

Say YES to Broadcast Captioning & CART

The 10 Ps to becoming a Professional Captioner

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- o 24-year captioner (news, sports, legislature, on-site, remote)
- o Both I.C. and employee
- o Creator of Dictionary Jumpstart – 15 yrs.
- o EduCaption Instructor
- o Publisher of “Simple Syllables” and “Jump Back in Time” books
- o Past President of MAPCR

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NOW is the Time!

- o **“Research reveals that the rate of growth for captioners, specifically CART captioners, will outpace the percentage-rate growth for court reporters through 2018.”** – Court Reporting Industry Outlook Report by Ducker Worldwide

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Here's the Truth...

If you can caption, you can CART.

If you are considering one or the other, captioning training will open more doors and make you more versatile and marketable!

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What is Captioning?

- Words on a picture
- Offline – done post-production
- Realtime – not verbatim but very close!
- Done remotely



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What is CART?

- Words on a blank screen
- Live for educational and professional clients
- Realtime – not verbatim but very close!
- Remote or on-site



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What Reporters Say....



- oIt is SO FAST!
- oI don't have these words in my dictionary!
- oI'm a great realtime writer but this is blowing me away!

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What I say...

- oWelcome to your brand new career!
- oEdit for content
- oBeef up your dictionary
- oBreak it down into small steps



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10 Ps to a Professional Captioner

- o Prepare Realtime
- o Practice, Practice
- o Prepare T.A.R.
- o Prepare Dictionary
- o Prepare Culturally



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10 Ps to a Professional Captioner



- Prepare Technologically
- Prepare to Think like One
- Prepare with Professional Training
- Prepare to Apply
- Preparing for Your First Show

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The Bare Necessities

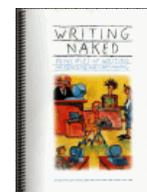
- SPEED, SPEED, SPEED!
- Excellent realtime skills
- Strong fingerspelling skills
- Need ABC and A.B.C. alphabets especially



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Prepare Realtime

"Writing Naked"



"Realtime Writing"



Both Available at the NCRA Bookstore!

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Makes Perfect



- Record a ½ hour newscast. Write the first 10 minutes. Stop! Edit this segment, reading word for word & entering untrans.

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TED TALKS

- Log on to www.ted.com and write a Ted Talks. You'll see a Transcript goes along with each talk. Super helpful!



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Total Accuracy Rate



- ✓ Open your .rtf file in WORD
- ✓ Click on the Review Tab
- ✓ Click on "Word Count"
- ✓ Subtract # of errors from Word Count
- ✓ Divide total by Word Count
 - ✓ 2000 Word Count
 - ✓ - 25 Total Errors
 - ✓ $1975 \div 2000 = 98.75\% = \text{TAR}$

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Entry Level is...



- 98.5% is entry-level, on-air quality. Goal is above 99%.
- Taken from "Realtime Broadcast Captioning: Recommended Style and Format Guidelines For U.S. Programming."

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Prepare Dictionary



- NO conflicts
- Redefine all profanity* – puck, ship, who are
- Dictionary building – names, current events, etc.

*List of profanity to remove in "Realtime Broadcast Captioning: Recommended Style and Format Guidelines For U.S. Programming."

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Prepare Dictionary

Simple Syllables

You're Only 1,000 Entries Away from Better Realtime!

Compiled by
Anissa R. Neuenberger, RPR, CRR, CDC, CCP, CR

Dictionary Jumpstart
www.dictionaryjumpstart.com

A Jump Back in Time

People, Places, and Events in History

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8 Modules

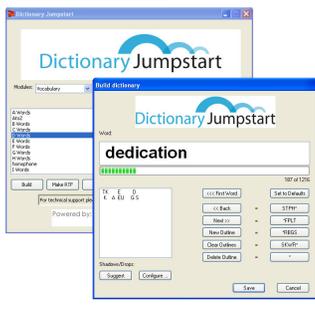
- o 130,000 Entries in DJ
- o 1,000 Entries you can enter in 1 hour
- o 130 Hours to complete 8 modules
- o **4 Months to create a well-rounded, realtime dictionary in only ONE hour per day!**

o **4 months versus 4 years**

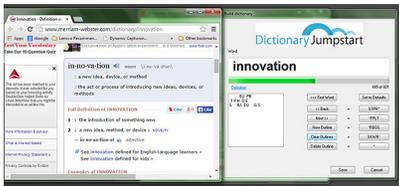


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Realtime Dictionary Software for Realtime Reporters



A Click Away from Visual and Auditory Pronunciation and Definition!



Features of DJ

- Enter up to 1,000 entries in one hour
- You provide **ONLY** the steno outlines
- Stroke each entry numerous ways
- The dictionary you build can be kept separate or can be merged into your own main dictionary
- **NEW!** Definition link to available words on Merriam-Webster!

