



## **May 2023 Volume 24, Issue 5**



### **May Meeting - In Person and Zoom**

**Date:** Thursday, May 18

**Time:** Meeting from 11:30am - 1pm

**Location:** Will Rogers Gardens Exhibition Center,  
3400 N.W. 36th St., Oklahoma City

**Speaker:** Juliette Sterkens, HLAA National Advisor for Hearing Loop Technology

**Zoom: For Zoom instructions see the next page – page 2**

**Brown Bag Lunch:** We are encouraging everyone to bring their own brown bag lunch, and we will provide individual packages of chips and/or cookies, along with bottled water.

If you know of a person you would like to hear speak at a meeting, or a subject that you would want to learn more about, please let me know (Ron Hendricks, program chair, [ron-gmi@swbell.net](mailto:ron-gmi@swbell.net)).

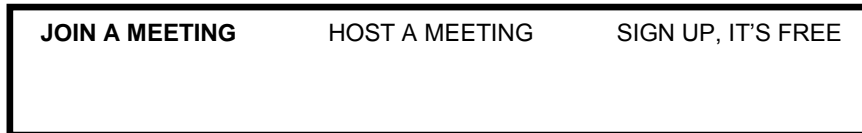
Feel free to share this invitation with your audiologist, as well as anyone you know. The meeting will have captions and friends who understand life with hearing loss.



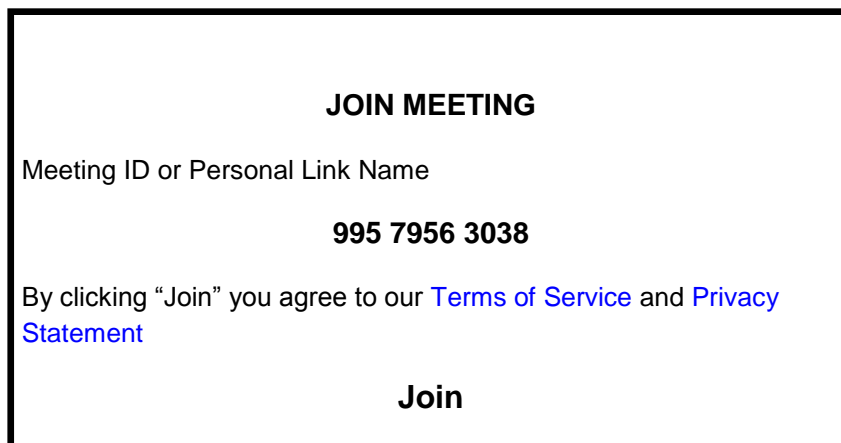
## Join HLAA Central Oklahoma Chapter Monthly Meetings via Zoom:

From your computer, tablet or phone: You don't have to have the app downloaded. You can simply follow these instructions:

1. Go to the internet and type in the web address: **www.zoom.us**
2. On the top of the page, you will have a choice to: Join a meeting, Host a meeting or Sign in. Choose JOIN A MEETING by clicking on the words.



3. Now you will see a screen that asks you to enter the Meeting ID as seen here:



4. Enter the Meeting ID as follows: 995 7956 3038
5. Enter the password: **HLAA** (UPPER case)
6. Now you are streaming into the meeting!

**Editor's Note:** We have fellow board member, Shelley Gladden, to thank for these clear and easy instructions.

## Scheduled Speakers for the HLAA Central Oklahoma Chapter 2022 Meetings

Below is a list of speakers at our meetings at Will Rogers Gardens Exhibition Center, 3400 N.W. 36th St., Oklahoma City, 11:30am - 1pm

All are welcome at our board meetings also. The board meetings are held at Hearts for Hearing at 5pm.

**May 18, 2023:** Juliette Sterkens, HLAA Hearing Loop Technology

Board meeting 5/25

**June 15: *Bingo!*** Come join the fun at Will Rogers Gardens Exhibition Center, 3400 N.W. 36th St., Oklahoma City, 11:30am - 1pm. If you want to, bring gift cards or nice white elephant gifts for the Bingo prizes.

