



November 28, 2025

Sondra Stone  
Lexington – Central Purchasing  
200 East Main Street Lexington, KY 40507

Response to RFP 45-2025 - Closed Captioning Services for Government Access Television

## **Section 2 - Proposed Plan**

### **B. Overview**

In response to the above-mentioned Request for Proposal, Caption Advantage proposes to provide closed captioning services to Lexington-Fayette Urban County Government Television (Lex TV) under the Terms and Conditions and Specifications outlined in RFP 45-2025.

Caption Advantage is a full-service captioning company based in Syracuse, New York. We offer both real-time and off-line captioning services. Caption Advantage is committed to supplying an outstanding level of service at the most competitive rates in the industry. Every day we deliver on that commitment.

Our certified staff has decades of experience captioning both national and local newscasts, as well as public broadcasting and educational programming. Many on our team have over two decades of captioning experience. Our associates are among the most qualified and knowledgeable certified captioning professionals in the industry. They are driven to meet their own high goals for accuracy and precision.

Our captioners have achieved the highest certifications of offered by the National Court Reporters Association, including Certified CART Provider, Certified Broadcast Captioner, Certified Realtime Reporter and Certified Merit Reporter. Many on our team have conducted national seminars on captioning techniques, as well as participated on the National Court Reporters/Captioning Association Board to improve standards for captioning quality.

Our captioners have achieved the highest certifications of Certified Broadcast Captioner, Certified Real-time Reporter, as well as the Certificate of Merit distinction.. Our staff has worked with the national association to establish quality guidelines for broadcast captioning.

For the last decade, Caption Advantage has provided captioning services to Lexington-Fayette Urban County Government. Caption Advantage was instrumental in assisting Lexington-Fayette Urban County Government with the implementation of broadcast and webcast captioning services for all programming. Caption Advantage has provided 24/7 technical support to Lexington-Fayette Urban County Government to assist with video and webcast captioning troubleshooting and solutions. In addition, during the 2020 pandemic, our firm also provided urgent, on-demand captioning services for all LFUCG press conferences and meetings.

For nearly two decades, our captioners have provided real-time and post-production captioning services to Kentucky Educational Television. All of our captioners have captioning dictionaries customized to Kentucky-specific terminology, cities and towns, proper names, government officials, and Kentucky businesses. Caption Advantage worked with KET's technical team to upgrade caption encoder hardware to implement a state-of-the-art captioning system for KET's live, post-production captioning and webcasting.

We know our clients seek a dependable, affordable captioning solution, and every day, we provide quality captioning services to many long-time clients. Our firm provides gavel-to-gavel captioning for television broadcasts and webcasts of the New York State Assembly and the New York State Senate, as well as broadcast/webcast captioning for the Palm Beach County School Board. Other long-time clients include Maryland Public Television, Connecticut Public Television, WCNY, as well as the Kentucky Library Association webinars.

### **C. Implementation Approach**

Caption Advantage has worked with numerous clients to implement first-time captioning services for both broadcast and webcasts. Our team works well with engineering staff to install equipment and troubleshoot any issues that may occur with initial setup.

Our firm proposes to provide captioning services for the Lexington-Fayette Urban County Government as follows:

Caption Advantage provides, at no charge, an EEG-470 analog encoder to the Lexington-Fayette Urban County Government. The above-mentioned equipment will be used exclusively by Caption Advantage to provide captioning services to Lexington-Fayette Urban County Government.

Caption Advantage's technical team has worked with numerous clients to implement first-time captioning services for analog, digital and HD broadcast, as well as webcasts via Granicus, YouTube and Livestream. Our team works well with engineering staff to install equipment and troubleshoot any issues that may occur with initial setup.

## **D. Key Personnel Qualifications**

### **Doreen M. Radin, RMR-CRR-CBC**

*Registered Merit Reporter*

*Certified Realtime Reporter Certified Broadcast Captioner*

Ms. Radin has **over 25 years** of professional real-time closed captioning experience and has provided such services for live broadcast of governmental proceedings, including NY State Assembly and Senate, Rhode Island House and Senate, DoD Defense Logistics Agency, as well as local and national television newscasts, including KET. She is certified to provide accurate transcription in excess of 260 words per minute. Her accuracy rate consistently exceeds 99 percent. Ms. Radin has authored articles on captioning standards, training, and protocol, as well as equipment hardware and software for captioners. Ms. Radin has conducted national seminars on captioning, and is regarded as an expert in the captioning industry.

### **Brandi Kent, RPR-CBC**

*Registered Professional Reporter*

*Certified Broadcast Captioner*

Ms. Kent has **over 19 years** of experience providing high quality real-time closed captioning services, with an accuracy rate exceeding 99 percent verbatim. She has extensively captioned a variety of network news, public television, including KET, international and financial news, and government proceedings for Caption Advantage.

