



bridgemultimedia
empowering accessibility



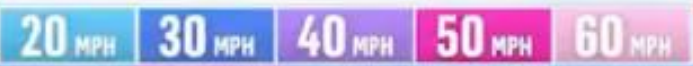
AI Powered Image Descriptions for Emergency Communications

Presented by Matt Kaplowitz

March 19, 2025

arsad)))
advanced research seminar
on audio description

WIND GUSTS | RIGHT NOW





File Name: NBC News Image 15.png, 20-Second Description:

Active fires are reported in Santa Clarita, Pacoima, and Calabasas, with gusts of 55 mph, 50 mph, and 33 mph, respectively. Flame icons highlight these high-risk areas, where strong winds and dry conditions are worsening fire activity. Surrounding regions, such as Pasadena and Santa Monica, show lower wind speeds but remain at risk. Residents in affected zones should prepare for evacuations and monitor updates closely.

Large language models selected reference documents:

Bridge Audio Description Guidelines:

Bridge Audio Description Guidelines, General

- Establishes how to objectively and concisely describe describe visuals; color should remain secondary

Bridge Audio Description Guidelines, Structure

- Provides the “Pyramid of Priorities”;
- Fosters active voice and clarity

U.S. Federal Communications Commission Requirements

FCC: Accessibility Requirements for Emergency Information on

- FCC rules and best practices for making televised emergency information accessible to individuals with disabilities

FCC WEA Emergency Alerts Recommendations

- Defines exact language for 18 WEA alert recommendations
 - Matches the alert type and severity
 - Used only in the 0:20 second image descriptions
-

Large language models selected reference documents

Plain Language resources:

Federal Plain Language Guidelines

- Ensures each description uses plain language, and follows a clear hierarchy

Bridge Plain Language Guidelines

- Reinforces simplicity, consistency, avoids jargon
-

Glossaries & Indexs:

Bridge Multimedia Emergency Communications Glossary

- Provides consistent terminology for emergency communication; ensures uniform and precise use of technical language outputs

FEMA Master Acronym Index

- A comprehensive list of acronyms, abbreviations and terms used by FEMA: Federal Emergency Management Agency

Large language models selected reference documents

Glossaries & Indexs:

National Weather Service NWR Emergency Alert System (EAS) Event Codes

- The complete list of EAS event codes broadcast over NWR (also known as NWR-SAME Codes). NWR and the EAS use identical digital protocols.

National Weather Service Glossary, Full Weather Glossary

- Comprehensive definitions of meteorological terms

National Weather Service Glossary, Plain Language Version

- Created by infinite Access; standardized 4th grade level

NAPSG Symbology Library Information

- National Alliance for Public Safety Geospatial

Systems standardized symbols for emergency mapping

Large language models selected reference documents

Standards

AirNow.gov

- Provides air quality data and forecasts about air pollution levels

CAP and IPAWS standards

- Outlines regulatory requirements and technical protocols for emergency alert dissemination