**July 20:** The **Rodeo Cinema** will have a special showing of the movie “**CODA**”. Please join us for this award winning movie at 11:30am. [Address:](#) 2221 Exchange Ave, Oklahoma City, OK 73108. HLAA members will get discounted tickets. After the movie, people can decide if they want to go to Cattleman’s or McClintoch’s for lunch or just pie and coffee.

**No newsletter for June and July.** Every year the newsletter takes time off during June and July, but please put on your calendar the fun activities scheduled for June and July.

The **August** issue will give the details of our yearly and very popular **Ice Cream Social**.

We work very hard to have interesting and knowledgeable speakers. Our meetings are also educational seminars.

If you know of a person you would like to hear, or a subject that you would want to learn more about, please let me know (Ron Hendricks, program chair, ron-gmi@swbell.net).

Feel free to share this invitation with your audiologist, as well as anyone you know.

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### *Quotes for May*

Use the talents you possess, for the woods would be a very silent place if no birds sang except the best.

Henry van Dyke, poet (10 Nov 1852-1933)

Nature does not hurry, yet everything is accomplished.

Lao Tzu

## Our Chapter Continues the Scholarship Program

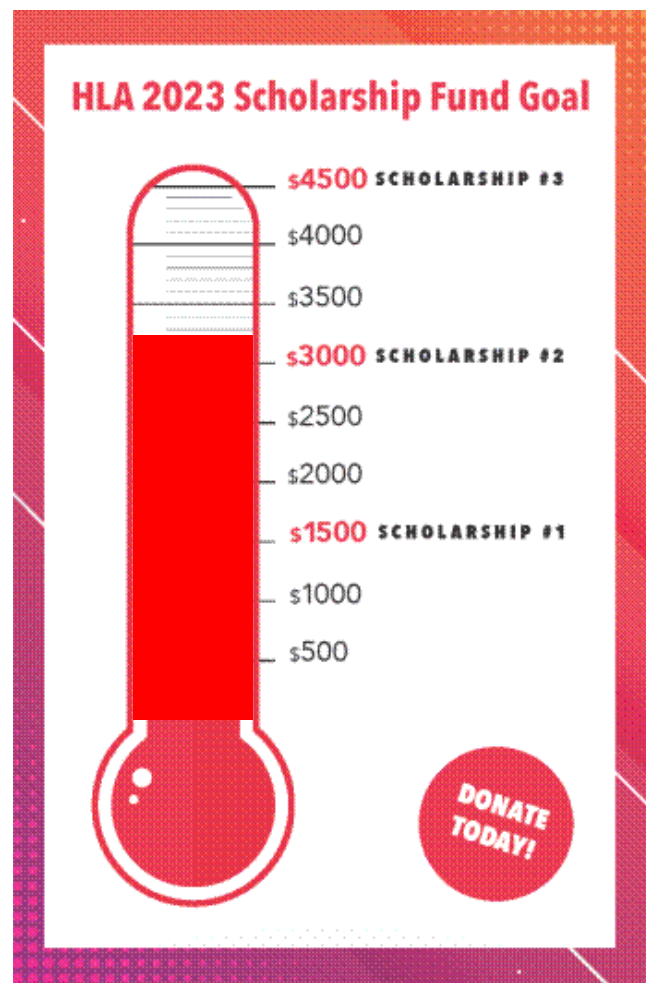
We hope to announce three more scholarship recipients at the 2023 Ice Cream Social! We have sponsored the Scholarship program for the past seven years and have helped 17 hearing impaired students in pursuing their goals for the future. We have invested \$17,500 in scholarships.

If you agree with us that this is a worthwhile program, please donate to keep reaching out into the community by helping these students get a start.

**Wow! HLA members and friends have given a generous push towards our goal.**

Let's see if how much *more* we can raise for the 2023 scholarship fund! We want to continue to assist hearing impaired students in reaching *their* goals.

