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NCHAM

SOCIAL MEDIA AND EHDI: WHAT, HOW, WHEN, WHY

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>> Good morning and welcome to the NCHAM webinar I would like to introduce Tina Childress as our presenter today for social media those who need captioning we'll be able to see we're having a problem with closed captioning.

>> TINA CHILDRESS: If you need captioning could you please raise your hand? I'm going to look on the list really quickly we are recording this meeting so if it doesn't work today and we apologize for these technical glitches then maybe with the recorded session and maybe with the captioner captioning it later you can read what's been said in the seminar so far Les I'm not seeing anyone raise their hand as needing captioning.

>> LES SCHMELTZ: That's fine so let's go ahead and get started.

>> TINA CHILDRESS: Les please type in the window if someone needs captioning type in the window you know how technology is it's a love-hate relationship good morning and my name is Tina Childress as Les explained and I am an audiologist in the champagne area, -- Champaign Illinois I've been an educational audiologist since 1999 so wow that's a long time. I also have experience working not only in the mainstream schools I have a lot of different hats that I wear.

I am now a bilateral cochlear implant recipient.

(Technical difficulties)

>> TINA CHILDRESS: It is what it is. So just be very careful about what you want

to post up there. The next avenue I wanted to talk about is Twitter. This is not something I do on a regular basis I think part of the reason is I am so -- so kind of all consumed with Facebook that I'm afraid if I take on Twitter, also, that I'll just never sleep I'll talk to you what I know about Twitter and this was information shared by Caleb McNeese with the education of audiology association. If you didn't know NCHAM does have a Twitter page or a Twitter feed. And their name is @infantheating I remember when I was trying to find out the NCHAM Twitter handle I typed the NCHAM and it was a guy in the deacon chambers so even though the name of the organization is obviously NCHAM they had to change their Twitter handle to @infantheating so they wouldn't be confused with Nathan Chambers so how do you use it?

The intent of Twitter is to be pretty laid back, low key and kind of like Facebook. You can get out of it what you put into it people use it to network, they use it to learn information. Like Facebook as well you get to control your level of involvement. As I mentioned I love social media but if I did Twitter and had to follow Twitter and Facebook like I said I probably would never get anything done you follow and read just like Facebook you can tweet that's when you make your own post that's called tweeting and can interact with people. A lot of people use it for things -- what I've noticed is at conferences you've been to, if you've been to an ASHA or I notice for those that might have been in Los Angeles last week for the listening and spoken language conference there were a lot of, a lot of tweets talking about what was going on there, people were posting pictures, what they were eating for dinner, things like that.

But it's also used very much by conference organizers to do things like change you know if there was a change to the schedule, then people could find out that information, as well. And I am seeing now in the bottom right hand corner from Cindy that the office fixed the captioning. However, I am still not seeing it, Cindy. I'm pausing just a little bit so I can get it maybe I'm just not seeing it. If you are seeing the captioning can you please raise your hand real quick so we know that Cindy is not making this up. Okay. A couple of people have raised their hand. Wonderful, thank you so much. So maybe it's just me on my computer I'm not seeing the captioning, which is fine. All right. Moving on.

So how do you Twitter? So what you're going to do first is you're going to create your own username or handle. And you know it could be your name. It could be your nickname. It could be just some random collection of letters and numbers. It's completely up to you.

The thing about tweets is that they are limited to only 140 characters. So the intent is is that it is very short and to the point.

So people might tweet statements or observations. They might ask questions and when they ask questions, then that's where it becomes interactive. And other people respond to the tweet and maybe send them links or things like that. So this is a very quick kind of interaction. Especially if you are limited to 140 characters.

So if someone mentions you or replies, that means that they tag you in a tweet and I'll show you what that might look like. So that's called a mention or reply. And then whereas on Facebook you have what's called the Newsfeed where you see all of the posts from all of your friends and the pages and groups that you follow, in Twitter it's called a timeline. Hash-tags can be used in a variety of ways. You can search for topics based on hash-tags right now of course one of the most popular hash-tags is dealing with the royal birth the baby boy of Prince William and Princess Katie so that's a very popular thing and people can use that to be used in a very, very funny way, too like I remember Caleb was talking during the webinar about how people kind of take it to the extreme and we talk about people and their personalities so someone might tell you said deaf person instead of saying person who was deaf and so there was this whole conversation about women who were blond instead of blond women. So you know it was just kind of funny how hash-tags can be used.

If there is a tweet you especially like and you would like to share it in Facebook it's called a share and on Twitter it's called a retweet.

And then a modified tweet would be taking a tweet and adding or commenting to it.

