

Don't ignore the Signs

Estimates vary but British Sign Language (BSL) is the preferred language of between 50-70,000 Deaf people in the UK where BSL is recognised as a language in its own right.

As many as 400,000 people communicate using sign language (including carers and family etc.).

Under the terms of the Disability Discrimination Act (DDA), Deaf people are equally entitled to reasonable access to information in their language - BSL.

Without BSL, Deaf Sign Language users do not have full access to vital

information and services, including education, health and employment which means taking the time out to incorporate it into your mainstream communications platforms like websites and promotional or training videos makes sound strategic sense.

It's easier than you think to make BSL a part of your communications platform.

MPH has a purpose-built broadcast standard BSL television studio linked to gallery space and two



postproduction editing suites a make-up and wardrobe facility and full on-site catering service.

With access to the top BSL presenters from all over the UK, BSL@MPH gives you the best quality signing but the flexibility to incorporate local/regional colloquialisms.

BSL translation and captions/sub-titles can be added to pre-produced videos or an original video can be scripted, filmed and produced in our studios or on location and then BSL and captions added in postproduction.

Existing video/communication materials requiring the addition of BSL sub-titles can be turned around quickly.

Although this format is given the highest priority, realistic turnaround times must be expected when location filming is required.

Deaf Awareness Week 4-10 May 2009

Deaf Awareness Week is an annual event supported by over one hundred deaf charities and organisations.

There are around 70,000 Deaf people in the UK, more than half are of working age. They may work alongside hearing peers. Some may be the only deaf person in their department or entire organisation. It is vital that their hearing colleagues learn how to be deaf aware.

You never know when you will come into contact with a customer or staff member who is deaf or hard of hearing.

We recommend that all staff are deaf aware, whether they deal with customers or not.

MPH Customer Centred Training can provide deaf and disability awareness training. The course raises awareness of the barriers faced by deaf and hard of hearing people and how to overcome them, as well as how to implement positive methods of communication, and offer an equal service to deaf and hard of hearing people.



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Messenger

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Make yourself heard

Hello, and welcome to the Spring issue of the MPH Messenger.

There are some subtle changes to the MPH Messenger's colour scheme in parts to match the black and white livery of MPH Studios and the arm of the Group that produces British Sign Language (BSL) and captioning for so many of our clients.

Deafness is often referred to as an invisible disability.

Disability cannot be simply described in black or white terms. Many disabled people will tell you strangers speak to them slowly and loudly.

To have a disability doesn't mean you have learning disabilities and yet many Deaf people are treated as such.

In March 2007, a government minister admitted in the House of Commons that only 32.9% of deaf children in England achieved five or more GCSEs at grade A* to C compared to the national average of 57.1%.

This means deaf children

are 42% less likely to achieve as well as other children - bigger than the attainment gap between boys and girls or white boys and boys of black Caribbean origins.

Since then more data has become available: at key stage 2, 28% of deaf children fail to achieve level 3 in English compared with just 7% of all pupils, making deaf children 300 times more likely to leave primary school without a basic understanding of literacy.

With appropriate support mechanisms in place, there is no reason why a deaf person can't achieve the same as any hearing person with similar cognitive abilities.

The National Deaf Children's Society (NDCS) offers a list of 12 ways to help children, but support shouldn't end there, and many recommendations can be carried over into the work environment.



Caught on camera: Group MD, Alan Matthews in the BSL studio at MPH

Things like: deaf and disability awareness training; induction loops in premises to aid those using hearing aids; incorporating BSL into your promotional DVDs, training materials and company websites; using text phones or minicom systems as part of your switchboard service can all help include deaf people.

While you ponder the small things that you can do to aid the inclusion of deaf people in your organisation, remember it is Deaf Awareness Week 4th to 10th May.

Just a Minute!



High-speed duplication and replication comes to MPH

MPH Studios has upgraded its CD/DVD duplication and replication equipment in response to increasing customer demand.

MPH Studios previously offered a wide range of services for CD, DVD, video and audiocassette duplication and replication with on-disk printing and packaging but with the latest Verity duplicator, they are now able to duplicate DVDs, dual layer DVD's and audio/data CD's.

The stand-alone system can run 24-hours a day and can automatically duplicate runs of up to 10,000 pieces with full colour or black face printing on white- or silver-faced disks, with each face taking less than a minute to print.

So, whether it is a corporate or product DVD for your next exhibition or mail shot, a training DVD, or CD based training programme, MPH Studios is your one-stop-shop for everything from script to screen.