Mail your support donation to:  
Hearing Loss Association of Central  
Oklahoma, Chapter Treasurer  
Box 42801, Oklahoma City, OK 73123.





## Captions are Coming, But Not All Captions Are Created Equal

March 12, 2023, Shari Eberts

Have you ever watched a television program with captioning, but the dialogue was still hard to follow? Perhaps the captions were inaccurate, or not well synched with the actor's mouth movements, or maybe they were flying across the screen too quickly to process. I've experienced all of the above. More people are seeking out captions when enjoying media of all types, but issues with caption quality remain.

Two recent studies shed additional light on captioning—the increasing need and desire for it, especially among younger ages groups—but also one of the challenges that persist in making captions as user-friendly as possible.

### **Captions Popular with Young People**

A new UK-based survey demonstrates the increasing popularity of captioning with younger age groups.

Captions are very popular among 18-24-year-olds with 61% of respondents saying they prefer to use captions. This was followed by 31% for those aged 25-49. Captions were least popular with respondents aged 50-64 at 13%, followed by 22% for those aged 65+.

Hearing loss does not seem to be the most important factor in caption use as the groups with the least likely prevalence of hearing loss were most fond of captions, while the two groups with the highest likely prevalence of hearing issues were less eager to use them.

Perhaps this disparity relates to lingering stigma that surrounds admitting that you have trouble hearing which may prevent older adults from using captions. On the other hand, younger adults are used to consuming media on the go, and often with the volume muted, making captions mandatory for understanding.

Whatever the reasons, the good news for those of us with hearing loss is that social norms around captioning are changing. As demand for captioning increases, all of us will benefit too.

### **Quality Captions Require Accuracy, Synchronicity, and Proper Speed**

While captions are gaining in popularity, usability issues remain a challenge. When it comes to caption quality I always focused on accuracy and synchronicity, but a recent study highlights the importance of caption speed as well.

Ireland's National Disability Authority recommends that "English language subtitles for a general audience should not usually exceed 170 words-per-minute (wpm) and, if possible, be kept to a maximum 140 words." But in a new study by WordFinderX, it was found that 16 top shows averaged well above recommended levels.

Not surprisingly—humor is all about timing—comedy programs were the wordiest genre, with an average of 133.6-wpm measured across the 15 wordiest comedies. Quick retorts and pithy replies are often the backbone of comedy shows. Sometimes, it is challenging for the captions

to keep up, but even when they do, it may be hard for viewers to read as quickly as the one-liners fly.

### **Increased Focus on Captioning Is Good News for All**

The tide is turning on captions and as they become the norm across all forms of media, those of us with hearing loss will benefit the most. But vigilance will be required to make sure these captions are high quality: accurate, well-synced, and at an appropriate speed for understanding.

Shari Eberts is a passionate hearing health advocate and internationally recognized author and speaker on hearing loss issues. She is the founder of Living with Hearing Loss, a popular blog and online community for people with hearing loss.

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### ***OUR MISSION***

*The Mission of the Oklahoma City Hearing Loss Association is to open the world of communication to people with hearing loss by providing information, education, support and advocacy.*

With our mission in mind, we want to thank you for continuing to receive and read our Hearing Loss newsletter. We hope to increase awareness and make a real difference for people with hearing loss.

Thanks to the support from you, our members and friends, our chapter, over this past year, has been able to continue to offer support to many people living with hearing loss. As we move forward, we need your support more than ever. Please consider including the Hearing Loss Association of America - Central Oklahoma Chapter in your plans. Thank you!