So here is an example of some tweets in from NCHAM -- from their feed, from their timeline. So you'll just see like up here is a tweet actually about the webinar that you guys are attending right now. So George posted about the tweet back on -- about this webinar back on July 2nd. So thanks for that advertisement, George.

So here is the anatomy of a tweet.

So you have the hash-tag. And so hash-tags are great because if you only want to search things that pertain to audiology, then you might do hash-tag audiology and you can pull up any post. And it can be any post all over the world that pertains to audiology, grouped in audiology.

So as you're making a tweet, you might want to tag it, if you want other people to find your tweet. And then the upper right hand corner is where you might retweet that particular post.

The mention, so you know these are people that Caleb knows and he's just kind of calling attention to these people.

And then if you want to enter a hyperlink, it will shorten it Twitter because you don't want to be taking up all of your characters with the hyperlink.

Okay. So that's Twitter.

So you know, Twitter can be used in a bunch of different ways but I think if you just look at this page right here, you kind of get a sense of what kind of things are tweeted and how those different things like hash-tags and mentions are used.

Next we're going to talk about Pinterest. And here is the log-in page for Pinterest in case you don't have a Pinterest account yet. And what I find interesting, too, about social media is how a lot of these social media avenues are kind of aligned or like forming alliances with each other.

So if you notice, you know, the first thing that struck me when I went to this homepage for Pinterest is that the Pinterest logo wasn't really the first thing that caught my attention. It was actually these dark -- the dark blue bar of log in with Facebook or the turquoise bar of log in with Twitter.

So you can see that you know just because it's the Pinterest page, there's still a way to link to other social media sites as well so I find that very interesting. So how do you use Pinterest? Pinterest is kind of an online pinboard. And so what people are doing is they are taking bookmarks or Web sites that they may have saved and they are sharing it on their Pinterest page. You have to have an image to share a Web site so let's say you have a blog entry that doesn't have maybe a graphic on it or it doesn't have a picture on it, you may have to find a different Web site that has a picture or something before you can post it on Pinterest. Because sometimes -- if it doesn't have a picture to find, it gets kind of messed up.

So that's something to think about, as well. So when you share something on Pinterest, that's called a pin. If someone is going to take your pin and share it with other people, that's called a repin.

And then you can group all of the pins that you have on boards or pinboards within your own profile. And so you might group it by topic. You might group it by manufacturer. There's Pinterest boards on all different types of things. And I know it's really very, very popular for things like cooking and for recipes and things like that. But definitely teachers and therapists are using it for ideas and for sharing information, as well.

So I went ahead and did just like a quick search. And when I typed in the search bar early intervention activities these are just all of the pages that showed up on my first screen and it goes on for pages and pages and pages.

And so it is a very visual kind of thing. So you know if you are thinking about maybe creating your own Web site, your own blog, I'll talk about this a little bit, then make sure that you use a graphic that is very eye catching. And is really representative of what you want to talk about.

There's that saying you never have a second chance to make a first impression. And so if you were to look at this board and let's say you are looking for an early intervention activity, which one are you going to gravitate to? Which kind of thing catches your fancy so you would want to think about that.

And I see that Wendy DeMoss posted the hash-tag they used was LSLtalk thank you very much for pointing that out so if you are on Twitter and you want to find out what happened at the AG Bell symposium, you can search for the hash-tag LSLtalk. So what are some of the benefits to using Pinterest? It is a great place for ideas and you know again, there's a lot of information on there. And you kind of have to pick and choose what kind of things that you want.

I know that people tend to follow people that they trust or you know that person

might have had two or three good ideas before. And instead of trying to you know take in everybody's kind of pinboard, they might follow only a few people that seem to interest them.

The images are usually static. So it's not like YouTube where you have videos.

Again, it's all about connecting people to other people. So you're going to get links to other resources and other pinners.

The nice thing, too, is that often when you go to someone else's pinboard you don't have to recreate the wheel with reorganizing what other people are looking at they have already organized maybe the pinboards in a way that you thought was good or if you don't like it, you can repin their pin and organize it the way that you want.

I noticed that especially with apps and that's something that's kind of a passion of mine is that people will often use Pinterest as an avenue for pretty much online marketing saying if you repin this announcement about this app give-away then you'll be entered in the drawing to win this app or this product.

If you want to make it easy there are different little add-ons or bookmarks so they are called shortcuts that you put in your browser bar so if you look at your browser bar on your -- like if you're in Chrome or Firefox or Safari or Internet Explorer or whatever, you might have your bookmarks so your e-mail bookmark your school e-mail bookmark, if you go to the Pinterest page and you look for the pin this shortcut there's actually a button that you can drag to the bar and let's say that you are surfing the web and you find this really, really great page you can just go ahead and click it, click on this pin this shortcut and it will automatically save it to your own pinboard so that's kind of a nice thing that people have done.

