

# The Power of Captioning<sup>®</sup>

February 2012

ISSUE

01

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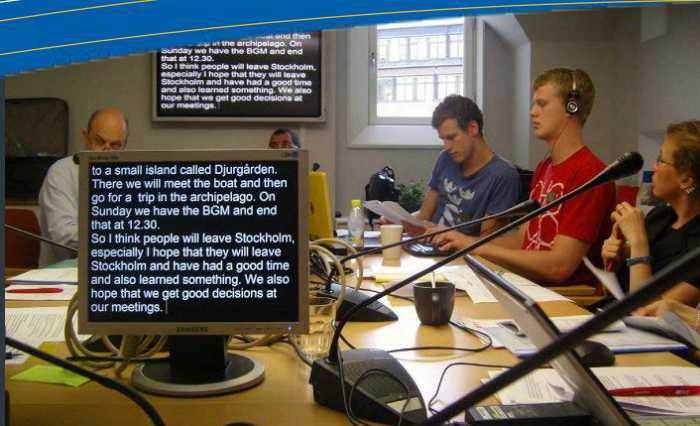
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## For Submissions

CCAC welcomes original articles and comments (not published elsewhere) by any consumers, providers, or others who support the CCAC mission, on only new or ongoing captioning-focused advocacy projects, inclusion of new captioning (of any sort) where none has existed before, and related. The editors (FN and LS) have full discretion on suitability for the newsletter, and will review with author before edits may be included.



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## The Power of Captioning<sup>®</sup> Welcomes All

by L.E. Storck, Executive Editor and CCAC Founder

Where in the world is there equal communication access for all? That will be the day!

Northern Europe is one place that strives to have access for all. The United States of America has communication access for some. So do Australia and Canada. There are millions of citizens who require captioning and not enough professional providers to serve them. The profession is growing in England, Ireland, Italy, Germany, and beginning in several other countries, but not fast enough for many who need it.

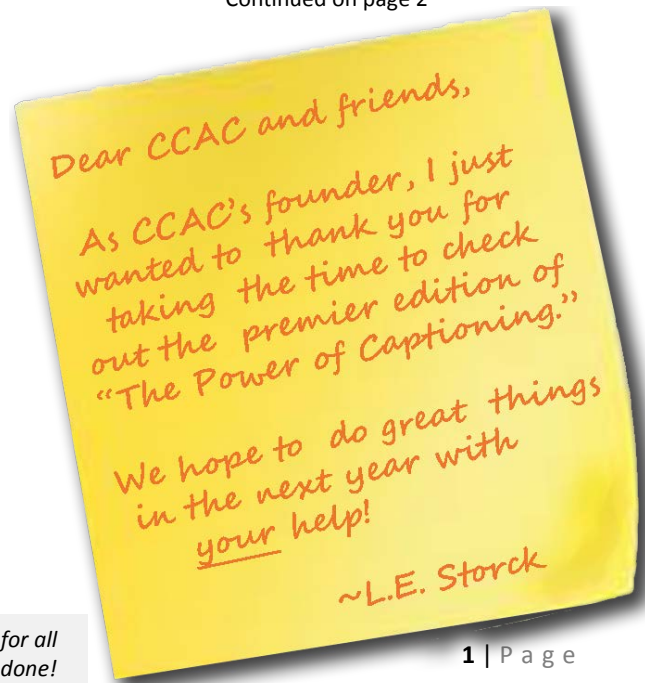
Some countries provide captioning only for selected television broadcasts. Other countries now have captioning in theater and cinema...but not enough. Captioning is needed beyond entertainments; in education, employment, healthcare, and many more places.

We citizens, called "consumers," together with providers and others who understand the vital necessity for more inclusion of captioning come together in the Collaborative for Communication Access via Captioning, or "CCAC," formed two years ago. The CCAC aims to inform and perform.

The mission is inclusion of quality captioning universally.

Many of our members and friends have requested the CCAC launch a newsletter. CCAC membership discussions are so active and captioning advocacy projects (CAPs) so numerous that others want summaries and a way to keep up with us!

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*PHOTO: Real-time speech-to-text (captioning) projected for all to read, provided by two captioning providers. It can be done! And now on mobile devices also.*

# The Power of Captioning<sup>®</sup> Welcomes All

Continued from page 1

What is captioning advocacy? How are we doing it? Where is it happening? How can others collaborate? CCAC wants your ideas and captioning actions too, whether you are a new advocate or a seasoned one, we hope to talk with you soon.

