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Volume 25, Number 6

published monthly except July and August

February 2012

FEBRUARY Calendar

Tues., Feb. 7th – 11:00 am Daytime meeting
Brown Bag your lunch, then Program at Noon.

7:00 pm - Refreshments and Social Time
7:30 pm – Evening meeting.

St. Paul’s Episcopal Church, East Ave. and Westminster Road across from George Eastman House; enter thru rear door.

Tues., Feb. 14th —Board of Directors
7:30 pm – Justin Vigdor Room, Al Sigt Center
Wed., Feb. 22nd – between Noon & 3pm –
RWC movie, Loew’s Webster. Check theatre for movie & exact time; then social time.

SAVE THESE FUTURE DATES

Wed., March 7th – Walk4Hearing Captains Pizza Kickoff – Al Sigt Center – 5:30pm ([more info Page 6](#))
Wed., March 28th- between Noon & 3pm – Rear Window Captioned movie, Loew’s Webster
Sunday, May 6th-Walk4Hearing, Perinton Park
Tues., May 15th – Noon- “Cochlear Implant” meeting
Tues., May 22nd – Annual Chapter Dinner & Awards

WEATHER – During the winter, the rule to follow for cancelations of meetings is: IF THE ROCHESTER DISTRICT SCHOOLS ARE CLOSED, OUR MEETING IS CANCELED. (No other notification will be made.)

Hospitality Duties for February

Daytime Meeting – Fred Altrieth, Barb Coughlin
Evening Meeting –Sue Miller
Board of Directors – Jo Owens

WELCOME ALL NEWCOMERS TO HLA!



FEBRUARY PROGRAMS

(at St. Paul’s Church, East Ave. & Westminster Rd.)

Tuesday, Feb. 7th – Daytime Meeting – 11:00 am

“Sprint Relay’s Smart Phones, IP, and Other Wireless Devices” – Lori Timney, rep. from Sprint

You can’t go anywhere without seeing (mostly younger) people engrossed in their “smart phones.” As we are hearing-disabled, we wonder how this latest series of gadgets might benefit us.

Lori Timney, an outreach specialist for Sprint Relay, will share information about Sprint’s technology that is available for people with hearing issues.

In addition to the smart phones available at the Sprint Relay Store, the company has Captioned Telephone, Web Cap Tel, and other devices. She’ll tell us about Sprint IP. Find out how current electronics can improve communications for people with hearing loss.

Tuesday, Feb. 7th – Evening Meeting – 7:00 pm

“Hearing Dogs for Imperfectly Hearing Humans”- Linda Panko, representing International Hearing Dog, Inc.

Dogs are intelligent creatures; readily trainable. A hearing assistance dog can enhance its deafened human’s independence and quality of life. Each

(continued on next page)

Feb. 7th – Evening Meeting – 7:00 pm (continued)

service dog is intensively trained to alert its human to sounds such as telephone, smoke detector, doorbells, and noises such as baby cries or window breaking. It can lead the human toward or away from the source of the noise, depending on what it is. A hearing dog is a loving companion, enjoying its work as a service dog. Many groups train them and match them with people with hearing loss.

Linda Panko and her husband, Jim, received their dogs from International Hearing Dog, Inc. in Colorado. Relating her own history and experience with the company and hearing dogs, Linda will show a video about the training center. She and the dog are a team. We'll watch the dog's hearing skills in action and learn how to apply for such a canine.

HLAA-Rochester chapter meetings are held in the Vestry Room at St. Paul's Episcopal Church, East Ave. at Westminster Road, across from George Eastman House. All programs are audio looped & captioned. Those needing a sign language interpreter should contact Linda Siple at 585 475 6712, a week in advance.

The Hearing Loss Association is a nationwide organization dedicated to advocacy, education and support for people with hearing loss. For more information visit www.hlaa-rochester-ny.org or, telephone 585 266 7890.

