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Maryland Open Captioned Movies Committee

MEMBERS

Nat Balsley
Heidi Burghardt
Gabrielle Davis
Meredith DeSomma
Roy Fernandes
Fred Hartman
Tina Joyner
Sagar Kothari
Jacob Leffler
Vikki Porter
Deanna Tilden

February 19, 2024

Judicial Proceedings Committee
2 East, Miller Senate Office Building
Annapolis, Maryland 21401

Dear Honorable Members of the Committee:

My name is Vikki Porter, and I am a District 19 constituent residing in Montgomery County, Maryland. As a part of the Maryland Open Captioned Movies (MOCM) Committee, I work with passionate volunteers from all walks of life united together for a common goal: increasing open captioned (OC) movie options across the state of Maryland in eligible movie theaters. Although this was my first year participating in this initiative, this was some members' third trip around the sun advocating for this bill (**SB92**) within the Maryland legislation process.

When I first developed the OC movie flyer series concept, I had no idea what I was getting myself into. The project became a second unpaid job and a labor of love—interacting with people who were willing to entrust me with their photos and quotes. These quotes ranged from simple complaints of malfunctioning and/or cumbersome closed captioned devices and wanting a more inclusive movie experience to complex and close examinations of different societal stigmas and measurements of the return on OC movie investment positively affecting ticket revenues.

Most of the quotes from the flyers are from taxpayers living in the State of Maryland. They and the over 900 people who signed the OC Movie Bill petition are the inspiration for the MOCM committee members to keep getting “into good trouble,” to quote the late and great John Lewis. When there is equitable accessibility, only then you can have real inclusion. After all, how can you enjoy the meal at the table like everyone else if your seat isn't quite all the way in?

Each and every one of the flyer participants' quotes resonated with me in different ways. It is my sincere hope that reading through this flyer package would help you all get a better understanding of your constituents' thoughts and feelings about why there should be a bill ensuring more OC movie options.

Sincerely,

Vikki Porter, on behalf of the MOCM committee

P.S. If you want to put a face to my name, I am featured on flyer #36 with my son, who is also featured in flyer #1. Yes, he's either that tall or I'm that short.

The Committee is made up of volunteers led by four organizations (plus additional support from the Maryland Association of the Deaf):

Baltimore City Association of the Deaf | Howard County Association of the Deaf
Prince George's County Association of the Deaf | Metro South Asian Deaf Association



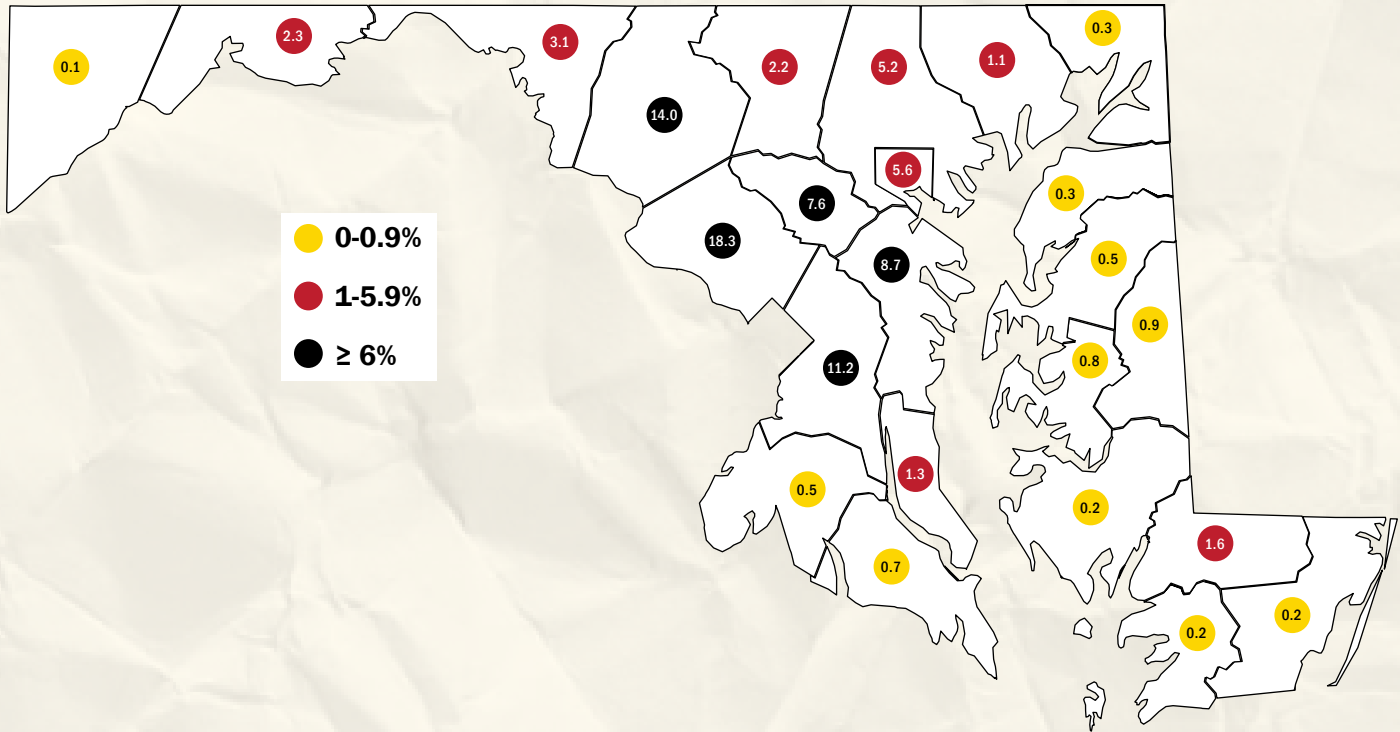
EXAMINATION OF THE OC MOVIE BILL PETITION