The CCAC is, primarily, an online working community (large group) with connections to other groups and networks in the U.S. and internationally. The CCAC encourages collaboration between CCAC members and established organizations that are important voices for captioning inclusion (among their broader agendas and wider constituencies).

What is the “power of captioning”? Some think captioning (subtitling) is needed solely by people who are deaf. **False.** Captioning (real-time and accurate matching of text to speech and text to any audio output) is not only for millions of people who are deaf, deafened, or have a hearing loss (46 million in the U.S. alone). Globally, one in six persons has a hearing difference. This huge population requires information and full participation and yet captioning serves millions and millions of others also. For example, the power of captioning is used by mega-millions of people who are:

- Learning to read—with text, in the classroom, on television, and online.
- Learning a new language—with translation that is easier when there is full accurate text nearby.
- In need of an immediate written transcript—with no need for a note-taker or flawless memory.
- Employed or working in other situations where there are different accents, poor acoustics, or mumbling visitors—we’re told it boosts productivity.
- Managing good lives with different learning and listening styles—people with other disabilities.
- In business and want to reach wider markets—for search engine optimization, captioning is a vital ingredient to maximize readership and do business online.

The “power of captioning” is a compelling concept, not merely a line under a photo or a

bubble in a cartoon. Dear Readers, help us spread these words!

Contrary to some established attitudes, roughly 95% or more of people who are deaf or have a hearing loss do not use sign language. They use captioning in many places. Additionally, people who are born deaf and do use sign language also need captioning for modern entertainments such as cinema, theater, television, museums, and more. Many also use captioning for full comprehension of complex materials such as numerical presentations. People using hearing aids, implants, and other devices also use captioning in group conversations, in community and social gatherings, and where noisy backgrounds reduce speech comprehension.

That too is the “power of captioning” for millions who are deaf, deafened, or having a hearing loss. Put us all together and we are mega-millions who need inclusion of quality captioning universally.

This newsletter invites your submissions, feedback and your membership in the CCAC if you have not yet added your name as someone who supports the CCAC mission. Members benefit from a members' forum online and a level of participation that is rewarding in many ways. Membership for individuals and organizations is free. Check us out at [www.ccaptioning.org](http://www.ccaptioning.org)

## Knowledge is Power

Did you know that according to recent John's Hopkins research, one in five Americans has hearing loss?

Thanks to [TDI](#) for sharing this news with CCAC. Think about it - now 46 million in one country alone, and millions more in other countries, and millions more who need inclusion of quality captioning for languages, literacy, learning differences, SEO and more.

Read more at [www.hopkinsmedicine.org](http://www.hopkinsmedicine.org)

## The Collaborative for Communication

### Access via Captioning

International grass-roots working community for advocacy in your city, state, and nation



Site - <http://www.ccaptioning.org>  
Blog - <http://ccacblog.wordpress.com>  
email - [ccacacaptioning@gmail.com](mailto:ccacacaptioning@gmail.com)

# Why Lipreading Mom Started a Captions Campaign

by Shanna Groves / LipreadingMom.com

As the mom of three young children, I am concerned about the programs they watch on television and the Internet. While there are parental controls for what they view, there is no control over whether or not the programs they watch by computer are captioned.

I partnered with CCAC on the *Lipreading Mom Internet Captions Campaign* through my site <http://LipreadingMom.com> to bring awareness to the need for more captioned Web content. The lack of such content impacts everyone's quality of life not just people with hearing loss. My son, who is 4, picks up on the subtitles flashing across the TV screen and monitor. He is very visual and learns vocabulary this way. My daughter and oldest son, ages 7 and 11 respectively, like music videos, and there are many on the Internet for them to watch—without captions.

Several companies and networks have been contacted through the *Captions Campaign*, including Netflix, ABCNews, BBC, and Disney.com. The goal is to inform them that captions are necessary for all people—hearing, hard-of-hearing, deaf, children, teenagers, parents, and senior adults.

Join our campaign: <http://LipreadingMom.com> and click *Lipreading Mom Captions Campaign*. We can make a difference only if we let our voices be heard by those in charge.