Hearing loss is a daily challenge. You do not have to face hearing loss alone. You do not have to hide your hearing loss.

CAPTIONED CHAPTER MEETINGS

Sorenson Corp. is providing remote captions for our Day and Evening chapter meetings! This will run from September thru June, 2012 (at a cost of about \$3,000 to Sorenson Corp.)

Tim Whitcher and Bruce and Candi Nelson have worked hard to get this new captioning system up and running at meetings. And have been faithful in attending all sessions!

**for your donation to HLAA:**

Donation above membership: Genesee Country Audiology Services; H. Mowl, Jr, PhD; D. Taylor (in appreciation of J. Damico)

Donation via Steve Hart Marathon: C. P. Carey, D. Neuberger TTEE, Ear Q Group, Genesee Country Audiology Services

LEADERS COLUMN

By Don Bataille



Thank you everyone who has taken the time to complete our program meeting **Evaluation Forms** and to share your thoughts and experiences. Your responses help our Daytime

and Evening Program Planning Meeting Committees plan meaningful and enjoyable programs. But equally important are your comments on these Evaluation Forms, such as; "I thoroughly enjoyed the program," or, "Great program, I learned so much," and "Wish more people had participated, but those of us who did certainly had a lot to share!" and they are a joy to read. Key words such as enjoy, learn, and share represent the value our day and evening programs bring to everyone--fulfilling our mission to learn about hearing loss issues and to share experiences in an enjoyable atmosphere.

Attending HLAA meetings and being proactive with one's hearing loss has some very important health benefits. It is a positive and healthy approach to maintaining cognitive abilities and mental processes. A recent online article in "Hearing Journal" (see link below) discusses a recent University of Pennsylvania research program that studied how "...variations in hearing ability affect the brain processes required for speech comprehension..." The study, funded by the National Institute of Health, found that those with hearing loss (non-hearing aid users) had less brain activity when listening to complex sentences indicating that atrophy may occur more rapidly when hearing diminishes.

The good news is that there is a strong case that hearing technology – hearing aids and assistive devices--help the hearing response to stay normal, providing a protective effect by stimulating brain activity. Social interaction, conversation, engagement, and attending HLAA meetings are stimulants for our ears, keeping our minds healthy, just as exercise is a stimulate to our muscles and bones, keeping our bodies healthy.

Our meetings provide these benefits and more because our programs engage all senses--hearing via clear sound signal with your hearing aid/induction loop, **visual** via real time captioning, and **physical** by practicing your signing skills with an ASL interpreter (or exchanging a friendly greeting). And, by attending one of our quality

(continued on next page)

LEADERS COLUMN (continued)

meetings you have the opportunity to ask questions and to interact with program presenter(s) and other attendees, providing exercise for your mind, keeping you healthy and our chapter healthy --it's a win-win situation. Looking forward to seeing you at our next meeting!

(Article Reference: Scheck, Anne; *Breaking News: The chicken and the egg: Cognitive decline and hearing loss, December 2011 – Volume 6 - Issue 12*-pp 9, 10, 12; <http://journals.lww.com/thehearingjournal/pages/default.aspx>)

RBTL LIVE THEATRE--- CAPTIONED!

Sunday, February 5th at 2:00 pm
"Shrek"

Sunday, April 8th at 2:00 pm
"Jersey Boys"

Tickets become available 6 weeks in advance of each show. Request seats in "open captions" viewing section. Call 222-5000; email, info@rbtl.org.

Invitation

Off the Wall, February 10th

In recognition of your support and generous contributions to RIT and the National Technical Institute for the Deaf, Dr. Gerard J. and Mrs. Judy Buckley invite Hearing Loss Association of America, Rochester chapter members, to **RIT/NTID Dance Company's performance of Off the Wall** and a **reception** preceding the performance.

It will take place on Friday, February 10, 2012, in Lyndon Baines Johnson Hall at NTID.

Reception begins at 6:00 p.m. in the Dyer Arts Center.