The following two categories of percentages are based on over 900 responses to a petition supporting the increase of OC options in movie theaters throughout Maryland. The petition collected responses for over two and a half weeks—going off line on February 1, 2024.

Percentage of responses per county plus Baltimore City

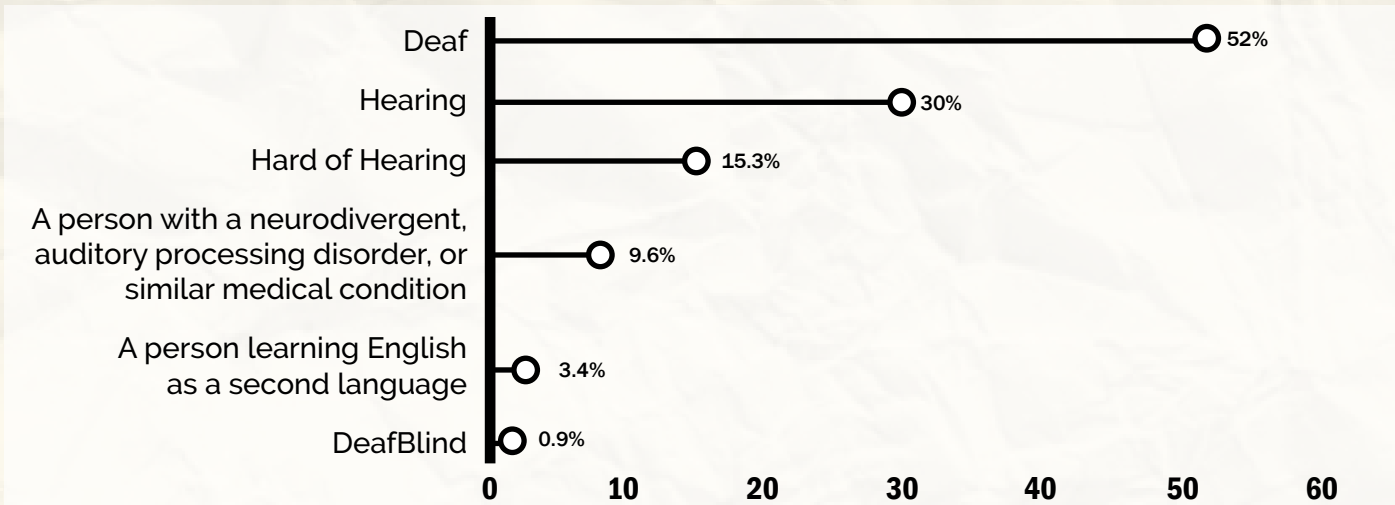
Montgomery County led the way with 18.3% of responses, while Frederick (14.0%), Prince George's (11.2%), Anne Arundel (8.7%), and Howard (7.6%) counties secured the rest of the top five slots. Excluded from the analysis of county responses were the 12.9% who answered "Not a Maryland resident."

