

Parity Endeavors, Inc.

What Leaders Are Really Asking

The Question Behind the Question

The Question Leaders Ask Out Loud

"Can We Make Audio Description Cheap So It Can Scale?"

This Sounds Like A Production Problem. It Isn't.

What leaders say when they ask this:

Budgets are tight. · Energy is limited. · There are too many priorities already.

What "Cheap" Really Means

When someone asks for cheap, they usually mean:

1 **We don't fully understand this yet.**

They don't yet know what they're buying.

2 **We're afraid of choosing wrong.**

They'd rather do nothing than pick wrong.

3 **We don't want to create more work later.**

They don't want to fix it twice.

4 **We need to reduce risk.**

The money worry is really a confusion worry.

That's human. And fixable.

You Can Make Production Cheap. You Cannot Make Understanding Cheap.

Cheap production looks like:

- Templates
- Lowest-bid voices — human or AI, minimal review
- Just checking a box
- No shared rules before the project ships

And with that, trust leaks.

Quietly, then all at once.

The brand fracture:

A studio invests heavily in a film's tone — every frame, every music cue chosen to carry the mood.

Then the audio description track ships through a voice that sounds like a GPS unit.

That studio has not saved money. It has created a fracture for every blind and low-vision audience member in the room.

They feel it. They don't always name it.

The Audience You're Missing

9 Million

Americans living with vision difficulty

2024 American Community Survey via American Foundation for the Blind · [afb.org](https://www.afb.org)

They feel it when the voice is wrong. They just don't always name it.

That's a brand problem, not a checkbox problem. The performer carries what the director meant. When the voice is wrong, that meaning doesn't arrive. Saving money on the voice doesn't fix that.

A Real Moment from the Room

A university team. Once a month. One hour.

"So this is basically captions for blind people, right?"

A few heads nod. One person looks relieved they didn't have to say it.

That assumption explains the entire budget problem.

If you don't understand what the work actually is, every dollar feels risky.

So we pause. We reset. We separate Compliance, Tools, and Rules from Communication, Intent, and Meaning.

The room relaxes. Not because the problem got easier. Because the confusion lifted.

Two Problems People Keep Calling "Voice"

Solve the wrong one and you waste money. That's the trap.

Meaning Drift

Live Meetings

You say the right words. Delivery quietly shifts what people think you meant.

People nod. Nothing moves.

The message was right. The room didn't receive it.

System Drift

Produced Video

Different vendors. Different voices. Different AI choices. Nobody agreed on rules first.

The work looks fine. Trust leaks slowly.

Audiences feel it before they name it.

*"I Don't Have Time to Make
Voice a Priority."*

**Voice is already a priority.
Just being prioritized accidentally.**

Every training video. Every executive message. Every AI-generated explainer.

Voice is carrying meaning whether you planned for it or not.

What Actually Drains Budgets

Redoing work that didn't land

Accessibility that exists but isn't usable

Teams arguing about whether it sounds right because nobody wrote down the rules

AI voice choices that get reversed after someone complains

One hour of clarity costs less than one visible mistake.

Audio Description Is the Fast Lab

In audio description, the question is simple and unforgiving: does this belong in the story, or does it feel pasted on top? Context and intent make that difference. When it's off, the audience feels friction immediately. No camouflage. Same rules as every other voice decision at scale.

2025 · Google Research · Published via ACM

"Made by People, Described by People"

Bennett, Pavel, Bryant, Eberly, Shelby, Kane · research.google

Interviews with 17 AD professionals (8 blind or low-vision) found "tensions between advocacy for culturally competent AD and the rise of automations." Calls for "preserving the high-quality human touch professionals consider fundamental to the accessibility provision."

Before Approving Any Voice, AI, or Accessibility Decision —

Ask This One Question.

What problem are we actually solving right now?

Meaning Drift?

Fix the live delivery first.

Executive Delivery session — \$497, 90 minutes.

System Drift?

Fix the rules before the next project ships.

Trust Architecture — \$12,000, 30 days.

Get that right and you'll know what to do next. This one question saves money. And trust.

Pick the Right Fix

Two ways in. Pick the one that fits where you are. Email roy@parityendeavors.com to start.

Trust Architecture

\$12,000 · 30 Days

You make a lot of video. Different vendors, different voices, some human, some AI. Nobody agreed on the rules first, so things feel inconsistent and fixing it after is expensive.

Trust Architecture gives your team a shared set of rules in 30 days, so everyone uses the same rules before the next project goes out.

ParityEndeavors.com/trust-architecture

Executive Delivery

\$497 · 90 Minutes

Your message is right. Your delivery isn't carrying it yet.

The Executive Delivery session works from recordings of your actual meetings. No theory. Just delivery that holds when it matters.

ParityEndeavors.com/executive-delivery