

# DEAF.com

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Your Gateway to the Deaf Community



MSM PRODUCTIONS, LTD.



A native of Indianapolis, Matthew Scott Moore graduated as Valedictorian from the Indiana School for the Deaf and earned his Bachelor of Science degree in Social Work from Rochester Institute of Technology, Rochester, New York.

At RIT's National Technical Institute for the Deaf (NTID), Moore performed in many NTID plays and collaborated on several experimental pieces. NTID's Performing Arts Department honored him with its prestigious Golden Hands Award for his outstanding performances. He was one of the top 10 finalists for the Irene Ryan Award in acting under the auspices of the 1980 American College Theatre Festival. He won second place in the American Film Institute's East Regional video competition for **Table**, an innovative video short. He also founded the Student Communication Center,

which produced a newspaper and several TV projects. For his leadership in the field of communication, he was honored with NTID's Robert Frisina Scholarship and RIT's Davis Scholarship. In 1984 Moore produced and directed a pilot TV program, **Deaf Magazine**, which aired on Rochester's local ABC affiliate. It received a unanimously favorable response.

Since 1987 he has been president of his own multimedia company—MSM Productions, Ltd.—and founder and publisher of **Deaf Life** magazine, which marked its 10th anniversary in July 1998. Through Deaf Life Press, MSM Productions' book division, Moore co-authored and published **For Hearing People Only** in September 1992 and **Great Deaf Americans: The Second Edition** in August 1996. The third edition of **For Hearing People Only** is to be published shortly.

Moore is currently developing and expanding a major World Wide Web project, DEAF.com™, as a new division of MSM Productions. Designed as a one-stop Deaf Awareness resource center targeted toward the Deaf and hard-of-hearing communities across the United States and internationally, this portal site encompasses the specific interests of those communities (such as news, resources, leisure, cultural activities, and socialization), and benefits hearing persons and organizations with special interest in Deaf and hard-of-hearing affairs. (See [www.DEAF.com](http://www.DEAF.com).)

Among more than 20 honors, Moore has received NTID Alumni Association's first Outstanding Alumnus Award (1993) and Gallaudet University Alumni Association's Alice Cogswell Award (1994). He was named one of Indiana School for the Deaf's Distinguished Alumni of the Modern Era in 1997, and is listed in the current editions of **Marquis Who's Who in the East**, **Who's Who in the Media and Communications**, **Who's Who in Industry and Finance**, **Who's Who in America**, and **Who's Who in the World**.

A dynamic and popular speaker sharing his views on Deaf awareness, Moore frequently receives invitations to present keynote and guest speeches at conferences across the United States. He has also conducted several workshops and performed his original ASL song-poems.

Current and future projects of Moore's include a book-length biography of Deaf baseball player "Dummy" Hoy and an historically-based full-length movie.

MSM Productions, Ltd. is an independent, Deaf-owned company whose mission is to serve the Deaf community. Our motto is **“Making the world a better place for the next Deaf generation—and for Deaf people now.”** We do this by helping to expand awareness, knowledge, and enlightenment in both the Deaf *and* Hearing communities.

We express this commitment by designing and producing high-quality publications and other multimedia products and services.

We consider the mass media to be an effective means for combating negative stereotypes, recognizing and using Deaf talent, and showing the world what Deaf people can accomplish.

Through our publications and services, we strive to promote intercultural communication and understanding; to showcase the work of Deaf writers, artists, and designers; and to encourage Deaf people to explore nontraditional career choices, aspire to greater dreams, and excel in what they do.



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**DEAF.COM** is a portal site—a network of World Wide Websites targeting the Deaf and hard-of-hearing communities across the United States and around the world, *and* their friends and families. Content of each interlinked site encompasses topical interests to these communities and to other persons and organizations with special interest in Deaf and hard-of-hearing affairs: teachers and students in high schools and colleges, social-services institutions, counselors, advocates, interpreters, and anyone with deaf friends and relatives.

**DEAF.COM** is designed as a major one-stop resource and information center on all aspects of the Deaf community. It consolidates news, profiles, events, entertainment/cultural features, and has links to other Deaf-oriented homepages—nonprofit agencies, organizations, and commercial businesses.