However, many of the non-Maryland residents indicated that they: grew up in Maryland; had familial ties or other connections in the state; were residents of neighboring states (Delaware, District of Columbia, Pennsylvania, Virginia, and West Virginia); were visitors from other states besides the surrounding areas; and/or believed that **Maryland has an opportunity to be a model state for accessibility, equity, and inclusion.**



Percentage of responses per hearing status/medical condition/literacy

Respondents had a choice of at least one category, and some chose multiple options.



Real People. Real Experiences. Real Talk.

IT'S 2024. TIME FOR OPEN CAPTIONS NOW, MD!



DIFFERENCE BETWEEN “OC” AND “CC”

Open Captioning (OC) refers to captioning information embedded on the movie screen without the need for any type of physical adjustment/equipment. While subtitles and OC are similar, one major difference between the two is that OC provides auxiliary information including—but not limited to—background sounds (alarm/telephone ringing, gunshots, music playing, silence) and various vocal variations (falsetto, angry shouting, stifling laughter/sobs).

Closed Captioning (CC) requires the use of physical devices/equipment (i.e. captioning glasses and rear-window cupholder type devices) in order to access captioning information. The captioning information is seen by the device user only, and requires significant physical adaptation/exertion by the device user which may stigmatize and/or create considerable bodily discomfort (as candidly relayed by flyers [4](#), [9](#), [10](#), [15](#), [19](#), [20](#), and [31](#)).

Movie theaters nationwide are required by the Americans with Disabilities Act (ADA) to provide CC devices upon request for patrons. Some of the factors **not sufficiently enforced** in carrying out this requirement include maintaining the devices in good working condition, ensuring the devices are fully charged before requests, and adequately training theater staff to synchronize the devices to the corresponding auditorium and troubleshoot when needed. Because of those factors, the CC devices have been frequently prone to malfunctioning and proven ineffective over the past decade. Flyers [1](#), [4](#), [6](#), [8](#), [13](#), [16](#), [17](#), [20](#), [24](#), [27](#), [30](#), [31](#), [33](#), and [36](#) attested how those issues and glitches negatively affected the overall movie-going experience for individuals across the entire spectrum of hearing loss.

The cost of providing OC movies is minimal compared to the potential of drawing more patrons, which translates to more revenue for movie theater owners. A studio would create a digital cinema package (DCP) for each film, which includes both OC and CC formats. Movie theater owners would receive DCPs and decide whether to showcase the OC format using existing digital systems that also display the non-OC format of the same film. Other advantages of OC, besides the minimal cost and providing a more inclusive experience, are better comprehension for those consumers with normal hearing who have auditory processing challenges or difficulty understanding spoken language for various reasons, including poor movie sound quality and loud theater chatter. To reiterate the benefits of showing more OC movies:

- Creating a more welcoming environment for all attendees. The need to request and use CC devices would be eliminated, reducing any stigma and/or discomfort.
- Benefiting movie-goers learning the language spoken in the movie. OC provides additional context and helps improve language skills, increasing language literacy.
- Providing visual support, enhanced comprehension and/or structured environment for neurodivergent patrons. Predictably consistent captions provide stability and reduce anxiety.
- Improving the overall viewing experience for everyone—especially in scenes with background noises or unclear dialogue—by providing additional context.

As flyer [34](#) stated, SB92 “is an easy bipartisan win for legislators and a negligible inconvenience for movie theater owners.” The Maryland Open Captioned Movies Committee hopes that all eligible theaters feature more OC movies on a more frequent basis, so that **everyone can equally enjoy** one of America’s favorite pastimes: going to the movies.

“ ”

I invite [legislators] to engage in a brief exercise to simulate the experience that many individuals encounter when using captioning devices in theaters. Please shift your gaze rapidly between this document and a space 30 feet in front of you, repeating the motion ten times.

Notice the strain this causes? This is a mere glimpse into the strenuous effort required to read captions with each line of dialogue in a full-length film, all while managing unwieldy assistive technology. This strenuous experience, which is all too common, underscores a significant oversight in our collective efforts toward inclusivity.