On-Demand Duplication
Save money, carry less stock and still have all the materials you need! By creating one master file we can print off duplicates on demand, as you need them, reducing your overheads and eliminating waste.

Quality
Using the latest technology guarantees you a high quality

and professional end product.

Fast Turnaround
No worries about deadlines, our service is fast, but rigorous quality control ensures that our efficiency doesn't compromise your quality.

Packaging and Printing
Choose from simple black inkjet, full colour inkjet or photographic quality printing.

Packaging and inlay card design can be replicated to match your original, or, created especially for you using our full design service; providing a complete solution for each project.

Low Cost
With quantities from one to over 10,000, MPH Studios gives you a quality job, quick turnaround and all at the most competitive prices.

All major credit cards accepted.

For information call Hayley McLaren on 0191 438 6063

Print and Packaging Costs: DVD/CD Printing

Quantities	Single colour printing	Full colour printing
Up to 10	£1.60 per disk	£1.80 per disk
Up to 50	£1.50 per disk	£1.70 per disk
Up to 100	£1.45 per disk	£1.60 per disk
Up to 200	£1.35 per disk	£1.50 per disk
Up to 500	£1.25 per disk	£1.45 per disk
Up to 750	£1.15 per disk	£1.35 per disk
Up to 1000	£1.05 per disk	£1.25 per disk

Packaging:

Card wallets	£0.12p
Plastic wallets	£0.10p
DVD clam shell or jewel case	£0.60p

Prices exclude VAT

Recording costs vary according to size/length of master

Newcastle Lifts Major European Trophy

Success Breeds Success as Newcastle's UDecide wins Eurocities Award

Newcastle has won a major European trophy only this time it's not United, but the city council that picked up the 2008 Eurocities Award and we are proud to say that MPH Studios played a big part in helping them achieve this fabulous result.

Back in 2006, Newcastle City Council asked MPH Studios to document a pilot participatory budgeting scheme being launched in the west-end of Newcastle that gave residents control of a budget for the development of their area and



Jon Davidson, MPH Senior AV Technician: Particularly outstanding support and inspiration to the U-Decide team

culminated in a vote that would give the residents the final say in how and on what projects the money would be spent.

Two separate strands were filmed over several months: the first involved adult residents, the second, local schools and youth groups. Individuals and groups were encouraged to petition for funding to support the schemes they believed would benefit their communities.

Both events proved to be a huge success. The resulting documentaries received national critical acclaim being used to demonstrate best practice to other local authorities about to embark on budgeting schemes of their own.

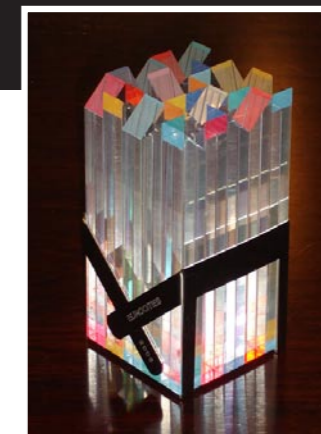
In a letter to MPH Group, Social Policy Team Manager, Vince Howe said: "From start to finish we received excellent service from everyone at MPH. Jon Davidson, Senior AV technician at MPH, has been a particularly outstanding support and inspiration to the U-Decide team."

"The two DVDs, produced in two different styles, have perfectly captured what we wanted to say. As a result, we have been able to promote our ideas to enthusiastic audiences not only within the council but also across the whole of the UK – a welcome outcome we did not anticipate."

The scheme and its documentary received substantial praise with Hazel Blears, local government minister, commending its pioneering work in the House of Commons.

The council repeated the exercise in 2007, MPH Studios documented where and how the money was spent, looking at the winning projects and how they benefited their communities.

When the Council received its nomination, MPH Studios condensed the previous



four films into a 90-second 'infomercial' that was shown at the award ceremony in The Hague.

Maggie McKenna (responsible for the schemes and the MPH contact throughout) said: "The Leader of the Council brought the award to open an event we held in Denton and said some really touching words about how proud it had made him. The residents were made up."

"We played the 90-second DVD at the event several times

- its really great. I can't believe how much of the story and the atmosphere you have captured in 90-seconds. Thanks again for all you do for us."

Thirty-two Eurocities members' submitted projects for the 2008 awards. Newcastle beat off bids from Madrid and Reykjavik.

