



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. 4, May-June 2012

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Inclusion of quality real-time captioning (CART/STTR) at recent conference in Finland

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INCLUSION IS NOT ACCESSIBILITY THE KEY IS INCLUSION: DON'T LEAVE US OUT!

CCAC Mission: Inclusion of Quality Captioning Universally.

Welcome to issue four of this new publication. We publish at least six issues a year. Your interest and support is appreciated and vital. Please forward the newsletter, make copies for your meetings, and place your company or personal message in this newsletter. There is no other publication like this one, solely for captioning advocacy, produced by volunteers, international in outlook, and with this important mission.

Issue 1 introduced the phrase "The Power of Captioning" as the title of this new publication and elaborated many benefits of captioning for millions globally, not limited to people with hearing loss or deafness. The history of the word *caption* is diffuse and not always clear. It's inherent power for communication access and inclusion of all is as significant as other technologies and systems.

Issue 2 discussed what "Advocacy" means, and how vital it is to ask for what we require as human beings in everyday life. CCAC does not sell products or services. CCAC volunteers offer occasional captioning and CART for educational purposes. Our reason for being is captioning advocacy. If you are not sure what advocacy means, find issue 2 on our web please, pronto!

Issue 3 presented our view of "Universal" and why we advocate for captioning universally – every day, in all the places so many people need it for effective communication and participation.

This issue takes up the concept of "Inclusion." Readers will note there are at least two important meanings of this word.

INCLUSION IS NOT ACCESSIBILITY AND ACCESSIBILITY IS NOT INCLUSION

One of our colleagues in human rights and access for people with differences (disabilities) wrote a good line that sticks – it's the following: "What if the first question we asked was, "What is so unique about this situation that it justifies exclusion?" instead of, "How much does it cost to make it accessible?" (New Mobility, January 2011, pages 36-37, by Scott Rains, Accessibility is not Inclusion. See also Scott's blog: <http://www.rollingrains.com/2011/02/accessibility-is-not-inclusion.html>)

Read More: <http://ccacaptioning.org/issue-4-may-june-2012/inclusion-accessibility/>



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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.

FILM UPDATE: DON'T LEAVE ME OUT!



Cheers and thanks to all who submitted video segments for the first film! So many from so many countries took time to create a video submission. We hope the experience was valuable in itself (as one person said, "...what a great exercise using the script and thinking about my answers."). The film is in final production as we go to press, and we aim to debut it the middle of June, and at selected conferences this summer. Stay tuned for a very special press release and the video itself! "Don't Leave Us Out!" deserves to go viral. Help us make that happen with good planning now - for your websites, media coverage, social media of course, and your own ideas.

Read on the web: <http://ccacaptioning.org/issue-4-may-june-2012/film-update-dont-leave-out/>



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MEET CCAC CONSUMER MEMBER MICHELE LINDER

by Pearl Feder



Michele is Co-Editor of The SayWhatClub (SWC) newsletter, Online Voices. She contributes regularly to the SWC weblog. Michele also advocates for captioning in her community and online. She has come to terms with her progressive bilateral sensorineural hearing loss, that began more than four decades ago, learning much from the loss and appreciating the experience for all it has taught her.

New Consumer Member Comment: I'd like to say thanks for all the work being done in the CCAC. I can honestly say (I'm impressed by) the dedication in this group and its impact around the world, both on and off the Internet. I hope to help!

"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

Michele has four grown children and one grandchild. She lives in northern Minnesota with her husband and enjoys traveling, gardening, and kayaking on the wilderness river near her home.

Pearl: Michele, tell us about growing up in your family and at what age did you lose your hearing?

I have many fond memories of my childhood, and many wonderful experiences with relatives that touched my life, but looking back I see that I lived much of my childhood inside my head. Some of that is related to hearing loss, but also it's a testament to having a great imagination and creative spirit. How much those things are intermingled is not completely clear to me.

Read More: <http://cccaptioning.org/issue-4-may-june-2012/interview-michelle-linder/>

TECH CORNER: ROLL YOUR OWN CAPTIONS - PART TWO

By Michael Lockrey



This is the second part of a series which aims to show you how to create your own captions. In this installment we will create a short video clip on YouTube with good quality, pre-prepared "block" closed captions.

Now, as I mentioned in part 1 - your assignment required you to create or download a 1 minute (or less) video clip for this assignment and then upload to your own YouTube channel and we will work through each of the relevant steps for creating captions on YouTube.