—excerpt from the 2024 OC Movie Bill petition

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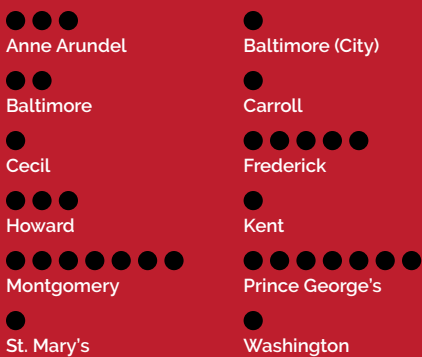


same teenager featured in the first flyer (top left)

FLYER FACTS STATS

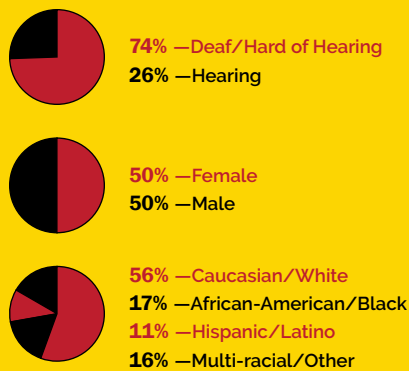
Note: The following statistics apply ONLY to the OC movies—with one video—flyer series (images shown above), and not intended to represent the statistics of the petition letters uploaded to the MGA website. Most participants in the flyer series also signed the petition and were not monetarily compensated in any way, shape, or form from granting permission to use their images and quotes.

COUNTIES REPRESENTED



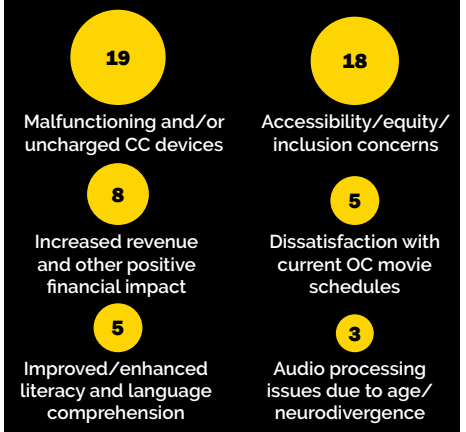
●●●●
Not a state of Maryland resident

DEMOGRAPHICS*



N=54 participants. *Based on self-identification, confirmed knowledge, and informal observations.

MOST MENTIONED TOPICS



Real People. Real Experiences. Real Talk.

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GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“When I go to the movies with my mother, it's a pain because she gets two of those closed captioned (CC) glasses in case one messes up or dies. That happens a LOT. And I gotta hold one of them in my lap. Annoying.”

— Vaylor P., high school basketball player
Montgomery County, Maryland resident
Hearing CODA (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Our entire family is Deaf and we enjoy going to the movies together, which is a family value. However, that family value is dictated by a system that doesn't include Deaf/Hard of Hearing citizens. Please pass the OC bill.”

— Dawn and Brian M., expert feline wranglers and whisperers
Washington County, Maryland residents
Deaf parents of four Deaf grown children

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Because of my hearing loss due to age, I miss a lot of information. OC helps me enjoy the movie like others do.”

— JoAnn E., movie enthusiast
Baltimore City, Maryland resident
Late-Deafened adult

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“ I don't enjoy wearing two pairs of glasses on my face. The CC glasses are heavy and uncomfortable, and they don't even work half the time. I stopped going to the movies except for OC nights, which are limited. ”

— Alex L., activist
Montgomery County, Maryland resident
Deaf consumer whose face wants a break

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!