It's not very often we can say Newcastle beat Madrid to lift a trophy (but it's here in black and white, if you'll pardon the pun!) so let's savour the moment. Well done Newcastle, and well done Jon and everyone in the MPH Studios team.



'Gannin alang the Scotswood Rooaad...'

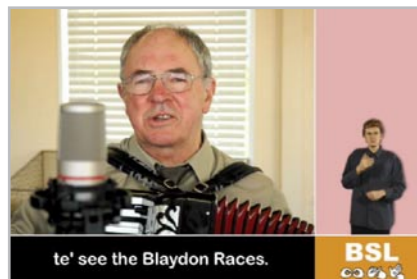
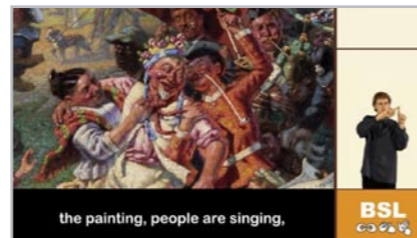
Introducing Cushie Butterfield, George the Plunger and friends

It is the Tyneside anthem, the stuff of legends and has a language arl ovits arn!! Why aye, man, it's the Blaydon Races, of course.

Tyne and Wear Museums Shipley Art Gallery commissioned multimedia company Centre Screen Productions to create an interactive education resource based on William C. Irving's spectacular painting, which captures the spirit of the Blaydon Races, and takes pride of place at the Shipley Art Gallery in Gateshead.



MPH Studios filmed the production in the studios and on location and edited the final cut in conjunction with Centre Screen. The British Sign Language (BSL) was filmed at MPH studios and captions added during the edit.



The MPH Audio team also recorded the children from Winlaton West Lane Community Primary School singing Geordie Ridley's famous Blaydon Races and edited the audio version to a master copy.



The finished material is combined into an interactive audio-visual display at the gallery and an interactive CD within the educational resource pack for teachers and brings characters from

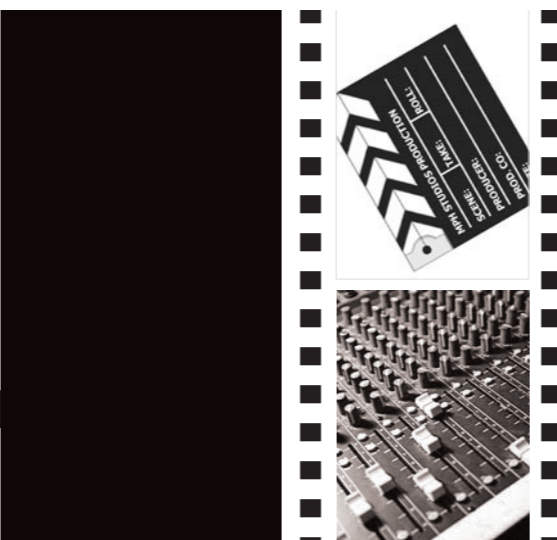
the famous paintings to life enabling visitors/users to find out more about such notables as Cushie Butterfield, Gull Wullie and George the Plunger!

With names like that how could anyone resist.

To read these and other stories visit: www.mph-uk.com



- Video Production
- Audio Production (3 digital audio studios)
- Dry hire broadcast TV studio with infinity coving and linked by gallery space to...
- 2 digital postproduction/editing suites
- Make up and wardrobe
- Duplication and replication
- Audio guides
- Talking books
- On-site catering



from script
to screen

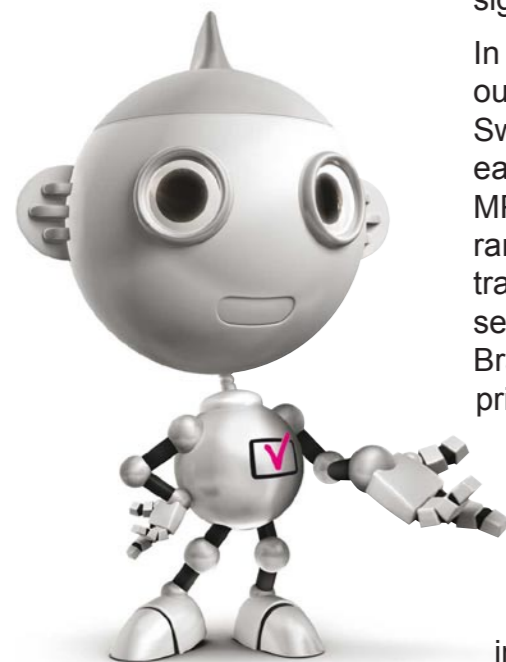
Helping the elderly and disabled switchover to digital

“Switchover is hugely important for UK broadcasting and ensuring the most vulnerable are included is crucial”

Andrew Major, eaga’s Director for the Switchover Help Scheme

MPH Group has long been an advocate of joined up thinking and integrated communications campaigns; where alternative formats and vulnerable customers are planned for upfront not as an afterthought when there is little or no budget left.