Performance begins at 7:30 p.m. in the Panara Theatre.

Please **RSVP** by Friday, February 3 to: Jeannette Vargas at 585-475-6836 (V/TTY) or jvargas@ntid.rit.edu.

IF YOU MOVE

Please don't forget to let **Barb Gates**, at 28 Country Gables Circle, Rochester, NY 14606, or, via email at Cdgb1g28@aol.com know even if your change of address is a temporary one. HLAA is charged for each piece of returned mail, which the post office won't forward.

NEWS FROM NATIONAL

(from *Hearing Loss Magazine, Oct/Nov. 2011*)

There has long been a consensus among consumers that hearing aids are too expensive. See the article starting on page 18 re **UNBUNDLING: A WAY TO MAKE HEARING AIDS MORE AFFORDABLE?** (By S. Sjoblad, and B. Winslow Warren)

Also, the article "DECIBELS and DOLLARS" on page 31 (By B. Ingrao)

About HLAA

The Hearing Loss Association of America (HLAA), founded in 1979, opens the world of communication to people with hearing loss through information, education, advocacy and support. HLAA publishes the bimonthly Hearing Loss Magazine, holds annual conventions, a Walk4Hearing, and more. Check out <http://www.hearingloss.org/>. HLAA has chapters and state organizations across the country.

THOUGHT FOR THE DAY

"You will find as you look back upon your life that the moments when you have truly lived are the moments when you have done things in the spirit of love."

By Henry Drummond

(from "*The Official Hugs Book*" by Martha Bolton, Submitted by Joan Ewing)

Subjects of March 6th Chapter Meetings

Daytime Meeting: "GEVA-Meeting Accessibility Challenges, including Hearing Loss" – Tom Parrish

Evening Meeting: "Emergency Situations for HOH people—calling 911, ambulance ride, ER – John Merklinger and emergency reps

HELP HLAA VIA THE UNITED WAY

We continue to be a United Way “Donor Designated Option” choice. We are not a direct United Way agency and do not receive any funding from their general campaign. Therefore, to donate to HLAA through the United Way, we ask you to consider donating to us through the “Designated Option” on your gift card.

Our United Way number is 2425.



Your past support is deeply appreciated. As with other gifts, your donation enables our chapter

to continue to provide education, help, and advocacy for people with hearing loss, their family and their friends. Alas, even though the local chapter is a totally volunteer organization, there are still costs such as printing, postage, phones, and technical items. Many thanks!



“We can judge the heart of a man by his treatment of animals.” Immanuel Kant

DID YOU KNOW...

(from D&C 11/27/2011)

Jell-O was invented in Rochester in 1897.

Fuzzy pipe cleaners, bloomers, marshmallows, French’s mustard, baby shoes, gold teeth, and the Cutler mail chute are a few of the many things that originated in Rochester.

The Rochester Red Wings played in the longest game in baseball history, against the Pawtucket Red Sox, which went 33 innings.

Hugging as Exercise: If one hug burns 3 calories, then hugging 20 people a day is equivalent to -- 9 minutes of ‘stair-stepping’; 8 minutes of jogging; 7 minutes of tennis; 5 minutes of weight lifting.

Now which sounds like more fun to you??

(Note: Calculations are estimates; not meant for scientific use.) - from Martha Bolton, “The Official Hug Book”

(Submitted by Joan Ewing)

WEBSITES OF INTEREST

Our Chapter website is: www.hlaa-rochester-ny.org.
(It is currently being rewritten and updated by Michelle Gross, Barb Law, and Richard McCollough)

(Following submitted by Don Bataille)

As mentioned in Don Bataille’s Leaders Column, this is a page link to receive a free, monthly email newsletter, go to:

<http://journals.lww.com/thehearingjournal/pages/default.aspx>.