FEMA CAP Implementation

- Guidance on implementing CAP (Common Alerting Protocol) for emergency alerts

National Weather Service User Profile

- Access to geospatial data and maps related to weather forecasts and warnings

WCAG 2.2 AA

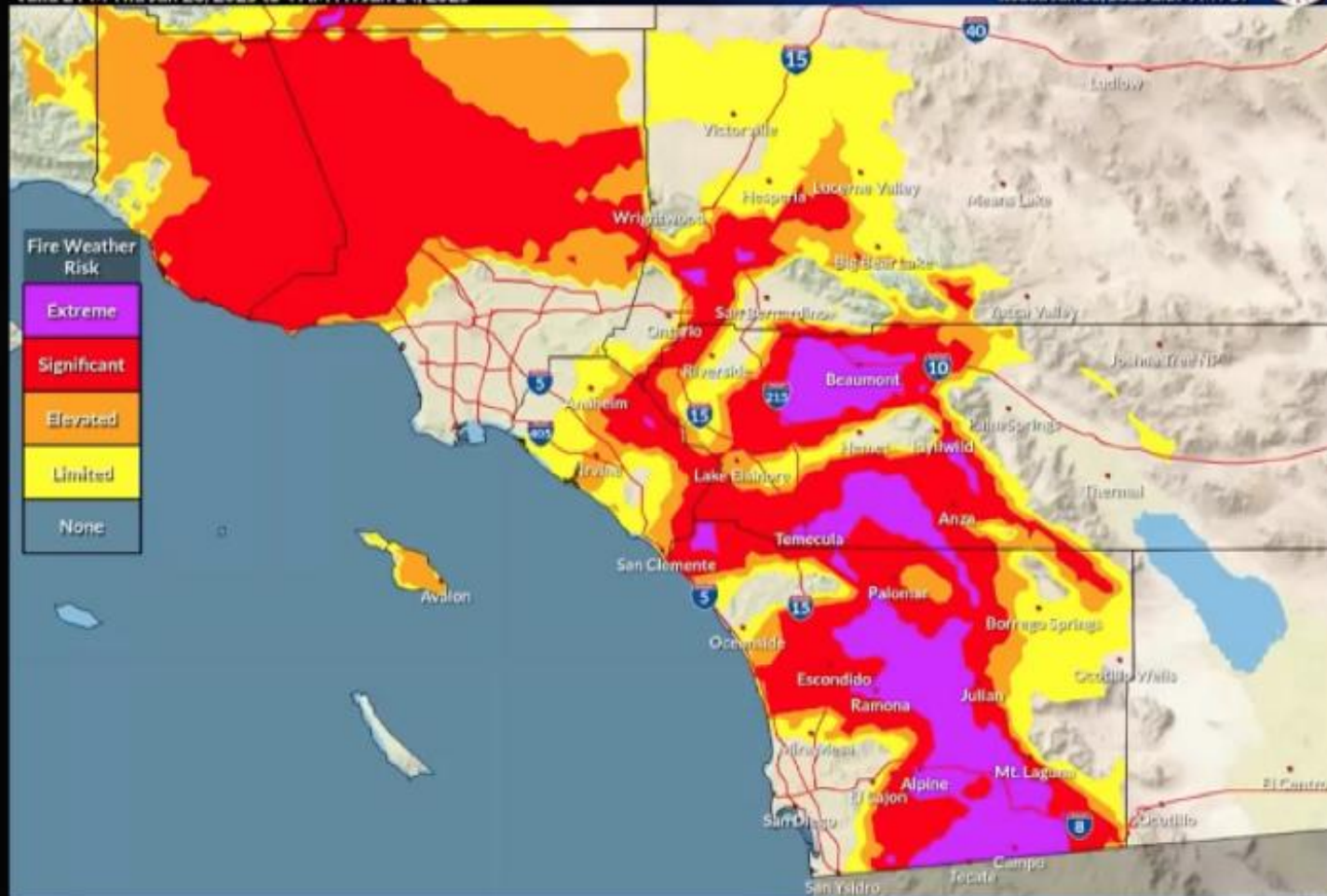
- Global accessibility guidelines
-

Fire Weather Risk for Thu/Thu Night

Valid 2 PM Thu Jan 23, 2025 to 4 AM Fri Jan 24, 2025

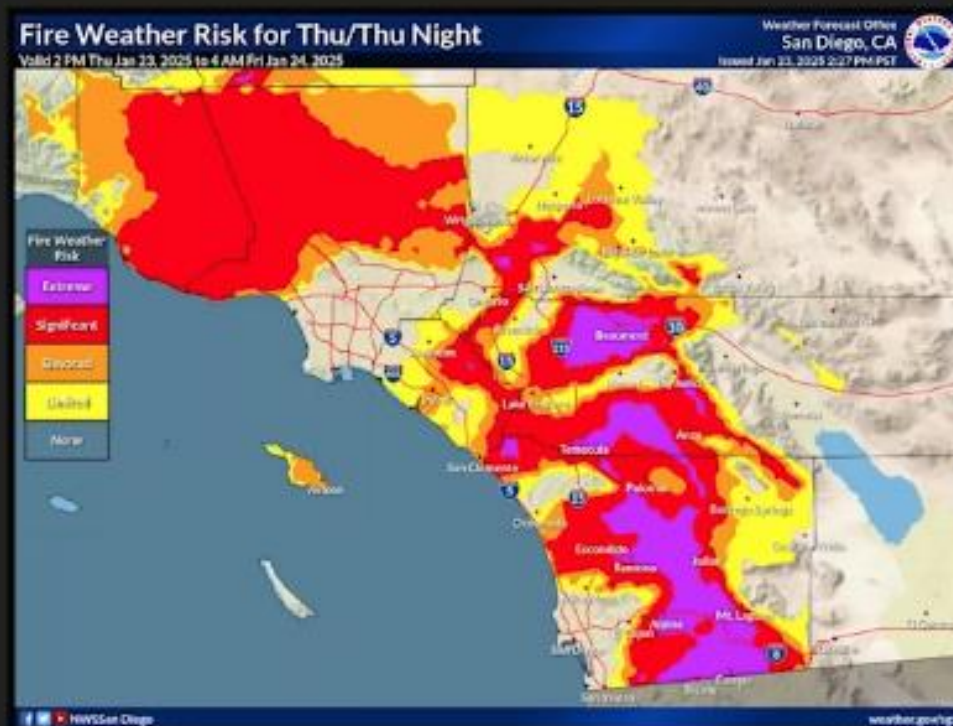
Weather Forecast Office
San Diego, CA

Issued Jan 23, 2025 2:27 PM PST



NWSSan Diego

weather.gov/sdx



File Name: Im 29_Fire Weather Risk_San Diego_01-23 24-25_MF.jpeg, 20-Second
Description:

This fire weather risk map highlights extreme fire risk in purple near Julian, Alpine, and Mt. Laguna, including sections of Interstate 8. Significant risk in red covers Temecula and Riverside along Interstate 15, extending to Borrego Springs. Elevated risk in orange spans San Diego and Palm Springs. Residents near these major highways should prepare for evacuations and monitor safety updates.



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