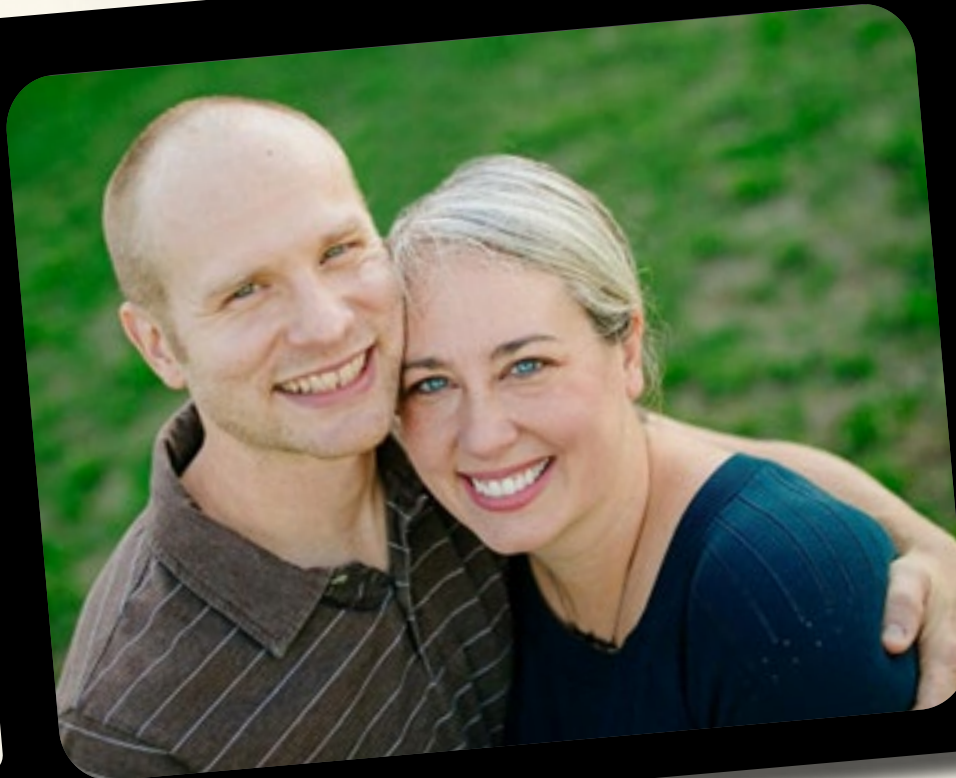


Why open captioned (OC) movies?

“ Sometimes, I have difficulty processing what people are saying in-person and on TV. When I go to the movies, I have a hard time following the dialogue. Open captioning helps capture everything in real time.”

— Sue-Ann A., avid traveler and foodie
Prince George's County, Maryland resident
Hearing neurodivergent consumer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST



TIME FOR OPEN CAPTIONS NOW, MD!

Why open captioned (OC) movies?

“As parents, we haven’t been to a theater in years because of the inconvenience of paying for a babysitter only to end up not seeing the movie because of CC device issues. OC movies would be a game-changer for our family.”

— Tara and Seth C., Deaf working professionals
Frederick County, Maryland residents
Parents of two hearing KODAs (Kids of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Maryland’s close by for movies. It’s not fair that hearing people can go to the movies at any time, but I can’t. I’m limited on certain days and times for me to go. My money is just as good as theirs.”

— Rihanna M., freshman attending high school in DC
Virginia resident

Proud member of multi-generational Deaf family

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“Going to the movies with my mom is supposed to be a fun time. Uncharged caption devices and rare OC movie availability means she doesn’t get to enjoy the movies like so many others. That needs to change.”

— Giovanni S. and Gladys N., movie aficionados
Montgomery County, Maryland residents
Hearing son and Hard of Hearing mother

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“ My recent (and rare) trip to the movies turned into a neck/eye strain with a 50% accurate [CC] device. We need more open captioning! No more juggling drinks and devices. I want a seamless and enjoyable movie experience! ”

— Adrienne G., Deaf mother of a hearing teenager
Baltimore County, Maryland resident

Deaf consumer who wants to go to the movie theaters more often

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“I would love to take my Hard of Hearing husband and two daughters to the theaters and watch OC movies...without forcing my children, my husband, and myself to wear or carry around those ridiculous CC devices.”

— Meredith D., animal and crafts lover
Carroll County, Maryland resident
Deaf mother of two Deaf children

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“ I don't want anyone to feel like they are ostracized. Open Captions for movies at the theaters will create an inviting atmosphere. Theater businesses will see more customers if [more] open captions are offered. ”

— Christopher K., movie aficionado and cat rescuer
Anne Arundel County, Maryland resident

Hearing consumer who wants to see more inclusion for everyone

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“When we go to OC movies as a family, we are all enjoying the same level of the movie experience at the same time.”

— Carrie, Nick, and Nate P., a family that knows how to have fun
Montgomery County, Maryland residents

Deaf parents of a proud KODA (Kid of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“As a Deaf actor, I want my community to enjoy my movies 100% without struggling with the CC devices.”

— Keivonn Woodard, Emmy-nominated actor and budding hockey player
Prince George's County, Maryland resident
Proud member of multi-generational Deaf family

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“As a neurodivergent person, it is difficult for me to focus on or process so many noisy background sounds and music. Seeing OCs makes my theatre experience far more fulfilling and enjoyable.”