However, I'm not going through the steps of creating a YouTube account and / or channel in detail. So if you have any difficulties getting set up, please email me at: michael@melel.com.au

Step One - Create a plain text format transcript file

Read more: <http://cccaptioning.org/issue-4-may-june-2012/tech-corner-roll-your-own-captions-part-two/>

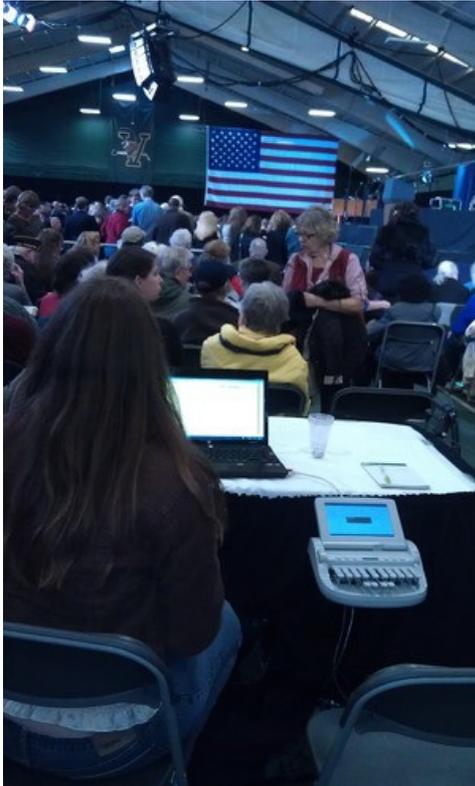
MANAGEMENT MINUTE:

Captioning training is a booming business. What is your company doing to find services, and to support the CCAC? CCAC is the only consumer organization of its kind in the world, growing rapidly.

If you are manager or aim to become one, of any business or company, for-profit or not-for-profit, think about making a small investment in "deaf awareness" training that includes a demonstration of professional captioning services - for a work meeting, for half a day when you invite clients to visit your premises, or to teach your staff that deafness and hearing loss needs captioning inclusion.

VERMONT, THE PRESIDENT, AND CAPTIONING ADVOCACY

By Norma Miller, RPR, CRR, CCP, CBC



When it was announced that President Obama would be visiting Vermont on March 30th, 2012, it was the cause of a great deal of excitement. It had been 17 years since a sitting president had visited the Green Mountain State.

By all appearances, everyone underestimated the positive response that this visit would generate amongst the citizens of the tiny state. Tickets for the fundraising reception for the Obama re-election campaign quickly sold out, and a larger venue was procured. That venue was also sold out, to a standing-room-only crowd of approximately 4,400 people. For a state with a population of only 624,000, this is quite remarkable.

Ally Horn, a 4th-year medical student with hearing loss, was one of the ticket purchasers. Ally's hearing loss became evident in her college years. By the time she was a 2nd-year med student, she began utilizing CART for all of her lectures. So when Ally purchased a ticket to this exciting event in her life -- it was the first time she had attended any sort of political gathering or rally -- she requested accommodation for her hearing loss.

Read more: <http://ccacaptioning.org/issue-4-may-june-2012/vermont-president-captioning-advocacy/>

APRIL/MAY 2012 SUMMARY OF CCAC CAPS:

STAFF FOR ISSUE 4

Lauren E. Storck, Executive Editor
Pearl Feder, Interview
Michael Lockrey, Tech Corner
Jean Cigogne, Operations Assistant
Contributor: Norma Miller
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.

CAPTIONING ADVOCACY PROJECTS

Ready to read? This issue summarizes two months, with selected projects only. Join the CCAC now to learn more about what is happening, and to share your captioning interests. CCAC is a "hub" to share your organizational news also. We build bridges for captioning advocacy.

1. Telecommunications and Internet Captioning

Consumers in all countries are frustrated by the lack of quality captioning and subtitles on so many videos online now. Here's a summary of one speedy captioning advocacy project done in the CCAC community early March. First step was someone asking for it, a CCAC consumer member. Next step was advocacy action! One of these days we may not need to keep asking in thousands (or millions) of places.

Read more: <http://ccacaptioning.org/issue-4-may-june-2012/april-2012-summary-ccac-captioning-advocacy-projects-activities/>



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

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