

News from the Collaborative for Communication Access via Captioning

The Power of Captioning®

News from and published by the Collaborative for Communication Access via Captioning

V. 1, No. 5, August 2012

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CCAC members and colleagues submitted self-made short videos, using the CCAC script. We thank all!

This Issue:

**CCAC Film Launched and Success! Don't Leave Me Out!
Use it or Lose it.**

Two New CCAC CAPS to Note:

- 1. August Online Focus Group a Success**
- 2. November Cinema Captioning Advocacy, "Show Us the Captions!" Invites Your Planning Soon**

Summary of Selected June & July CCAC CAPS and Discussions

Hot off the Press: CCAC Partners with CaptionCall (R) to Offer Free Phone

Learn more about the CCAC:

Read CCAC Web: <http://ccacaptioning.org>

Support volunteers:

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newsletter <http://http://ccacaptioning.org/subscribe/>

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NEW AD HERE**

CCAC Film Launched and Success! "Don't Leave Me Out!"

We did it! Congratulations to us all. The CCAC film is now playing on the CCAC website, <http://CCACaptioning.org>, CCAC YouTube Channel, http://www.youtube.com/watch?v=w91A_nB4rx0&feature=plcp, and on so many other screens. Keep it in play everyone!



When CCAC members and friends all make a great film, we say together, "Don't leave us out."

"Don't Leave Me Out!" is just the newest exciting CCAC CAP (captioning advocacy project) that is part of continuing advocacy for inclusion via captioning. Captioning is our language too.

The film had its premiere by online broadcast and wide distribution on 13 June 2012, thanks to dedicated energies of many CCAC members and several sponsors (see credits in the film).

The Film

It's a short, snappy, and personal educational video to raise awareness about many everyday places that need captioning inclusion. Another first for the CCAC on launch day was a first CCAC event on Facebook. Hundreds participated, as well as on other social media (especially Twitter). The video was the most popular video on Twitter that day and for several days following, even as we go to press here. Find CCACaptioning on the social media now, and keep the film active!

A third piece of the special June day was inclusion of an article on a USA government page here:

<http://usodep.blogs.govdelivery.com/2012/06/13/dont-leave-us-out/>. CCAC suggests this article be used with the film for discussions. It was an honor to write it.

"Don't Leave Me Out!" was also shown at the IFHOH Congress in Norway, to a round of applause, and is scheduled to be viewed at two other conferences this summer. We appreciate this, and welcome requests and invitations to show the film in many places as the months progress - just email ccacaptioning@gmail.com.



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Special thanks to CCAC Sponsors for this issue!

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Be sure to say hello to them from the CCAC soon.

SPONSORS INVITED: COMPANIES, ORGANIZATIONS, INDIVIDUALS! THE CCAC NEEDS YOUR SUPPORT. MEDIA KIT ON THE WEB. EMAIL WITH ANY QUESTIONS SOON.

PARTNER, SPONSOR, SUPPORT VOLUNTEER ADVOCATES MAKING A DIFFERENCE- THAT'S WHAT IT'S ALL ABOUT. OUR NETWORKS ARE GROWING!

NEWSLETTER SUBMISSIONS: CCAC invites submissions of new unpublished short articles on any captioning topic. Send them in! Contribute your ideas and energies. CCAC is all volunteers.

Raise Awareness

Hearing loss and deafness is an invisible disability and it's important to raise awareness regularly and vigorously about captioning (subtitle) inclusion. The CCAC film aims to accomplish this by sharing the film widely and at no cost to anyone using it. Watch real people speaking about real captioning and subtitle needs, in so many everyday situations, and all around the world.

If you use the CCAC film for any event, class, or website, please inform us. If time permits, we are also available to show the film for your discussion circle, conference, or fundraising event.

Email to ccacaptioning@gmail.com.

The film's subtitles were translated by volunteer professionals into several languages, see this page, <http://ccacaptioning.org/index/leave-out-translated-versions/> to view the film in French, German, Italian, Greek, Hebrew, and Spanish, with additional automatic translations online also.

New translations are coming in also. Keep up to date by a visit to the CCAC website soon.