(Following submitted by Al Suffredini)

Info about deafness and hearing loss, including the definitions of these conditions under the Individuals with Disabilities Education Act (IDEA), go to: <http://idea.ed.gov/>

Questions about medications, as a senior taking prescription drugs—these tips will help you manage your medications. Talk to your Doctor or Pharmacist first. Go to: www.aarp.org/health/drugs-supplements/info-2005/ask_questions.html?cmp=NLC-HLTH-CTRL-030311-F4t-24.

NAD Monitoring Accessibility of Response to Natural Disasters, May 2011. The National Ass’n of the Deaf (NAD) has been monitoring natural disasters in different states to ensure that the response by federal, state, and local governments; emergency management agencies and disaster relief organizations; and media outlets reporting on the disaster are accessible. The NAD is concerned about the welfare of deaf and people with hearing loss who may be affected. Go to: www.nad.org/news/2011/5/nad-monitoring-accessibility-response-natural-disasters.

Newest air passenger protections in effect. If you’re involuntarily bumped from a flight, you can receive twice as much compensation as before. Airlines must refund your baggage fees if they lose your luggage. Tarmac delays at small airports must be limited to 3 hrs and delays of int’l flights at US airports must be limited to 4 hrs. Airlines must post optional fees—including baggage, meal, and change fees, on their websites. For more info, go to:

[http://fastlane.dot.gov/2011/08/enhance ... tions.html](http://fastlane.dot.gov/2011/08/enhance...tions.html).



“TEN THINGS MOTHER NEVER TOLD ME ABOUT HOW TO TALK TO HER”

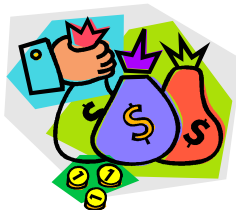
By Marcia B. Dugan

- Understand that hearing aids do not restore normal hearing!
- Get my attention first.
- Come closer to me.
- Face me.
- Don't try to compete with background noise.
- Slow down a little when you speak.
- Keep your mouth clear of fingers, food, and gum; and your hands away from your mouth.
- Use gestures and other visual cues.
- Be ready to repeat or rephrase what you've just said.
- Please don't shout at me; it distorts your voice.

(In loving memory of Marcia; deceased February 7, 2010)

DID YOU KNOW?

You can get **credit** (for Income Tax purposes) for donating used hearing aids to the Finger Lakes Regional Lions Club Hearing Foundation. Contact Arthur Elliott, 7134 Valentown Rd. Victor, NY 14564; phone: 924-2875. Be sure to request a receipt.



“Until one has loved an animal, a part of one's soul remains unawakened.” Anatole France

UPDATE TEXTING TO 911 CENTERS

By Rep. Kathy Hochul, D-Amherst, Erie County
(excerpt from D&C, 12/17/2011)

Saying that most Americans don't realize that when they send a text message to 911, “it goes nowhere,” Rep. Hochul has introduced legislation that would enhance communication systems. She introduced the Allowing Local Emergency Response Technicians to Accept Cellular Texts Act that would update the texting capabilities of 911 call centers and mandate

new rules for cell phone providers. “This bill will ensure that in an emergency situation, Americans will not be waiting for help that's not on the way.”

Rep. Hochul said, “We must at the very least alert victims that their text message did not go through.” Her legislation would mandate that the FCC require wireless phone carriers to send an error message to consumers who unsuccessfully send text messages to 911.

The bill also would require the Dept. of Homeland Security, through FEMA, to dedicate at least 10% of existing emergency management performance grants to next-generation 911 upgrades for public safety answering points.

John Merklinger, the city of Rochester's director of emergency communications, said: “One of the greatest benefits to this legislation is that it makes major strides in our communication with the deaf (and HOH) community. Right now, many individuals who are deaf or HOH communicate via text message. Congresswoman Hochul's bill will give these citizens the ability to communicate with us in the same way.”

(Ed.Note: Mr. Merklinger will be the keynote speaker at our Evening Chapter Meeting on March 6th.)

