

# Information for Publishers

from the Torch Trust for the Blind

Torch proposes partnership with publishers to bring more Christian literature to blind and partially sighted people in the UK and abroad



In Britain 2 million - that's around 1 in 30 - of our population live with sight loss beyond correction with spectacles. And the

number is growing; the RNIB forecasts a doubling over the next 20 years.

For them reading standard print books and magazines is difficult or impossible. They need books transcribed into media they can access - braille, large print and most commonly audio (cassette or CD).

Only around 4% of books published in the UK ever appear in these accessible media.

Our dream is that a blind or partially sighted person will be able to read what they want to read when they want to read it. Clearly this is an impossible aim, but we believe it is something that we can and should work towards. When a Christian book is topical - it's being talked about in church and quoted by preachers - it's then when blind and partially sighted people should be able to read it.

Dr Gordon Temple, Torch Trust's Chief Executive concludes, "We cannot do it unaided. We need publishers to work in partnership with us."

Working in partnership we can improve access to Christian literature for blind and partially sighted people in the UK and around the world. The issues to address together are the availability of electronic text, international rights and help with reading books for audio media.

## A Book with a Purpose

US publisher Zondervan actively sought to offer a blind readers a braille edition of its best selling book *The Purpose Driven Life*.

If a church runs the **40 Days of Purpose** course then the participants are expected to read a section of the book each day. It's obviously a very excluding experience for blind and partially sighted church members if they cannot have the book in a form they can read.



Zondervan engaged Torch to produce the braille edition. Torch has subsequently produced a giant print version. Both are organised into 4 volumes. They are available from Torch for purchase (at £10 - around the list price of the standard print edition) and also for loan from the Torch Library.

Purpose Driven UK is currently sponsoring Torch to produce braille and giant print editions of its new course book entitled **Better Together**.

Want to help? See the back page of this leaflet

# Help us serve blind and

## About Torch

**T**orch's aim is to overcome sight loss as a barrier to finding personal faith in Christ and to living a fulfilled Christian life.

In support of this aim, we believe that blind people should be able to read the same Christian publications that sighted people read.

Torch produces a wide range of Christian resources in braille, giant print and audio media: Bibles, daily Bible readings, Scripture text calendars, hymn and song books, greetings cards, magazines, books and booklets.



Last year we sent 156,000 Christian magazines to readers in 97 countries.

Our postal library service has nearly 5000 books in a mix of accessible media representing over 3000 Christian titles. Each day we exchange between 100 and 150 books with our readership. In a year we currently add almost 200 titles to the Torch Library collection - a tiny fraction of those published in standard print.

**We could do dramatically more with the help of Christian publishers.**



The Torch Trust is a non-denominational Christian mission with its new purpose-built head office and literature production centre in Market Harborough, Leicestershire. A registered charity, Torch is supported by donations and legacies.

## How Torch makes Accessible Media available

**W**ithout electronic files supplied by the publisher the process starts with a printed book. After removing the spine the pages are scanned, corrected, proof read and further corrected, all to produce an accurate and properly structured file from which braille and giant print versions of the books can be made.

**If accurate files can be provided by publishers then this laborious preliminary stage becomes unnecessary**

Software converts the text files into braille which is then checked and final corrections are made. For giant print the fonts and layout are adapted to make a books that is easy for someone with very restricted vision to use.



For an audio version the book is sent to a volunteer to read. Torch supplies its volunteers with a good quality Minidisk recorder and microphone and trains them to produce consistent results. The digital recording is transferred to Torch's computer-based system and then edited at Torch House, with sections re-read by the volunteer as necessary.

Whatever the target media, the resultant files are held on a computer server and produced by state of the art on-demand production equipment that allows Torch to respond to a request for a single copy or a bulk order just as easily. The braille embossers produce double-sided braille at up to 1000 pages per hour. A digital printing system produces 5000 pages of giant print hourly and the audio cassette copying system produces around 200 cassettes per hour.

Torch distributes to blind and partially sighted people across the UK and around the world using "Articles for the Blind" free postal service.