And again, you can share pins on things like Facebook and Twitter. So social networking at its greatest.

So you know I thought that this was really interesting because you do see how just pinning one image can actually reach different social media outlets because people share and they share and they share. And it can go viral very, very, very quickly.

Okay. So the next thing -- the next social media outlet I wanted to talk about was LinkedIn. And LinkedIn is more of a professional kind of social networking site. And if you don't have a LinkedIn account, this is what their log-in page and sign-up page would look like.

And so like I said it's more business oriented. A lot of people will share their information online.

So it is kind of like an online resume or CV. And they will post where they went to school, what degrees they have. Different places that they have worked. Not all of that information is usually shared on Facebook. But on LinkedIn for sure that's the kind of stuff you're going to be posting. Again people can follow you or if you're one of the administrators for a group, they might follow your group.

One thing that's interesting that they don't have on Facebook is that you can see

who viewed your profile.

Now, if you have just the free version of LinkedIn, you're kind of limited as to how many people you might see or what information about those people that you might see.

However, if you pay to be part of the premium plan, you will get more information about who has viewed it. So I found that -- I did like a trial for like two weeks or something like that and it just wasn't worth it to me but for some people it is.

So these are kind of the things that you might find -- or that you can post about in your profile.

So people will talk about experience, honors and awards. I'm sorry; the first bullet point, background, that's where I talk about the fact that I've been in the field of audiology, these are my areas of expertise, this is what I'm passionate about.

But you can include as much or as little of this information as you want.

I remember when I first signed up LinkedIn, I'm looking on the right hand column and they have test scores and I thought oh my gosh people are going to be posting things like their MCAT score or ACT or SAT or GRE score and I thought that was just a little bit too much information but you know they have it out there if you don't want to post it, you don't have to, but I thought that was an interesting field or part of your profile that you could put up.

So if you were to look at LinkedIn versus Facebook, what are some of the similarities and what are some of the differences?

So some of the similarities might be on LinkedIn, they are called connections. On Facebook they are called friends.

A like is a like. In LinkedIn it's called an update. Facebook it's called a status. You can still comment on different posts. You may -- can still suggest people that you may know in common.

Now, some of the -- and you can share information, as well.

Some of the differences. One thing that I liked about LinkedIn is that you can set flags to remember different posts. So I know that sometimes when I'm on Facebook, I'll find a post and I'll be like oh I need to remember to go back to that. Well by the way I remember to go back to that, it's already out of minus feed so it's out of sight out of mind. With LinkedIn you can actually flag certain posts that you can go back to later. I thought the other thing that was interesting is you could see what is your connection order. So if you're on the first order, that means you are directly connected to that person. If you're on the second order, you're connected to someone who is connected to that person. So it's kind of like Kevin Bacon and the six degrees of separation, you can kind of see -- Kevin Bacon -- you can see who is in your circle and how do you know these people.

Some of the benefits of using LinkedIn, it's a great place to connect with other professionals. Again, you can follow groups and pages for information. If you are

looking for a job or work for an entity and they want to post about a job, you can have very targeted information to a very targeted population of people by posting something like this on LinkedIn.

Again, you can get the most recent information on a variety of topics.

So when I looked and I searched for early intervention I did find them under the groups. So you'll see a bunch of different groups that you can join if you are involved in early intervention. So they all have different titles and different focuses but that's how I search for things. I'll just type in a group of words and see what kind of groups seem to interest me. And LinkedIn is also -- they will send you periodic e-mails about oh you might want to join this group and they will give you some suggestions based on links that you've clicked on in the past. So it's amazing the kind of information and it's a little bit daunting and scary about some of the information that is collected every time you click or type something into Google. I mean someone out there is collecting all of this data, which is why when you look in Google or if you're looking on Facebook and they are like okay why do they keep sending me ads for exercise or why do they keep giving me ads for healthy eating, what are they trying to tell me.

So that's the kind of information that they use to help you -- help determine what group might pertain to you.

The last thing I'll be talking about in terms of the social media sites will be YouTube. So if you don't have a YouTube account, I don't know if you know that YouTube was actually purchased by Google. And so they share some technologies. They have very different focuses but they are both owned by Google.

So how do you use YouTube? It is a video sharing Web site. And people upload, view and share videos. And they are not usually static images. My daughter loves to sing and do Broadway shows and stuff like that. So sometimes we'll go to YouTube to go look up a song or something like that and the static image will be like the album cover, however the music is playing in the background.

But for the most part, what you're looking for are videos.