**DEAF.COM** has 5 major divisions: **DEAFCHAT**, **DEAFNOTES**, **DEAFSTORE**, **DEAFNEWS**, and **DEAFSTUDIES**. Currently active sites are:

- **DEAFCHAT.COM**: “The Deaf community’s top chatroom!” A site for fun and socializing, with an international reach.
- **DEAFNOTES.COM**: A public forum (BBS) where deaf and hearing participants can discuss hot topics, controversies, and issues of interest such as mainstreaming, literacy, and cochlear implants.
- **DEAFTHEATER.COM**: focusing on ASL-based live-theater events.
- **DEAFSPORTS.COM**: focusing on school, collegiate, international, and recreational sports in the Deaf community.
- **DEAFSTORE.COM**: an online store offering high-quality merchandise, including T-shirts and books.

Coming soon:

- **DEAFNEWS.COM**: up-to-date news of interest to the Deaf community (political and legal issues, telecommunications, newsmakers, and announcements). To be updated weekly. Late-breaking news/bulletins will be uploaded as soon as we receive them from our information servers.
- **DEAFSTUDIES.COM**: With pages focusing on profiles, media, arts, education, learning ASL, communication, history, community, technology, health, law, and the needs of parents with deaf children, this may become the single most valuable Deaf-oriented site on the Web.

Over 100 domain names have been registered, and these will be used for new sites to be incorporated into **DEAF.com**.

The following sites are linked to **DEAF.COM**’s Webpages:

- **DEAFKIDS.COM**
- **DEAFLIFE.COM**
- **DUMMYHOY.COM**
- **GREATDEAFAMERICANS.COM**
- **HPOBOOK.COM**
- **HANDGLASS.COM**
- **VICTORYWEEK.COM**

Initial research indicates that **DEAF.COM** will be visited by 80% of the nation’s estimated 20 million Deaf and hard-of-hearing (plus their friends, families, and professionals, as mentioned above), and a significant number of Deaf citizens in other countries. **DEAF.COM** Web pages are already being viewed regularly by *several thousand people per day*.

No other existing site with primary service to the Deaf community has the breadth and scope that exists for **DEAF.COM!**

In most ways, members of the Deaf and hard-of-hearing community (numbering approximately 20 million in the U.S.A.)\* are very much like other consumers in traditional markets. They own homes and automobiles, have children and pets, a passion for team sports, and travel extensively. One more noteworthy fact: Deaf consumers maintain a strong brand-name loyalty.

Most Deaf people are technology consumers, owning a variety of assistive and signaling devices such as hearing aids, flashing alarm clocks and doorbells, and telecommunications devices (TTYs). They are enthusiastic about wireless pagers.

As might be expected, there is a heavy saturation of visual-entertainment products within Deaf households: large-screen televisions with closed-captioning capability, VCR players, and video-game devices. Significant dollars are spent on rental and purchase of closed-captioned movies on videocassette and DVD.

Computers have become almost a standard fixture in millions of American homes. This holds true for Deaf households as well. In fact, the number of computers in Deaf homes has been increasing at a faster rate than in hearing households. Computers have become a primary means of communication. E-mail is much faster and cheaper than using telephone-relay services or calling long distance using TTYs. Videophone technology enables two or more parties to have real-time onscreen signed conversations with each other, so Deaf people are excited about the prospect of increased videophone access.

Though specific demographic data related to computer and Internet use within the Deaf community has not been formally compiled for the past few years, we can say with assurance that the numbers of Deaf/HH people who use the Net regularly are comparable to those of their hearing counterparts. A large number of Deaf households have Internet access, and Deaf people are frequent users of the Net. Their favorite activities are Web-browsing, revisiting favorite sites, and E-mail.

As Deaf computer users are heavily reliant on Internet and Web access (for most, that means daily log-in), it is reasonable to assume that the Deaf community represents a significant Internet market.

A conservative estimate of 13,650,000 Deaf persons (65% of the total Deaf population in the United States) currently use computers. That number is increasing steadily.

\* population figures vary between estimates of 20 to 28 million, depending on organization or agency collecting the data

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