# partially sighted people

## Introducing DAISY

DAISY (Digital Accessible Information System) is a new international standard for accessible audio books. The only reading option for most people with sight loss is audio, but ordinary cassettes and CDs are difficult to navigate. With DAISY it's easy to find a place using the large brightly coloured buttons on the special players.



Torch produces SU's **Daily Bread** and CWR's **Every Day with Jesus** daily Bible readings on DAISY CD for over 200 readers.

Already the RNIB has distributed some 50,000 DAISY players to blind and partially sighted people in the UK, and its Talking Book service

currently issues around 8000 DAISY books on CD daily. Torch has now started a library of Christian books in the DAISY format.

## Altogether Now!

Over the past 3 years Torch has worked with Spring Harvest and Authentic Media to launch a braille edition of a new book simultaneously with the standard print edition.

At the last Spring Harvest in March 2005 Torch launched braille **and** giant print editions of Gerard Kelly's **Stretch** simultaneously with the launch of the standard print edition.



Provided with a good quality and well-structured file Torch can quickly produce braille and giant print editions.

## A DAISY Bible

Torch is working with Hodder and Stoughton and the RNIB to produce a DAISY audio New Testament.



For the first time those blind and partially sighted people who can only read using audio media will be able to find a Bible passage for themselves. They will be able to look up a reference: book - chapter - verse, using the features of the DAISY players.

Hodder & Stoughton are providing the digital recording of the TNIV version. Torch and the RNIB are working together on the massive job of structuring the DAISY version to be available on CD for blind and partially sighted readers - with Easter as the target launch date for the four Gospels.



# Help us to help them

## Copyright Matters

The Copyright (Visually Impaired Persons) Act 2002 allows blind and partially sighted people in the UK to have accessible copies in a media to suit their reading preferences. It applies to all works published or distributed in the UK.

This Act provides for organisations like the Torch Trust to produce accessible copies for distribution to blind and partially sighted people. In addition, publishers are involved through a general licence from the Copyright Licensing Agency (CLA). This makes things simple for UK readers and UK published books and also for visually impaired readers in Europe where the work has UK-owned copyright.

Torch operates to such a license from the CLA and adheres to its terms.

There are two issues that remain that Torch would like to address in partnership with Christian publishers ...

1. Not all Christian publishers participate in the CLA scheme. To streamline administration Torch seeks general agreements for all titles under the terms of the above mentioned Copyright Act

2. There is an international audience to serve. There is so little resources available to produce Christian books in accessible media it makes no sense to duplicate the effort to make the book available to blind and partially sighted people in other parts of the world. Torch serves an international audience.

Last year Torch's magazines went to readers in 97 countries. Torch seeks, wherever possible, unrestricted rights to distribute accessible copies to blind and partially sighted people, wherever they may be worldwide, on terms in line with the Copyright Act and CLA general license.



## Response

With the help of publishers the Torch Trust can make more books available more quickly to blind and partially sighted readers. How?

- ◆ Provide Torch with well-structured and accurate electronic files - MS-Word and XML are much preferable to PDF or Quark files.
- ◆ Provide Torch with free reading copies - one for each of the 3 accessible media options.
- ◆ Help us find volunteer readers - often the author is the ideal reader - to record audio versions of books.
- ◆ Agree a Memorandum of Understanding with Torch giving general permissions supplementary to the provisions of the Copyright Act for worldwide distribution (or the widest international coverage possible) for all Christian books published and for all accessible media.
- ◆ Sponsor the transcription of a book into accessible media - braille, giant print and audio. The cost to Torch Trust starts from around £300 for a single media.

For information about what Torch brings to the partnership see "How Torch Makes Accessible Media Available" inside this leaflet.

Please fax the reply slip back to the Torch Trust to express your interest, or email or write to us.

We would like to explore a partnership with Torch Trust to make more books available more speedily to more blind and partially sighted people around the world.

Name .....

Job title .....

Publisher .....

Address .....

..... Post Code .....

Phone ..... Email .....