We Welcome All Donations

Please make your check payable to: HLAA-Rochester
HLAA is a 501©(3) organization.

Mail to: Mr. Don Bataille, HLAA Board President,
8 Springwood Lane, Pittsford, NY 14534.

Be sure to designate:

This donation is: In Memory of; or, In Honor of,
or, Birthday congratulations.

And who to send the Acknowledgment to. Thank you.

WORTH REMEMBERING

“A dog wags its tail with its heart.”
Martin Buxbaum

CONDOLENCES

Our sincere sympathy to the family of **Alma Blyth**. She passed away recently.

Our condolences to **Ann Marie Cook** and family. Her father, John Philbin, passed away December 3rd.



NATIONAL CONVENTION, PROVIDENCE, RI

The HLAA National Convention will be in Providence **June 21 – 24, 2012.**

It will be held at the award winning Rhode Island Convention Center (RICC) conveniently located in the heart of downtown at 1 Sabin St (02903), and it is connected via Skybridge to the Westin Providence Hotel, One West Exchange St. (02903).

Registration and reservations are now open!

Go to: www.hearingloss.org/events/convention/

NEWS FROM MEMBERS

The “Retired Men’s Club of Greater Rochester” meets every Wednesday from 9:30 – 11:15 am, at the Metro YMCA, 444 East Main St., across from Eastman Theatre. You don’t need to belong to the Y to join us. Reduced parking at the garage across the street. Good programs and good friends; the best coffee and donuts in town. Welcome ages 55 to 95 ! Call 336-9459 for info. (Submitted by Warren Crandall.)

WALK4HEARING —CAPTAINS' KICKOFF!

By Barb Law, and Sue Miller

We could not have a successful Walk without all of you who have agreed to serve as a Captain or, even think you might be interested in being one! We would love to have you join us for the **Captains' Gourmet Pizza Kickoff.**



The Walk4Hearing Captains' Kickoff is being held at the Al Sigl Center, 1000 Elmwood Avenue, in the Lower Level Conference Room. This important event will be on

Wednesday, March 7th, from 5:30

– 6:30 p.m. Please come and enjoy some delicious pizza and refreshments followed by a short program.

We know your evening time is precious, so this Kickoff will be short, sweet and simple. Captains' materials will be handed out followed by a Q&A session.

Assistance will be available for those Captains who might like to begin setting up their website.

On behalf of the Walk4Hearing Steering Committee, we look forward to your **RSVP** that you'll join us. Please email Barb Law at blaw1@rochester.rr.com.

Carol Loftus and Barb Law are
Co-Chairs for the Walk Captains

HOW TO PURCHASE A CELL PHONE

(Excerpt from HLAA Florida Newsletter, No. 24, November 2010; submitted by Ginny Koenig)

The days of voice and text phones are vanishing fast! If you go into any cell phone carrier’s store and ask to see phones for voice/text plans only, they will wave toward 2 or 3 phones in a far off corner – that’s it!

Today, all the marketing and phone evolution is geared toward having everyone use expensive voice/text/data plans. And, I’m amazed that many consumers feel able to afford the high monthly overhead required by such plans. It’s not just that your cell phone likely has an integrated camera and MP3 player. The evolution is toward hand-held computers with an operating system (OS for short) that comes preloaded (you don’t get to choose) that runs applications written specifically for that operating system.

In the computer market, the standard operating systems are Windows and Macintosh (also Linux for a few independently minded geeks). In the much newer cell phone market, there are many operating systems competing to become the industry standard. Apple, Palm, Blackberry, Nokia all have their own proprietary operating systems while Windows Mobile Professional/Standard, Android, Symbian UIQ, and the new Windows 7 are used by many manufacturers from HP to HTC to Sony Ericsson.