So, it is a particular pleasure to find ourselves in the middle



of one of the UK’s biggest joined up and integrated communications campaigns – the UK Digital Switchover.

The Government set up a Help Scheme, run by the BBC and funded by the licence fee, for people who have difficulty in going digital.

Almost seven million people across the UK are eligible for help during the switchover.

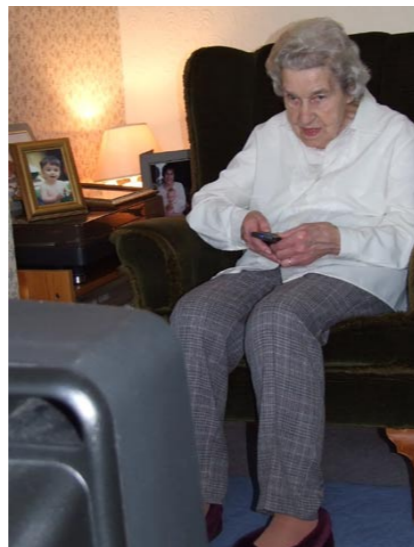
To qualify for assistance with equipment, help with installation and follow-up support, people must be aged 75 or over, or have lived in a care home for six months or more, get (or could get) disability living allowance, attendance or constant attendance allowance or mobility supplement, or are registered blind or partially sighted.

In February 2008 the BBC outsourced delivery of the Switchover Help Scheme to eaga and eaga appointed MPH to provide a broad range of consultancy and transcription services including Braille, large print, audio, Easy Read and British Sign Language (BSL).

Accessible information like BSL and Easy Read was created for the Help Scheme website.

Andrew Major, eaga’s Director for the Switchover Help Scheme, said: “Switchover is hugely important for UK broadcasting and ensuring the most vulnerable are included is crucial to this process.”

“It is essential that we reach as many of these households



“Ensuring the most vulnerable are included is crucial”



as possible and that the website includes all necessary information in a way which is easily understood and simple to use.”

“Offering help to 100,000 people in the first year is extremely encouraging.”

Head of MPH Studios, Hayley McLaren, is the pivotal link between eaga and MPH Accessible Media, the

transcriptions arm of MPH, and the Studios.

“Because the campaign must reach everyone rather than a specific demographic group, each media vehicle and message has been tested using the MPH consumer panel.”

“The BSL and Easy Read translations of the web text were tested for comprehension, ease of navigation, look and layout, tone and contrast.”

Hayley is also quick to add: “In fact the work has been such a good example of best practice that the Help Scheme’s website has just received the ‘Best Example of Accessibility



Award’ in the Digital Innovator category at the North-East Digital Awards.”

“Judges for the Digital Awards said they were impressed with eaga’s

work in implementing accessible technologies in order to make the website as accessible as possible to all service users, particularly people who are blind or partially sighted, and people with learning difficulties.”

For award winning integrated communications speak to Hayley McLaren on 0191 438 6063 or email hmclaren@mph-uk.com or to see it in action visit: www.helpscheme.co.uk

“Such a good example of best practice that the Help Scheme’s website has just received the Best Example of Accessibility Award.”

*Hayley McLaren
Head of MPH Studios*



MPH Consumer Panel

The MPH Accessible Media consumer panel is used for testing physical and intellectual access to goods, facilities, services and information.

The panel is comprised from broad demographic groups: adult males, adult females, children, disabled and non-disabled from different racial and ethnic backgrounds.

From within the disabled community members have life experience of: dyslexia, mental health, learning disabilities, visual impairments, Deaf and hard of hearing, dexterity and mobility impairments.

The non-disabled group includes: high income families and low income families with low literacy levels.

In addition to the panel, internet communication is tested through the following software: Jaws, Hal, Browsealoud, Bobby, W3 and WAI, Emacspeak, Windows screen magnifier, LunarPlus, Web Exact and Zoom Text.

To find out how your organisation can benefit from the MPH consumer panel contact Alan Matthews on 0191 438 6063.