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SUMMARY OF CCAC CAPS JUNE/JULY: CAPTIONING ADVOCACY PROJECTS

Activity is high in CCAC membership. We select only a few CCAC advocacy discussions and actions to share in this issue, from late May, and during June and July 2012. Members confer online in a members' forum, and communicate daily on social media, and via emails from many. If you are not a member yet, we invite you to join soon, to read about all the other CAPS, share information from diverse resources, and build energies for new captioning advocacy and inclusion. CCAC is a "hub" to report other organizational captioning news.

1. Telecommunications and Internet Captioning

One CCAC consumer member used resources on the updated CCAC Web to advocate for captioning of a series or programs online (Hulu). How nice is this? Very nice! He used the CCAC provider member listing from this page, <http://ccacaptioning.org/find-provider/> to offer them suggestions

New Consumer Member Comment: I'm really happy about the CCAC. Let's "share the love" of captioning!

CCAC LOVES THIS ONE! IT'S FROM ONE OF OUR VALUED PROVIDER MEMBERS, WORKING IN EDUCATION. WE LOVE EDUCATION TOO. BELIEVE IT OR NOT, MANY SCHOOL DISTRICTS DO NOT UNDERSTAND THE NEED FOR EQUAL ACCESS VIA CAPTIONING AND CART (STTR) INCLUSION YET....

"The Power of Captioning" (c) - A Powerful Concept. Why does the CCAC advocate for inclusion of quality captioning universally? For vital needs of mega-millions of citizens who are...

- *Learning to read - text in class, television, online
- *Learning new language
- *Need translations
- *Need immediate transcript - no need for notetakers or flawless memory
- *Employed and working with different accents, poor acoustics, noisy backgrounds - to boost productivity
- *Managing good lives with different learning and listening styles
- *Doing business to reach wider markets - Search Engine Optimization
- *Using captioning in situations rather than loud volume so as not to disturb others
- *Navigating life with different hearing or no hearing (46 million in USA alone, one in five globally) to contribute skills and abilities

to learn more, and to find a captioning professional.

During June, CCAC website achieved viewing from all 50 states in the USA. Way to go! The web is viewed internationally too, especially the new film online (see lead article in this issue).

The CCAC video, "DON'T LEAVE ME OUT!" was launched on 13 June, 2012, and has thousands of viewers globally, hoorah. See article in this issue. CCAC needs your continued support!

Good discussions about cinema eyeglasses....lots of useful feedback.

Members talked about censoring of captions...intended or due to variable standards...consensus is verbatim is the goal. We are not more or less able than anyone else, to read, to understand, to think, and to contribute. It's also understood there are some technical issues and country variations.

June and July advocacy for Internet captioning included many good efforts. For examples only:

(a) CCAC participated vigorously, and many learned about the CCAC for the first time, via our support of the day of action from "captionTHIS" – see

<http://blog.deafpolitics.org/2012/05/captionthis-social-media>, and,

(b) In the UK action that copied it, continuing, here, <http://www.peskypeople.co.uk/subtitles-now/> for "digital" media inclusion.

Both of above led into a useful introduction to the first CCAC Facebook event, 13 June for the CCAC film launch. The event attracted hundreds online for several days. For a quick shortcut to main action, go to <http://ccacaptioning.now> to see the video, in English, and other languages.

For many wanting to learn more, see DIY tools in our newsletters. We also publish this research which lists various systems for captioning online and on site, or go to this page on the CCAC web - <http://ccacaptioning.org/ccac-research-data/> - to open both documents.

News about Netflix and other legal challenges, cable television charges, new developments online, including CCAC provider member businesses, are regularly shared in the CCAC membership forum online (we use a google group). Join in soon. CCAC membership (still free) is the first step.

And much, much more during the season....

READ MORE OF THIS ARTICLE, WITH CCAC CAP NEWS IN ALL TEN CCAC CATEGORIES OF LIFE, ON THE CCAC WEBSITE SOON

CCAC PARTNERS WITH CAPTION PHONE. USE CCAC CODE FOR FREE PHONE

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Brandi has a new logo and creating a website - contact her soon. Meanwhile, on facebook and twitter as above. Thanks for her new support for the CCAC!