Why is an operating system so important? Because the OS serves as the platform from which to run applications. And, applications are the programs that we actually use and find beneficial. Apple, Blackberry and Android have thousands of applications that can be downloaded and installed on their operating systems. A good example of an application for people with hearing loss is Hamilton’s “Mobile Web Captel” for iPhone, Blackberry and Android. Other more frequently used applications include: news, social networking, maps, GPS, games, calorie counters!

Some operating systems just perform better than others and some are capable of multi-tasking so that you can run more than one application at a time. But the major point is that not all applications are available to run on all operating systems. You can only download and install an application if it is available for your cell phone’s operating system

So, to complicate the cell phone purchasing decision just a tad more, one not only has to consider M/T ratings, headset jacks, Bluetooth profiles, screen size and clarity, keyboard layouts, memory, carrier coverage and price plans, etc., but also an operating system and its associated array of available applications. By-the-way, if you are looking to search for and compare cell phones, carriers and features, try PhoneScoop: www.phonescoop.com/phones/finder.php

(continued on next page)

HOW TO PURCHASE CELL PHONE (continued)

Hamilton Mobile CapTel applications:

www.hamiltoncaptel.com/mobile_captel/what_is_Mobile_captel.html

iPhone applications:

www.apple.com/iphone/apps-for-iphone

Blackberry applications:

appworld.blackberry.com/webstore

Android applications:

www.android.com/market

Paul Willington, www.tecear.com

(Paul is a moderator for the HLAA message board and oversees the assistive listening technology and hearing aid sections.)

<http://reviews.cnet.com/cell-phone-buying-guide> (as supplied by Michelle Gross)

Newsletter Deadline

Tuesday, January 31st
(for the MARCH Newsletter)

Email: ggraham859@frontiernet.net

CAPTIONING OF SOME NETFLIX STREAMED VIDEOS COMES TO MORE DEVICES

By Michelle Gross

On December 29th, my husband turned on our LG BD 690 Network DVD player and saw we had an update. He downloaded the update per usual. After the update he went into the Netflix site and was asked if we were subscribers (something new), he entered "yes" and entered our email and password, as requested. Shortly thereafter he came into the kitchen to tell me we now have captions on streamed Netflix programs (or some at least) on our TV. I looked at the new menu and saw the sound options (stereo/Dolby Digital 5.1) and a selection for "Captions and subtitles." You can click on the type of captions you want and voilà yellow captions appear. I was thrilled!

There are some points to keep in mind. Not all devices have the potential to be updated and since different devices use unique decoding systems you may not yet

have the captioning ability or the update may not be available for your device, yet. Or one device may become capable at a different time than the other. Remember too that although you can go into Netflix and choose your preference as to download speed, your Internet Provider may not be giving you that steady speed, despite what they tell you.

Since with the new Netflix menu you are able to select sound as stereo or Dolby Digital 5.1, and since Dolby Digital 5.1 requires a faster data rate, you may get sound drop outs or lip synchronization problems. You can fix the problem by going back to the Options menu for the program you will be watching, and change your audio option from the Dolby option to "stereo." Good luck!

NEWS FROM NATIONAL

CLOSED CAPTIONING NOW AVAILABLE FOR LIVE TV ONBOARD CONTINENTAL AIRLINES

(from National 12/14/2011)

Live TV is proud to announce that, for the first time in the history of inflight entertainment, **CLOSED CAPTIONING** is now available for Live TV content onboard an aircraft. This is a major step forward for passengers with hearing loss.

This CC enhancement will initially be offered to passengers on all LTV3-equipped Boeing 737NG aircraft operated by Continental Airlines, putting each customer in control of this feature on 100+ channels of DIRECTV-provided satellite TV available onboard. Continental will be the first airline in the world to provide this feature to its passengers.

Current customers of LiveTV include JetBlue, Continental, Frontier, AirTran, Alitalia, Virgin Blue, WestJet and Azul. For more information, go to: <http://www.livetv.net>.

VIDEO-CONFERENCE CENTER AT NTID

By Kevin Oklobzija; D&C 12/8/2011

The opening of a high-tech video-conferencing center will enable NTID to bring advances in learning and social interaction to the hearing-impaired community.

