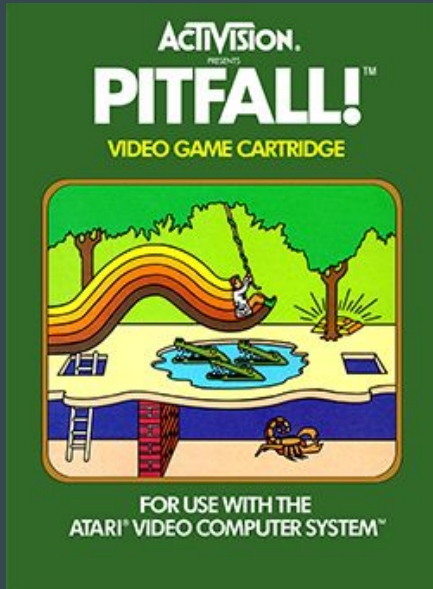
Websites & Coding

- Website
 - Wix, Squarespace, Wordpress templates
 - AI Search Engine Optimization tools
- Coding
 - Great for Test Suites, Rapid Prototyping, APIs, and more
 - Github Copilot
 - Gemini
 - ChatGPT
 - Claude
 - Amazon Q



Pitfalls

- Beware of hallucinations
- Intellectual Property concerns



This is your AI on drugs...

Embracing AI

- Start small, experiment
- Focus on saving time, workflow productivity
- Enhancing & Augmenting
- Ethical AI use, intellectual property, guidelines
- Stay community focused



Thank you for your time!



WE SHARE YOUR VISION™

Jesse Lerman
jlerman@telvue.com