— Gabi Z., true crime and history enthusiast
Baltimore County, Maryland resident
Hearing neurodivergent consumer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“My hearing husband laughs loudly at the movie with no issues. Meanwhile, my daughter and I sit lopsided—looking up and down between the CC devices and the movie screen. Where’s the equity and access?”

— Maya, Ricardo, and Dakota C., doing things on the spur of the moment
Prince George's County, Maryland residents
Deaf and hearing parents of a Hard of Hearing child

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“ I no longer attend cinema where CC devices are utilized, due to demeaning technical issues in their use. The ONLY functional equivalent is open captions. I will not spend my money at cinema otherwise.”

— Kenneth S., avid observer of life's follies
Kent County, Maryland resident
Deaf bookseller/antiques dealer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST



WE FOR OPEN CAPTIONS NOW, MD!

Why open captioned (OC) movies?

“The [CC] glasses usually aren't fully charged, so one of us would need to miss some of the movie to get the manager to replace the glasses. This defeats the purpose of our movie dates when the glasses don't work.”

— Amy and Roy C., avid travelers
Montgomery County, Maryland residents
Deaf parents of two grown hearing CODAs (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“With more open captioned movie showings, we can enjoy the magic of going to the ‘big movies’ as a family!”

— Nat, Ally, Kamden, Baxley, and Ryland B., sunrise & sunset chasers
Frederick County, Maryland residents

Proud members of multi-generational Deaf family

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST



WE FOR OPEN CAPTIONS NOW, MD!

Why open captioned (OC) movies?

“CC glasses are annoying when wearing glasses or watching 3D movies. OC not only helps with accessibility, but also fundamental reading skills, like they did for my children. Even my own literacy skills improved with OC.”

— Arlyn, Zach, and Golda P., aspiring philanthropists
Prince George's County, Maryland residents
Hard of Hearing mother of two hearing children

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Not fun seeing my godmother struggle with the snake-looking thing that she puts in the cupholder where the drink is supposed to go. Sometimes she misses the fun parts of the movie. Open captions would be better.”

— Semaj J., fifth grader who loves anime and football
North Carolina resident

Hearing godson of Deaf godparents who reside in Maryland

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“ I would like to see more reasonable OC movie schedules, instead of bad times like late weeknights or early Sunday mornings. Most of us work or have other things to do. Would love to see more weekend OC movies.”

— Gausia HV., who loves socializing with friends
Frederick County, Maryland resident
Deaf mother of two CODAs (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Open captioning is a crucial step towards making entertainment accessible to all. OC also helps create a more inclusive environment—increasing attendance and revenue for movie theater owners.”

— Randy M., movie aficionado
Howard County, Maryland resident

Deaf parent of two CODAs (Child of Deaf Adults) and married to Deaf spouse

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Having open captions on the screen will normalize the movie theater experience for **EVERYONE.**”

— Brenda KF., who enjoys the boating, cruising, and beach life
Howard County, Maryland resident
Hearing CODA (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Movie theaters often do not charge their closed captioning (CC) devices. I received partially charged or dead CC devices that prevented me from having enjoyable experiences with my family and friends.”

— Wesley J., woodworker and animal lover
St. Mary's County, Maryland resident
Deaf consumer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Open captions for all movies should be a given! Equal access is most important! Adding more open captioned movies to theaters is an easy fix that would bring equal entertainment to so many people.”

— Rose P., who loves to sing and play the ukulele
Cecil County, Maryland resident
Hearing ally of the Deaf community

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST



TIME FOR OPEN CAPTIONS NOW, MD!

Why open captioned (OC) movies?

“International film festivals always include OCs on the screens. These audiences love and accept watching OCs in multiple languages. Are they smarter than people in USA? Why not the same in Maryland? Pass the OC bill.”

— Roy and Sherry F., movie enthusiasts
Frederick County, Maryland residents
Deaf spouses

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Two theaters near my home either have OC on opening weekends only or no OC at all. And the CC devices never work right most of the time. It’s frustrating because my daughter and I love going to the movies.”

— Rosemond S., movie and travel aficionado
Prince George’s County, Maryland resident
Deaf mother of a grown hearing CODA (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Spanish is my first language. Learning English was already challenging enough. However, open captions on the TVs and movie screens definitely helped with better vocabulary, context, and comprehension.”