Nearly \$700,000 worth of teleconferencing equipment was installed in the TelePresence Center; made possible

VIDEO-CONFERENCING (continued)

by a research grant from San Jose-based Cisco Systems, Inc. It's billed as the only video-conference center of its kind between Toronto and Albany.

For people with hearing loss, it offers a chance to see and experience expressions and gestures, and there are separate video screens for captioning...tearing down communication barriers.

"How does one kid out on the Iowa plains—the only deaf kid studying chemistry—how in the world is he ever going to get a sense of community," said **Jim DeCaro**, past NTID president and dean. The hope is that the Tele-Presence Center will enable RIT and NTID to reach out to those students.

HUMOR

"How to Handle Junk Mail" - *By Andy Rooney*

When you receive "ads" enclosed with your phone or utility bill, return the ads with your payment. Let the sending companies throw away their own junk mail. When you get those "pre-approved" letters in the mail for everything from credit cards to 2nd mortgages and similar type junk, do not throw away the return envelope. Most of these come with postage-paid return envelopes, right? It costs them more than the regular amount of postage "if and when they receive it back." It costs them nothing if YOU throw it away! Why not get rid of some of your other junk mail and put it in these cool little, postage-paid return envelopes (be sure your name isn't on anything you send them!)

You can even send the envelope back empty, if you want to just keep them guessing! Eventually, the banks and credit card companies will begin getting their own junk back in the mail. Let's let them know what it's like to get lots of junk mail, and best of all, they're paying for it...TWICE!

Let's help keep our postal service busy since they're saying that email is cutting into their business profits, and that's why the need to increase postage costs again. If enough people follow these tips, it will work. I've been doing this for years, and I receive very little junk mail anymore.

"Alone we can do so little; together, we can do so much." – Helen Keller

"SWEETENING" – FIRMS HAVE TO PIPE DOWN LOUD ADS – *(excerpt from Real Simple, Nov. 2011; and, D&C 12/16/11 – Ryan Nakashima)*

"Sweetening" is a process in which advertisers manipulate their audio for maximum impact—making a commercial's volume 5-10% louder than the program it interrupts. They've learned that sound has an enormous capacity to influence.

Shush, already. That's the message the FCC is sending with new rules that force broadcast, cable and satellite companies to turn down the volume on blaring TV commercials. December 13th, the FCC passed a set of regulations that will prevent commercials from being louder than the shows around them. And it's part of the CALM Act (Commercial Advertisement Loudness Mitigation), which President Obama signed into law a year ago. The rules go into effect a year from now.

In the days of analog TV, louder ads took up more space on the airwaves. So broadcasters toned them down to avoid interfering with other channels. Since conversion to digital TV broadcasts 2 years ago, loud ads no longer take up more airwave space than quiet ones. The change transformed the commercial break into a noisy arms race. In a recent analysis, it was found that some ads were 10 times as loud as the programs they interrupted.

Already, hundreds of TV stations, cable and satellite companies have updated equipment to comply.

Captioning of Movies

Where to go to find **local movies** that are Open Captioned or Rear Window Captioned (with dates and times of the movies) since the D&C list movies only in their Thursday "Weekend" section-check these websites: www.captionfish.com – or – www.fandango.com –or– www.fomdi.com.

Open-captioned movies can be found at Regal Culver Ridge and Regal Henrietta. (Infrequently, also at Movies 10.) Captions appear on the screen for all to see.

Rear Window Captioning is at Loew's Webster. You obtain a device when entering that looks like a rear-view mirror which is on a "gooseneck, flexible support." The device is put in the cup holder at your seat. Only you see the captions on the film.



Difficulty Hearing on the Phone?

CaptionCall provides written captions of what your callers say.



www.CaptionCall.com

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Andrea M. Segmond, Au.D.
Christopher A. Cisterna, M.S.



