



Washington State
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DSHS announces CapTel PSA through Washington Relay

OLYMPIA – CapTel Relay Services is a captioned telephone service that enables a relay operator to use voice-recognition technology to translate spoken messages into text (captions) on a CapTel telephone display screen that permits a person with hearing loss to read the conversation from and to speak directly to the other caller, who may or may not have a hearing loss.

Today the Department of Social and Health Services is launching a televised public service announcement campaign in the Seattle-Tacoma, Spokane and Pasco-Yakima regions on the following weeks listed below:

Aug. 16-20, Sept. 6-10 & 13-17, and Oct. 4-8, 11-15 and 18-22.

The CapTel PSA will be broadcasted through the following television networks: King NBC, KSTW CW, KOMO ABC 4, KIRO CBS 7, KREM CBS 2, KHQ NBC 6, KXLY ABC 4, KAPP ABC 35, KIMA & KEPR CBS, and KNDO/KNDU NBC 23.

“Our message is to promote public awareness about the availability of this invaluable service to hard of hearing or deaf people who need access to telephone services.” said Eric Raff, director of the DSHS Office of the Deaf and Hard of Hearing.

He explained Washington Relay CapTel relay operators connect CapTel users and hearing people through specialized communications equipment distributed by ODHH or purchased by their owners. CapTel callers use a CapTel phone to process phone calls through the CapTel services to friends, business associates and others and voice their own responses to the callers in return.

Raff said there are approximately 20,000 people relying on Washington Relay who make approximately 60,000 relay calls per month.

ODHH is partnering with Sprint Relay to run a series of televised public service announcements that underline the “CapTel Service” message.

The announcements features a young boy talking the phone with his hard of hearing grandmother about the first soccer goal he scored during the game. The announcer says “Washington Relay brings

you Captioned Telephone service and the CapTel telephone that uses voice recognition technology to show captions of everything the other person says.” The young boy’s grandmother concludes the call with her grandson by saying “I’m so proud of you!” The announcer then concludes the PSA by saying that qualifying Washington state residents can get a CapTel telephone. The PSA concludes with a website link and phone number to find further information about the newer CapTel phones and information that refers them to DSHS. To learn more go to www.captelwashington.com.

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