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## **May Birthdays**

Judy Dutton

Dr. Pam Matthews

Sara Rector-Rosa

Ralph Wilsack

Becky Young

## **Happy Birthday!**

## HLA Board Members

Pati Burns, [pati.burns@heartsforhearing.org](mailto:pati.burns@heartsforhearing.org), Member At Large

Ana Covey, [okhearingloss@gmail.com](mailto:okhearingloss@gmail.com), Past Chairperson

Shelley Gladden, [shelley.gladden@okstate.edu](mailto:shelley.gladden@okstate.edu), Vice Chair

Judy Hughey, [jahughey55@gmail.com](mailto:jahughey55@gmail.com), Secretary

Ron Hendricks, [ron-gmi@swbell.net](mailto:ron-gmi@swbell.net), Treasurer

Sharon Hendricks, [sharonok@swbell.net](mailto:sharonok@swbell.net), Chairperson

Elaine Lains, [elains@cox.net](mailto:elains@cox.net), Newsletter Editor

Nancy Landrum, [nanlan@cox.net](mailto:nanlan@cox.net), Member At Large

Rebecca Plunkett, [rebecca.lederman@gmail.com](mailto:rebecca.lederman@gmail.com), Website

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## Change of Address - Mail or Email

Please let us know, so you can continue to receive the newsletter and other publications from the HLAA Central Oklahoma Chapter. See the list of board members above for people to contact.

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## HLAA Local Website, Forum and Facebook page

Visit the website: [www.oklahomahearingloss.org](http://www.oklahomahearingloss.org) to view schedules for our local chapter meetings and special events. Visit

[http://groups.yahoo.com/group/OKC\\_HLAA](http://groups.yahoo.com/group/OKC_HLAA) for the OKC-HLAA forum Rebecca Plunkett is our webmaster. We welcome your feedback and comments on our websites.

For the **Facebook** page, search in the Facebook search box for HLAA Central Oklahoma Chapter.

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## Hearing Loss Association of America

If you are not yet a member of National HLAA, you are encouraged to join and take advantage of their services. The quarterly [Hearing Loss Magazine](#) is full of treasures for anyone with hearing loss or the family and friends of such.

Founded in 1979, the Hearing Loss Association of America (HLAA), is the nation's foremost advocacy organization for people with hearing loss. It opens the world of communication to people with hearing loss through information, education, advocacy and support.

Information can be found at [www.hearingloss.org](http://www.hearingloss.org). The national headquarters WAS located at 7910 Woodmont Avenue, Suite 1200, Bethesda, MD 20814.

**The new address is:** 6116 Executive Blvd, Suite 320, Rockville, MD 20852.

The **Hearing Loss Association of America Central Oklahoma Chapter (HLAA-COC)** newsletter is published quarterly by the Central Oklahoma Chapter.

**The views and ideas expressed herein are those of the editor and board of the** Hearing Loss Association of Central Oklahoma and may not always reflect those of Hearing Loss Association of America. For further information: Write to our chapter address: PO Box 42801, OKC, OK 73123.

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**!! THANKS TO OUR SPONSORS!!**

**Our thanks go to these sponsors for supporting the Hearing Loss Association - Central Oklahoma Chapter. Your support of our organization and its programs is greatly treasured.**

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**Mail your support of an annual tax deductible donation to:**  
***Hearing Loss Association of Central Oklahoma, Chapter Treasurer, PO Box 42801, Oklahoma City, OK 73123.***

**Platinum Level: \$500**

**Gold Level: \$250-\$499**

**Silver Level: \$100-\$249**



**Bronze Level: \$50-\$99**

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**New Membership or Renewal:** Bring to a chapter meeting or mail to:

Hearing Loss Association of America Central Oklahoma Chapter  
PO Box 42801, Oklahoma City, OK 73123

Please Print Clearly:

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Birthday Month \_\_\_\_\_ Phone \_\_\_\_\_

E-mail address \_\_\_\_\_

New to Hearing Loss Association – Central Oklahoma Chapter

Preference for your newsletter delivery:

email  Postal Mail

Are you a member of HLAA – National?  Yes  No

Annual chapter dues: \$15.00 per individual or \$20.00 per family.

Contributions are tax deductible. Amount of donation \$ \_\_\_\_\_

Membership is based on the calendar year: January through December.

**JOIN TODAY!**