Pittsford Hearing & Balance, LLC
56 North Main Street
Pittsford, NY 14534
877-381-6050

Clifton Springs Hearing Center, Inc 4 Coulter Road Clifton Springs, NY 14432 800-827-0140	West Lake Hearing Center, LLC 229 Parrish Street Suite 240 Canandaigua, NY 14424 877-394-6775
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Dalzells Hearing Centers

Brighton:	Greece:
2561 Lac de Ville Blvd Rochester, NY 14618 585 461-9192	10 South Pointe Landing Rochester, NY 14606 585 227-0808



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Webster
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New York Relay Captioned Telephone Service service enables individuals with hearing loss to read what their caller says, while they speak and listen on the telephone.

For more information, go to www.nyrelay.com/captel.htm



Small enough to serve you *best.*



Joe Kozelsky, M.S., Audiologist
Joan Mullings, Au.D. Audiologist
Dawn Patrick, M.A., Audiologist
Tara Fisher, A.A.S., Reception

From left to right:
Tara, Joe, Joan, Dawn



680 Ridge Road, Suite 6 • Webster, New York 14580
 (585) 787-0660 • www.websterhearing.com

Finger Lakes Hearing Center, Inc.
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HLAA Membership Information

Hearing Loss Association (HLAA) Rochester Chapter, a tax exempt and volunteer group, is a chapter of a national, nonprofit, nonsectarian, educational organization devoted to the welfare and interests of those who cannot hear well. We meet the first Tuesday of the month from September through June at St.Paul’s Episcopal Church, East Ave. While our primary focus is directed toward hard of hearing, we welcome everyone to our chapter meetings whatever their hearing ability.

For more information, Call
585-266-7890

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Newsletter

Newsletter deadline first day of the month preceding the issue month.

Send articles to:

Ginger Graham
859 Meadow Ridge Lane

Webster, NY 14580

ggraham859@frontiernet.net

MEMBERSHIP APPLICATION – ROCHESTER CHAPTER

[] Yes, I want to join -- support entitles me to receive the newsletter in order to be alerted to programs for Daytime & Evening Chapter Meetings and Cochlear Implant meetings.

[] Yes, I need transportation to meetings

Check type of contribution

[] Individual \$10	[] Friend of HLAA \$25
[] Corporate \$50	[] Supporting \$100

Name_____

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Send to: Mr. Donald Bataille, HLAA Board President
 8 Springwood Lane, Pittsford, NY 14534

HEARING LOSS ASSOCIATION OF AMERICA

YES! I want to join or renew membership in National HLAA--membership entitles me to the journal *Hearing Loss*, discounts & support of advocacy for deaf & hard of hearing nationwide.

[] Individual \$35

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Send to: National HLAA
 Suite 1200
 7910 Woodmont Avenue
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Please do NOT send this renewal to local Rochester chapter; mail direct to National HLAA in Bethesda)



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If You're New, This is for You.

More than 30 million people in the US have a hearing loss which can hinder daily communication, one in ten people! By age 65, one in three Americans has a hearing loss.

This invisible condition affects the quality of life of the individuals with hearing loss as well as family, friends, co-workers and everyone with whom they interact. HLAA believes people with hearing loss can participate successfully in today's world. The mission of HLAA is to open the world of communications to people with hearing loss through advocacy, information, education, and support.

HLAA is the largest international consumer organization dedicated to the well-being of people who do not hear well.

To join, please see inside back page. HLAA has more than 200 chapters and 14 state organizations. Welcome!

Meetings are hearing accessible

St. Paul's Episcopal Church, East Ave. and Westminster Rd., across from the George Eastman House. Parking available at the George Eastman House, if needed.

Audio looped and Captioned
(all meetings)

Interpreters on request- contact Linda Siple, 585/475-6712, lasnss@rit.edu a week in advance

Entrance to the meeting room is via the rear door next to the fence.

Everyone is welcome! With or without a hearing loss!