



**INNOVATIVE USE OF ATSC 3.0 TECHNOLOGY ENHANCES EMERGENCY ALERT SYSTEM FOR THE HEARING-IMPAIRED COMMUNITY**

**COOKEVILLE, TN and BOULDER, CO (January 28, 2025)** – WCTE Central TN PBS and the Public Media Venture Group (PMVG) recently convened a meeting in Cookeville, TN, to test and implement a new initiative that uses ATSC 3.0 technology to bring American Sign Language (ASL) services to emergency alert systems.

Building on the groups’ December 2024 introduction of real-time, Spanish-language closed caption translation, this latest effort aims to ensure critical information reaches deaf and hearing-impaired community members. Both projects are powered by PMVG’s NextGen TV (ATSC 3.0) station in Cookeville, leveraging of the capabilities of NextGen TV broadcasting to deliver life-saving emergency information across the entire Cookeville and Putnam County, TN, region.

The ASL initiative represents a collaborative effort among WCTE, PMVG, DigiCAP, and EQ4ALL, supported by a memorandum of understanding between PMVG and EQ4ALL to advance accessibility and emergency alert technology.

The January meeting at the Putnam County Emergency Management Agency in Cookeville, TN, was hosted by WCTE President/CEO Avery Hutchins and Putnam County EMA Director Brandon Smith. The meeting brought together project leaders, station engineers, emergency management experts, specialists in accessibility solutions, and local government officials including the Putnam County Mayor and the Cookeville Mayor. Meeting attendees expressed strong support for the initiative and agreed to work together to complete its further testing and deployment.

At the meeting, Joonyoung Park introduced DigiCAP’s cloud-based, NextGen TV “broadcast app” technology that integrates seamlessly with existing emergency alert infrastructure.

“Broadcasting’s large coverage area and the hardening and backup power of broadcast sites make television an ideal platform for emergency alerts,” said Park. “ATSC 3.0 technology enhances this capability by adding intelligence and accessibility features to the alerts.”

Kevin Lee of EQ4ALL demonstrated breakthrough human avatar technology that uses ASL to deliver emergency alerts over various platforms. The avatars not only sign critical messages but also guide viewers to trusted local resources for additional information.

“Signing is crucial because many hearing-impaired individuals cannot rely on text-based alerts,” said Lee. “The ATSC 3.0 standard allows us to add sign language capabilities, making alerts more accessible and impactful.”

This initiative highlights the potential of ATSC 3.0 technology for emergency communication and underscores PMVG’s dedication to leveraging emerging technologies for the public good.



Kevin Lee of EQ4ALL and John Contestabile of Skyline Technology Solutions and PMVG sign an MOU.



Joonyoung Park presents at January 14 meeting in Cookeville, TN.

**About WCTE:** WCTE Central TN PBS has served the Upper Cumberland 40+ years as the region’s premier storyteller and is the only television station in a 75-mile radius of Cookeville, TN., making it a strategic partner in education, health services, government, arts and music. WCTE is a 501(c)3 and is owned and operated by the Upper Cumberland Broadcast Council. WCTE Central TN PBS is one of only 350 PBS member stations nationwide. [www.wcte.org](http://www.wcte.org).

**About the Public Media Venture Group (PMVG):** Comprised of 32 leading public media organizations, PMVG develops scalable technology use cases to help sustain public media’s vital services in the long term. Public broadcasting is an essential part of American media, and PMVG is committed to ensuring the system’s central role in the nation’s future social ecosystem. PMVG member organizations own and operate over 100 public stations that collectively reach 250 million people. [www.publicmediaventure.org](http://www.publicmediaventure.org).

**About EQ4ALL:** B Corp certified social venture EQ4ALL envisions an equitable society through technology. EQ4ALL has been developing sign language translation technology and deploying accessibility solutions for DHH to have equal opportunities. For more information about EQ4ALL, please visit [www.eq4all.co.kr](http://www.eq4all.co.kr).

**About DigiCAP:** DigiCAP Co., LTD is a South Korean company that provides a variety of software-based devices to support the ATSC 3.0 broadcast system. DigiCAP also products in content protection, rights management, conditional access, smart car software, and a variety of cloud-based services. For more information about DigiCAP, please visit [www.digicaps.com](http://www.digicaps.com).

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