— Ethiene S., avid traveler
Virginia resident
Hearing consumer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“There were no types of subtitles for movies and TV shows in India, where I grew up. The first time seeing a movie with OC in the theater, I learned new words, phrases, and context. OC helps with learning language.”

— Smita K., lover of plants, travel, and creative arts
Montgomery County, Maryland resident
Deaf consumer

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“Imagine always having to ask for a CC device every time you want to go to the movies. Just for it to not work or be noticeably slow. That’s the frustration my Deaf family members feel every time.”

— Reyna M., high school senior
Prince George's County, Maryland resident
OHCODA (Only Hearing Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONING NOW, MD!



Why open captioned (OC) movies?

“ We call the CC devices UFO glasses because that’s what they are. OC movies are the best experience. No need to worry about heavy glasses or missing any parts of the movie because of broken CC devices. ”

— Nora and David C., native New Yorkers
Anne Arundel County, Maryland residents
Deaf spouses

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST



WE FOR OPEN CAPTIONING NOW, MD!

Why open captioned (OC) movies?

“With more open captioned movies, a lot more people would be more open to going to the movies.”

— Leyland “DJ SupaLee” Lyken, Deaf entrepreneur
Anne Arundel County, Maryland resident

Hosted winter events for Black Deaf people for 30 years

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“ We are left with a bad taste in our mouths from the latest theater experience. After several trips back and forth replacing the CC glasses, we decided to walk out of the theater. **OC movies: ACCESSIBILITY FOR ALL!** ”

— Aimee and Mark B., ice hockey, hiking, and walking
Prince George's County, Maryland residents
Deaf parents of hearing CODA (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!




Why open captioned (OC) movies?

“Theaters do not care about our community. They know they can get away with it because the state allows it. This is an easy bipartisan win for legislators and a negligible inconvenience for movie theater owners.”

— Shane F. and Julie T., staunch Old Bay seasoning fans
Howard County, Maryland residents
Deaf parents of three CODAs (Child of Deaf Adults)

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

VIDEO



I support open captioned movie showings!

Going to the movies is supposed to be inclusive.

Video excerpts from "Nyle DiMarco Supporting Open Captioning Movies Bill in Maryland!" Full video on YouTube at:
<https://www.youtube.com/watch?v=zpP3D4wmqlM>

IT'S TIME FOR OPEN CAPTIONING NOW, MD!

Why open captioned (OC) movies?

“...increase and improve the quality of life for Deaf and hard of hearing...the same for people with neurodivergent conditions, and people learning a new language. This Open Captioning Bill definitely fits the bill.”

— Nyle DiMarco, model, actor, filmmaker, activist, and philanthropist
Frederick County, Maryland resident

Deaf winner of America's Next Top Model and Dancing with the Stars

GOING TO THE MOVIES: AMERICA'S FAVORITE PAST

TIME FOR OPEN CAPTIONS NOW, MD!



Why open captioned (OC) movies?

“Hearing companions see my frustrations with the CC devices and shake their heads in pity. In short, Deaf moviegoers are treated as fourth-class citizens but being charged first-class ticket prices.”

— Vikki Porter, designer of the OC movie flyer series, with son Vaylor
Montgomery County, Maryland resident
Deaf mother of two hearing CODAs (Child of Deaf Adults)

...AND EVEN MORE QUOTES!

Excerpts from the personal narratives shared on the signed petition. Lightly edited for clarity and length.

If we can have captions on TVs, why can't we also have captions on the movie screens?
Open captioning is such an easy thing to do, why has it not already been done?
Simply [put], open caption is more convenient and clear than those damn closed caption devices...
[In] this day and age, we should not have to guess what they are saying on the movie screen.
Captioning devices are a cheap solution for a serious problem.

"THIS [BILL] IS WELL OVERDUE."

I shouldn't have to drive hours from home late into the evening to see a movie.
... it is hard for me to understand why theater owners...are dragging their feet...
...potential for an untapped economic pool of people...willing to support [local movie theaters].
With the accessibility of [open] captions, I can freely see any movies I want to watch.
Hearing people don't need to wear headphones to hear so we don't need any hardware devices.



Changes towards a
better and inclusive
movie experience
for all start with **YOU.**

Real People. Real Experiences. Real Talk.

IT'S 2024. TIME FOR OPEN CAPTIONS NOW, MD!