Author, Speaker, and Lipreading Mom

For more information on the Internet Captions Campaign, please contact CCAC [cccaptioning@gmail.com](mailto:cccaptioning@gmail.com) or Lipreading Mom <http://LipreadingMom.com>

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# Tech Corner: Walking CART

Interview by Faye Newsham, CCAC Member

Recently I had the opportunity to chat with **Mirabai Knight** of [StenoKnight](http://StenoKnight) about her work with walking, or mobile, CART. She can follow the action and ensure the client is right in the middle of it all.

**Q.** Mirabai, can you explain the difference between a static and mobile CART set up?

**A.** The main difference is that the steno machine and the computer have to be connected by Bluetooth and not by cable. Some providers with older equipment still use serial cables or USB. For obvious reasons, that's a tricky thing to handle when both the client and the provider are walking around. I prefer using a tablet computer (Samsung Q1 [http://en.wikipedia.org/wiki/Samsung\\_Q1](http://en.wikipedia.org/wiki/Samsung_Q1)) because it's lighter and more practical for the client to handle. Netbooks are cheaper and easier to find, and they would probably work, but they'd be a bit more awkward to deal with, because of their form factor and attached keyboard. Of course, walking and writing at the same time can be a tricky thing to do accurately. I prefer mobile CART situations where the actual writing is done while standing rather than walking, such as in museum galleries, where the guide pauses in front of each painting to speak. Actually writing and walking at the same time can be challenging!

**Q.** Would you recommend any specific equipment for someone interested in adding mobile CART to their business line?

**A.** In terms of equipment, I'm the only provider I know personally who does this, so it's difficult to say. I use an ergonomic machine with a fairly small form factor (Revolution Grand or Infinity Ergonomic;

different electronics in the same case (<http://stenoknight.com/RevolutionReview.html>). I've heard of at least one person who's done walking CART with a Lightspeed (even thinner; <http://www.stenovations.com/lightspeed/>). But I don't know if anyone's ever tried to do it with a bulkier machine such as a Diamante or Passport.

The portable harness I use was invented for laptops (<http://connect-a-desk.com>). I attach my steno machine to it using gaffer's tape and also tape the straps together to keep them from getting in the way of my typing. So far I've only provided walking CART to one person at a time, using my Samsung Q1, running my steno software directly. But if I got a request for mobile CART that involved multiple people wanting to read the CART output, I would probably use a local Wi-Fi signal (if available) or my 4G modem (which uses cell phone signals to connect to the internet) to send my CART output to the internet using a service called StreamText (<http://streamtext.net/>). That way, anyone who wanted to view the CART could access it using their own smartphones or tablets, with either local Wi-Fi or their device's digital data plan. There's no limit to the number of people who could connect that way, and since more and more people are getting smartphones, I think it's a pretty viable way to send walking CART output to many different clients at a time.

**Q.** Is the cost for necessary mobile pieces expensive?

**A.** The only equipment I use for mobile CART that I never use for non-mobile CART is the Connect-a-Desk harness, which was only \$40. I use the Samsung Q1 quite a bit in my non-mobile CART work and obviously the steno machine and software are just part of the job.



## Read More About It

Read more about mobile CART and see a picture of Mirabai providing the service at CCAC's website: <https://sites.google.com/site/cacgroup/articles-resources/mobile-cart>

## What Would YOU Like to Read About?

Many CCAC international and U.S. members participate in mobile and other specialized forms of CART. Please let us know what techniques and technology you would like to hear more about from the **Tech Corner** in future editions at [cacacaptioning@gmail.com](mailto:cacacaptioning@gmail.com)

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## Tech Corner: Walking CART

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**Q.** How did you decide to go mobile?

**A.** My first mobile job was for a client who had become a friend over the time we worked together. His company was having a training session with a mix and mingle networking slant and asked if I could walk next to him providing CART while he read off the Samsung tablet.

**Q.** Are there pros and cons of going mobile? Have you worked through many set ups?

**A.** The biggest con is that it still looks pretty conspicuous. Actually, it's downright dorky. The client has to be able to survive some strange looks from passers-by. When I actually have to CART while walking, my accuracy tends to suffer, though CARTing while standing isn't a problem at all.

It's important to experiment with the length of the straps and the angle of the machine, because a few times I've wound up getting a crick in my neck and wrists due to awkward placement of my steno machine on the harness. I've learned to angle the steno machine down, with plenty of tape to keep it from falling. I used to try to angle it up instead, with the vowels of the writer slanted toward my belly, but that gave me wrist pain. It might make a CART provider nervous to trust their \$4,000 writer to some gaffer's tape and a plastic harness, but angling the steno machine downward is the only way I can write for a long time without discomfort.