MANAGEMENT MINUTE:

Captioning advocates sometimes bemoan the slow process of inclusion. Groaning is justified.

At the same time, all communities of people with differences struggle with raising awareness about our needs, skills, our shining contributions to many societies over the centuries.

Management? If you care about your company, and the people who make it work, think about reaching out and including people with hearing loss and deafness. We are not mute, dumb, daft, nor dim. We are able.

Captioning businesses? So many now! May the competition also drive educated inclusion, and policies that do not diminish anyone.

Simply order your own free caption phone with the CCAC Code **HS4117**. Important to use this Code. A very attractive modern phone you can put on your desk or wall, for incoming and outgoing calls. Help yourself communicate via captioning, and support the CCAC at the same time*. In brief, go to www.CaptionCall.com, click on "Request Info" button, fill out the form with the CCAC Code of HS4117, then submit. Or, email CCAC and we'll be happy to discuss.

Email: cccaptioning@gmail.com.

**For each order placed using the CCAC code, CCAC receives a "referral fee" of \$50. for the CCAC organization, to advance captioning advocacy and inclusion. While there are several other organizations and companies offering the same, CCAC invites your support in this way.*



Please Note: CCAC invites informatoin to learn about additional partnership opportunities from others to raise revenue for the CCAC to continue captioning advocacy. CCAC is all volunteers. Donations and advertisements are also invited. Email for information.

BE SURE TO SEE ALL ARTICLES ON THE CCAC WEBSITE!
THIS ISSUE, AND PAST ISSUES. SEND TO YOUR
NETWORKS. THANKS!

**THE CCAC WEBSITE IS UPDATED REGULARLY.
PLEASE FIND US THERE, AND SPREAD THE
WORDS. CHEERS, LAUREN, FOUNDER OF THE
CCAC**

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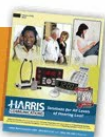
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We hope to see you soon. Come on and check us out.

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AUGUST ONLINE FOCUS GROUP ACCOMPLISHED!

Collaborating with Raising the Floor, and with special thanks to Jim Tobias, Inclusive Technologies, CCAC delivered a unique and worthwhile focus group online for members and others to discuss four captioning topics together, A summary can be found here:

STAFF FOR ISSUE 4

Lauren E. Storck, Executive Editor
Michael Lockrey, Tech Corner
Jean Cigogne, Operations Assistant
With recognition of all in CCAC Membership.

All named above are CCAC members, all volunteers. Submissions for all issues welcome from non-CCAC members also.

<http://raisingthefloor.org/content/captioning-focus-group-live-text-event>

If there is sufficient interest, we hope to offer future focus groups online. The advantage is a fairly rapid exchange with most interested participants putting their thinking caps on in the time limited and real time discussion. We announce upcoming CCAC activities and events in the CCAC members forum, as well as on social media. Stay tuned.



SHOW US THE CAPTIONS! NEW CCAC CINEMA CAPTIONING ADVOCACY. START PLANNING FOR YOUR OWN NOVEMBER DAY NOW.

With a tip of the hat to ALDA-Chicago and CCAC member Sarah, we announced a new CCAC CAP for captioning at the cinema. This is a "DIY" advocacy plan that can offer you and friends good fun, as well as offer others good education and advocacy. It also says thanks to the theaters in your region now offering captioned films. More information, as well as a "tip sheet and three flyers for local use are found on a special webpage for the project. Please read more and email with your questions and to let us know you will plan something.

Go to <http://ccacaptioning.org/show-captions-cinema-captioning-advocacy-november-2/> and find us also on the facebook page for the project here:

<http://www.facebook.com/ShowUsTheCaptions?ref=hl>

Dear Newsletter Readers - August has been an extremely busy month for us, in many ways. The CCAC website edition of this newsletter will be available on our site shortly. Thanks for your patience, and meanwhile, caption up everyone! If you advocate in any way, by yourself or with your other groups, on your own blogs and news, please keep us informed and we'll spread the words.

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