8 Modules

- Environment (1.0 PDC)
- Food & Health (*Drug Speller*) (1.0 PDC)
- Media
- Names (1.0 PDC)
- Phrases (0.5 PDC)
- Sports
- Vocabulary (1.0 PDC)
- World



Prepare Culturally

- Take a sign language course
- Learn about deaf, Deaf and hard-of-hearing
- Find a mentor; Captioner or CART
- **FREE!** Print off "NCRA Captioning Community of Interest Realtime Broadcast Captioning: Recommended Style and Format Guidelines For U.S. Programming." (62 pages)



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Prepare Technologically

- Don't buy captioning software yet!
- Two computers
- Two steno machines
- A UPS (uninterruptible power source)



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Prepare Technologically

- Modem
- Headset
- Many dictionary backups!
- Know your CAT software and how to troubleshoot!



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Prepare to Think Like a Captioner

- Prep in ADVANCE. Afterwards, it's too late!
- Willing to work unconventional hours such as late nights or early mornings, holidays, weekends, etc.
- 100% dedication to staying current



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Prepare with Training

- o Invest in captioning training – plan on at least six months and about \$1,000.
- o A+ captioners didn't train themselves
- o EduCaption – captioning companies call us for captioners!
- o Certifications



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EduCaption Training Options

1. **One-on-one realtime – we all have to start somewhere! (0.4 CEUs)**
2. **CART – 4-week training course (0.4 CEUs)**
3. **Caption Masters – 4-month training course (2.8 CEUs)**

Industry's premier online captioning training course



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Why Choose EduCaption?

1. **FREE version of DJ related to your training.**
2. **Individual review of each weekly assignment with comprehensive feedback! You won't find this anywhere else!**
3. **Job placement when you're ready to go on air!**
4. **Free Accountability Hour the last Monday of the month.**

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Training and Time

All coaching is, is taking a player where he can't take himself. - Bill McCartney

Money is a wonderful thing, but it is possible to pay too high a price for it." – Alexander Bloch

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A List of Closed Captioning Businesses

(Products, services and websites vary with time. Please verify.)

- Closed Captioning Guide
- Closed Captioning Web
- Digital Television Closed Captioning (DTVCC)
- Digital Television Closed Captioning (DTVCC) - Frequently Asked Questions
- General Information
- Another closed caption links page
- Another closed caption/accessibility links page
- Closed captioning software and hardware providers
- FCC Closed Captioning Web site

Alexander Captioning
 All inclusive Captioning
 Amour Closed Captioning
 Automated Data Systems
 Captioner
 Broadcast Captioning and Consulting Services
 Broadcast Video Systems
 Calabro Reporting Services
 Caption Advantage
 Caption Colorado
 Caption First
 Caption House
 Caption Reporters
 caption4
 CaptionMax
 Caption

www.itvdictionary.com/closed_captioning.html

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Independent vs. Employee

- I.C. – flexible schedule, responsible for own equipment, freedom to work for multiple companies, responsible for invoicing
- Employee – set schedule known a week to a month in advance, may have equipment and software provided, work for one company, no need to invoice



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Why Become a Captioner?



- Work from home sweet home
- Expected Pay?
- Flexible schedule
- NO COMMUTE!
- No Transcripts!
- Work from anywhere!

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Communication Access Realtime Translation

- CART - remote or on-site
- Steady pay rates
- Certifications = More \$\$\$

StreamText

1 CapApp



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Prepare for your first show



- Receive show assignment
- PREPARE from station web site, rosters, previous transcripts, etc.
- Write and enter all vocabulary into a job dictionary or main dictionary

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Prepare for your first show

- Start a realtime file, connect to encoder and audio line
- Caption your show
- Read the file thoroughly, adding dictionary entries
- Send .txt file of show to your employer



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Captioning Industry

- Small industry
- First 1-2 years can be tough!
- Crème de la crème of realtimers
- Your reputation will precede you



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Sign Up Today!

- Caption Masters starts Monday, May 2!
- CART Training starts Tuesday, March 8!
- One-on-one realtime training starts NOW!
- Log on to www.EduCaption.net and click on RFO then Online Training. Click on GET STARTED and submit a file for review! It's FREE!

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**A sale so hot...
it would warm up Florida today!**

8 Modules of DJ (\$979) is 50% off at \$489
1 full year of FREE monthly updates (\$155 value)
1 FREE "Simple Syllables" book (\$25 value)
This is worth 4.5 PDCs to be used any time!
The software is always yours! No time limit!
Work at YOUR own pace!

\$180 of FREE gifts!

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\$25! Save \$15 today!
While supplies last!

\$50 or \$95 with DJ Module

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Questions?

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