I'm hoping new steno machine designs will be much more mobile-friendly so that I'll be able to ditch the harness entirely.

**Q.** Has mobile CART been a good addition to your business?

**A.** It's a fun talking point, but it's honestly a pretty small part of my business. Since I don't carry the harness everywhere I go, the mobile CART has to be pre-arranged; a client can't suddenly decide to turn a sit-down



*Mirabai Knight, StenoKnight*

CARTed event into a walk-around one. I feel the mobile CART service I offer helps me stand out as a CART provider who's good with technology and who's not afraid to try new things. When clients have the need, I'm happy to be able to help them out with mobile CART.

Thanks, **Mirabai!**

### Meet StenoKnight

Read about Mirabai Knight on her website biography at [stenoknight.com/bio.html](http://stenoknight.com/bio.html) or a longer version on her blog <http://blog.stenoknight.com/2010/10/how-i-got-here.html>.

Mirabai has also written about her hopes for the future of mobile/walking stenography <http://plover.stenoknight.com/2010/06/mobile-and-wearable-computing.html>



[SAYWHATCLUB.COM](http://SAYWHATCLUB.COM)

**SayWhatClub is an on-line group of circa 400 late-deafened, hard of hearing and Deaf adults and other interested people who provide support and encouragement to each other through e-mail.**

We hope to see you soon. Come on and check us out.

**A Worldwide Forum  
for People with  
Hearing Loss**

# January CCAC Captioning Advocacy Projects (CAPs)

by L.E. Storck, Executive Editor and CCAC Founder

## Want a huge challenge?

Try to summarize all the captioning advocacy projects going on in the CCAC every week! With this premier issue of the CCAC newsletter, I'm thrilled to submit a continuing summary of activities intended to highlight CCAC CAPs each month. "CAPs" are advocacy efforts and projects started by individuals and teams by ongoing group exchange and discussion online on our email list and through various other CCAC social media and more traditional outlets. CAPs are accomplished on many levels, small to large, to benefit one or many needing captioning inclusion. As you likely know, most advocacy requires time and patience (not to mention many, many steps in a process) as captioning is needed in so many places!

Our CCAC captioning advocacy sometimes overlaps with and requires collaboration with other advocacy groups all across the U.S. and internationally. CCAC members include seasoned advocates who have been asking for captioning for decades and new folks just finding a voice with CCAC. We feel the CCAC culture is supportive and enriching for all levels of advocates. Many of us are active members of several organizations.

Readers are invited to submit current and ongoing captioning advocacy news from outside of the CCAC for listing in future issues featuring your individual and group efforts.

## CCAC Categories and CAPs

The CCAC uses ten "categories of life" to represent important everyday needs of millions for captioning inclusion. Captioning? That's our language! There are more categories and sub-categories but for now we use ten areas of modern life identified when the CCAC started two years ago. In each area you'll find a quick summary of current and ongoing CCAC CAPs. Please email for more information or to correct any gaps. Membership CAPs during the first two years of CCAC life (selected with brief

summaries) can be found on the CCAC web at <http://www.ccacaptioning.org>.

## And now, drum roll please...!

### 1. Telecommunications & Internet Captioning

- Major media broadcasters (CNN, Fox, others) contacted by new advocacy collaborations between CCAC and the Lip Reading Mom Caption Campaign, <http://lipreadingmom.com/lipreading-mom-captions-campaign>. Several CCAC members and others participating.
- *Online Captioning Tools* document created by two CCAC provider-members who met in the CCAC network. Both are language (translation) and captioning professionals. This spreadsheet compares current online free and low cost captioning systems. To be publicly published by the authors soon.
- Music Videos Online:
  - CCAC members caption music videos, contact music celebrities, and share captioned video information, how-to, and more. A beautiful example shared in Urdu, English, and other languages inspires a new version in Italian.
  - Some music videos benefit from "karaoke" captioning: technologies and systems discussed, volunteers in CCAC provide new captioning.
- Loopholes in CVAA (new legislation) under discussion.
- Gaps of captioning inclusion on mobile devices discussed (such as Apple products compared to Android mobiles).
- New web series (programming and content online) includes captioning thanks to advocacy of national advocate and CCAC member.
- WGBH Media Access Center and Media Access Australia among CCAC members online offering expert information and different perspectives on current and future developments for captioning inclusions.