A Tale of Two Captions

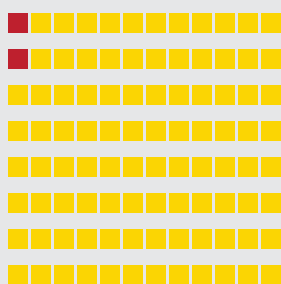
CASE STUDY

Location: AMC Wheaton 9
Date: Sunday, September 24, 2023
Film: Expend4bles

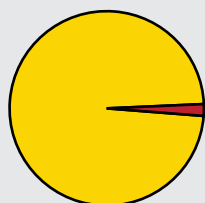
OPEN CAPTIONED

Showtime: **11:15 AM**

Auditorium: 96 seats total



Tickets sold: **2**

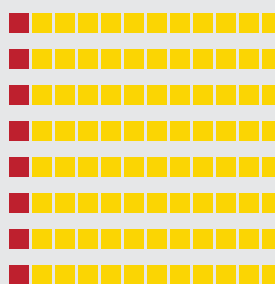


Percent of tickets sold:
2.0%

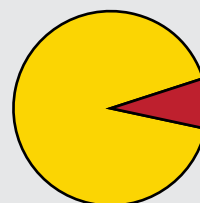
NON-OPEN CAPTIONED

Showtime: **2:00 PM**

Auditorium: 96 seats total



Tickets sold: **8**



Percent of tickets sold:
8.3%

One complaint about the current OC movie scheduling is the inconvenient days and times. In this case, Sunday mornings are usually when people are attending religious services, resting after a late Saturday out, a combination of both, or other reasons.

Sunday morning



Ratio= 1:48 seats sold

Same auditorium

Movie running time: 1:43

Movie showtime difference:

2hr, 45 min

Sunday afternoon



Ratio= 1:12 seats sold

The Bottom Line:

The days and times of OC movie showings have a concerning effect on attendance. Typically, OC movies are shown on weekday mornings/afternoons, with occasional weekend slots.



A Tale of Two Captions

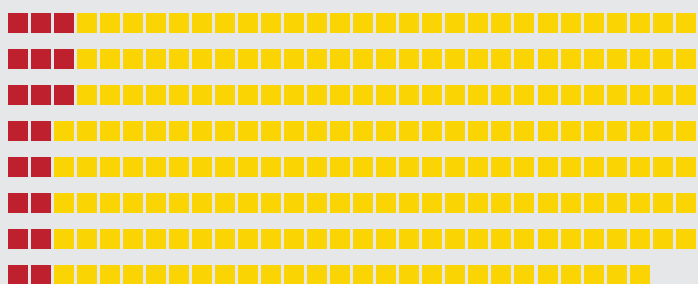
CASE STUDY

Location: Cinemark Egyptian 24 Theater
Date: Wednesday, September 27, 2023
Film: The Nun II

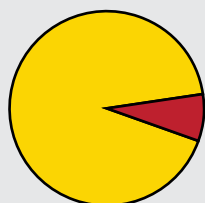
OPEN CAPTIONED

Showtime: 7:45 PM

Auditorium: 238 seats total



Tickets sold: 19

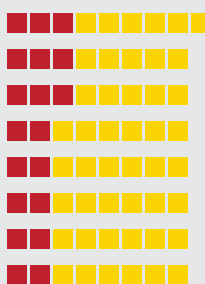


Percent of tickets sold:
7.9%

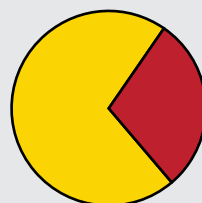
NON-OPEN CAPTIONED

Showtime: 8:10 PM

Auditorium: 65 seats total

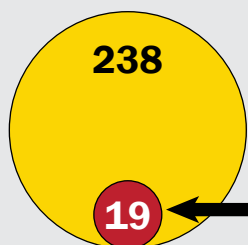


Tickets sold: 19



Percent of tickets sold:
29.2%

At first glance, it appears that the non-open captioned (non-OC) ticket sales outpaced the open captioned (OC) ticket sales at the rate of a little over **3.5X**. Upon closer examination, the data shows otherwise. See below.



Revenue: \$228

Average cost of ticket: \$12

Number of tickets sold: 19



Revenue: \$228

The Bottom Line:

The actual cost difference between the OC and non-OC versions of this same-day movie with evening showtimes within a half-hour of each other is statistically insignificant.