### **Rochelle Hopkins, CBC-CCP-CSR-RPR**

*Certified Broadcast Captioner*

*Certified CART Provider Certified Shorthand Reporter Registered Professional Reporter*

Ms. Hopkins has over 23 years of experience providing real-time translation and closed captioning services. She has extensively captioned a variety of network news, entertainment and government proceedings for Caption Advantage clients. Her accuracy rate consistently exceeds 99 percent.

### **Alan Peacock, RPR-CRR-CBC**

*Registered Professional Reporter*

*Certified Realtime Reporter Certified Broadcast Captioner*

Mr. Peacock has been providing real-time closed captioning services for over 24 years. His caption experience includes live television newscasts, special broadcast events, and numerous governmental proceedings for Caption Advantage clients. His accuracy rate consistently exceeds 99 percent.

**Laura Falk Anusavice, CSR**

*Certified Shorthand Reporter*

Ms. Falk has closed captioned numerous governmental proceedings and television newscasts for Caption Advantage. With **over 23 years** of real-time captioning experience, she is an outstanding captioner who consistently exceeds 99.5 percent accuracy.

**Diana de Sevren Jacquet RMR-CRR-CBC**

*Registered Merit Reporter*

*Certified Realtime Reporter Certified Broadcast Captioner*

Ms. Jacquet **over 23 years** of experience providing high quality real-time closed captioning services, with an accuracy rate exceeding 99 percent verbatim. She has extensively captioned a variety of network news, public broadcasting, including KET, international and financial news, and government proceedings.

**E. Pricing Information**

Fee for live captioning services

\$110 per hour (minimum two-hour fee)

Pro-rated in 15 minute increment after two hours

Technical support via phone - no charge

**F. Customer References**

**Mr. David Bulnes**

**New York State Assembly**

Department of Media, Communication and Information Services

102 Legislative Office Bldg.

Albany NY 12248

(518) 455-4557

For two decades, Caption Advantage has provided live closed captioning of gavel-to-gavel Legislative Assembly proceedings, as well as joint sessions of the Senate and Assembly, for both internet and television broadcast. Our firm was instrumental in implementing the state's first broadcast and webcast captioning of Assembly session.

**Mr. Eric Hoppel**

**New York Senate Media Services**

Albany NY 12248

518-455-3541

Caption Advantage implemented the New York Senate's first broadcast and webcast captioning for all Senate hearings and session proceedings.. Caption Advantage provides real-time, live closed captioning, gavel-to-gavel coverage for all New York Senate session proceedings and hearings. Upon request, hearing transcripts are provided with expedited and standard delivery for high-volume hearings.

**Mr. Mark Keefer**  
**Maryland Public Television**  
11767 Owings Mills Blvd  
Owings Mills MD 21117  
410-581-4311

For two decades, Caption Advantage has provided captioning services for Maryland Public Television, including governmental and public affairs programming. Captioned broadcasts include Governor's State of the Commonwealth Address, Budget Address, joint Maryland House/Senate session, Direct Connection, State Circle, and public affairs as directed by Maryland Public Television. In addition to television broadcast captioning, our firm provides simultaneous live YouTube program captioning.

Over the past decade, we have worked hand in hand with the Lexington-Fayette Urban County Government and assisted with implementing broadcast and webcast captioning equipment and technology to provide high-quality captioning. We would welcome the opportunity to continue providing closed captioning services for Lexington-Fayette Urban County Government programming into the coming years.

Once again, thank you for considering our firm's proposal.

Sincerely,

A handwritten signature in cursive script, appearing to read "Doreen M. Radin". The signature is written in black ink on a white background.

Doreen M. Radin, RMR, CRR, CBC  
President



## Caption Advantage Affirmative Action Plan

Caption Advantage is firmly committed to securing for all persons equal employment opportunities and freedom from discrimination and other forms of harassment in employment.

Caption Advantage's affirmative action plan serves to redress traditional and social patterns of discrimination which may create artificial barriers to employment opportunities; and

the implementation of an affirmative action plan that ensures that equality and fairness to all is recognized to be in the best interest of employees.

Caption Advantage's affirmative action plan shall provide for equal employment opportunity to all people in all aspects of employer-employee relations without discrimination because of race, color, religion, sex, national origin, sexual orientation, gender identity, ancestry, age, disability, genetic information, political affiliation or veteran status. Employer-employee relations shall include but not be limited to hiring, promotion, termination, tenure, recruitment and compensation;

Caption Advantage condemns workplace harassment.

Equal employment opportunities shall be an integral part of our firm, and any program evaluation shall include an assessment of equal opportunity performance;

The President of Caption Advantage is responsible for the implementation and monitoring of the affirmative action plan and shall provide such technical assistance and reporting as may be deemed appropriate to accomplish the purposes identified by the affirmative action plan;

A handwritten signature in black ink, appearing to read "Doreen M. Radin". The signature is fluid and cursive, with a large initial "D" and "M".

Doreen M. Radin, RMR-CRR-CBC President