### 2. Education

- CART requested by CCAC member in school: achieved!
- CART providers cite usefulness of CART inclusion for students in membership exchange online.
- CCAC adds information to [PepNET](#) and distributes PepNET materials to other networks.
- CCAC member requests CART for conference: achieved!

## Management Minute

**Company Leader?** Read about CCAC's captioning advocacy projects listed for this month and select two to help new potential clients!

**Need help deciding?** Join CCAC and benefit. Imagine the CCAC's classroom access CAP—what can your company provide for education? What about CCAC's theater CAPs, does your business sell anything to entertainment venues?

**Talk to us**—we have decades of experience to draw from.

## Featured Captions

**Music Captions and Comedy.** For a laugh, check out a well captioned video featuring Irish musical group *Fascinating Aida* and their rendition of "Cheap Flights" before a live audience.

[Cheap Flights Video](#)



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# CCAC Captioning Advocacy Projects (CAPs)

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## 3. Employment

- Employment of people with disabilities in news.
- CCAC distributes job notices for providers and employment opportunities.
- No new CAPs or requests.
- Advocates with interest in this category, please get in touch!

## 4. Government

- CCAC members actively pursuing inclusion of CART for town meetings and online town media. (example, collaboration with [WA-CAP](#)).
- Team leaders and volunteers URGENTLY needed for campaign captioning advocacy this year (videos, TV, online, and in person candidate events). Informed citizens are vital.

## 5. Healthcare

- No activity in January.
- Ideas and volunteer leaders needed.

## 6. Entertainment and 7. Sports

- Vigorous discussion about cinema captioning systems with no specific new CAP but many ideas.
- Theater captioning achieved, thanks to efforts of CCAC member in Virginia and good local group collaborations.
- National advocate (attorney) shares state of cinema captioning and sports captioning review.
- Prominent sports CCAC provider-members share information about mobile devices broadcasting stadium announcements. More updates and details at <http://ccacblog.wordpress.com>.

## 8. Community (Clubs, Religious Institutions)

- Information about CART for home meetings using multiple laptops shared by ([Utah-CAN](#)).
- Many new CCAC members (consumers and providers) from several countries.
- Request for hour of CART locally overseas where there are many fewer providers.
- Sunday services with CART inspire new requests. Online streaming as well as on-site.
- Major university contacted by member to advise notices of CART belong on announcements to public (university includes CART for major events).

## 9. Transportation

- Airline captioned films discussed.
- No new CAPs in January. Need advocates for: bus, taxi, train, ferry, air, and others.

## 10. Courts, Justice

- No activity in January.
- Ideas and new volunteers needed.

Tell us your CAP news or get involved in or team with CCAC and your organizations.

## CCAC Action for CCAC

- CCAC Members produce new *Repository of Captioning Technologies: Hardware and Software Systems used by CART and Captioning Professionals*. Very nice! Survey was sent to two provider networks and thanks to all providers who responded so far. Continuing...
- First international captioning advocacy work meeting and captioned theater event organized for March in London, UK, by CCAC and Stagetext. Waiting list is still taking names.
- CCAC volunteers prepare newsletter to raise needed revenues for captioning advocacy projects.

That's a wrap for January 2012.

## What are You Doing This Month to

- Raise awareness for captioning inclusion?
- Ask for captioning or CART where you need it?
- Educate others about the CCAC and the mission?

If you haven't gotten involved yet, email [ccaccaptioning@gmail.com](mailto:ccaccaptioning@gmail.com) soon to ask how you can contribute your time, energy, knowledge, work, and/or ideas!



### Consumer Comment

"Thanks to the amazing 'synergy' in CCAC communications online, I will see my first captioned theater performance in the Spring. Thanks CCAC!"

There's no "good group action" without many members asking good questions, offering good ideas, and especially, getting involved on local or larger levels. Consumers are all millions of people who use captioning and subtitles, in real life, every day, hearing or not, deaf or not. Interested in the CCAC mission? Talk to us, we love to talk online.

## About CCAC

The Collaborative for Communication Access via Captioning

International grass-roots working community for advocacy in your city, state, and nation. Participate through any of the following:

- Donate through [PayPal](#)
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