I find it very, very helpful for families to go to YouTube to look up things like device instructions. The manufacturers are starting to use YouTube to post troubleshooting guides and how-to guides. And they each have their own channel.

So that's really, really great, easy information. If the family is able to have Internet access, either at home or on their phone, that could be very helpful for them.

I know that professionals and families also go to YouTube for therapy ideas. For examples of how to do activities for demonstrations. The again, karaoke these kids that have hearing loss, they want to be able to know the same music that their peers are using.

So I know a lot of my students who are deaf or hard of hearing love to go to YouTube look up something like Katy Peri's Fire work they find the karaoke page so

they can follow along with the words as well as the music. There's actually a version to a Fire work that's done in ASL. So you know the kids are using it, also, to help themselves to be more like their peers.

And then again, you know, there's people that they share things. They share things like initial stimulations. They share things like okay you know my child was born deaf but here we are five years later listen to her sing at her school play. So people are sharing information that way, also.

One of the caveats though for using YouTube is that most of the content that's on there that's posted by private individuals are not captioned. If you are an entity that's going to post something online or different rules and regulations where they actually have to close caption things or have the closed captioning button be enabled but for the most part what's happening is you might see a CC button in the bottom of a YouTube video but what happens is they are using voice recognition software to analyze what's being said on the video and of course we know that voice recognition software isn't that great. People like Cindy, the captioner, do things much better because they are actually listening and able to follow along with what's going on. So voice recognition software is not that accurate yet. But for some people just getting the gist of what's being said can help them in watching some of these videos.

So one of the things that I typed into the YouTube search engine was ling sounds and there's a dozen videos on demonstrations of how to do ling sounds and of course just because it's online doesn't mean it's accurate so you may prefer one video over another or this age may pertain more to you know the group of kids that you're working with versus another age. But just know that, you know, you could find a whole bunch of videos on something just even as specific as how to do ling sounds. So let's talk next about online communities.

What I love about online communities -- and online communities is really what helped me cement my decision to get a cochlear implant. I had a lot of doubts and I had a lot of questions. And I got on an online community. And it was amazing to me if I could ask one question and 20 complete strangers that I had never met before would help me walk through my journey or help me find out information.

So you know of course you're going to filter out some people more than others. But it's a great avenue for asking very specific questions. It can even be very brand specific so it got to the point where I had narrowed down which cochlear implant manufacturer I wanted to use and I could ask very pointed questions. So let's say you have a family that's chosen a specific device and they want to know you know what is the best way to connect to an iPod. And you're going to get a myriad of answers that way.

I know that online communities are also great for emotional support. So people that are feeling discouraged or people that want to share their triumphs they get on there and kind of shout it from the mountaintops. People will also share pictures, videos,

information, you know, just like any other type of social media. And what I love about this is you have parents learning from other parents, professionals learn from each other and we are just all learning and I'm going to take a sip real quick:

Okay. The other thing that is really appealing for professionals is that when they refer one of their patients to something like an online community, hearing it from a peer or hearing it from a mentor can sometimes be very different than what they hear from a professional and I'm not trying to discredit you but I know especially for parents, they need to hear it from another parent that's gone through what they have gone through.

And you know that kind of stuff, the counselling part we all know is not always billable.

And so I know that a lot of professionals, when they don't know the answer will refer them to an online community. Sergei Kochkin is a marketing guru in the field of audiology. And he did a survey amongst hearing health care professionals which is what HHP stands for. And I found this percentage truly amazing. Only 2%, 2% of hearing health care professionals refer their patients to peer support groups.

So that means that either the patients are finding out this information on their own. Or they are only getting it from their provider, their hearing health care professional.

And maybe the information that these -- that the patients are getting are just more from you know like manufacturer sites or whatever. They may not even know who they don't know in terms of online communities and blogs and Facebook pages and things like that. So I found that to be quite amazing.

So NCHAM, this is their new and beautiful Web site and you'll see links to their social media things in the upper left hand corner under networking. Lots of great information on the NCHAM site. EHDI Pals is also something that's pretty new and it's another place where you can link to services, kind of like a one-stop shop for information related to EHDI.

For those of you that have attended an EHDI conference, lots of great information on their EHDI conference page.

So what I've listed for you guys now and this is all in your handout are some of the online communities that pertain to professionals that I thought you might be interested in. So you have EAA, the educational audiology association, AAA and Asha. In terms of families and you know actually this also can pertain to you guys, the professionals, all three of the cochlear implant manufacturers have online communities where they also have a section specifically for professionals. So you might kind of peruse and go see what's over there.

And then Phonak has a Web site called Hearing Like Me it's an online community where people share stories, also. One of the topics I like to talk about as an audiologist with hearing loss is traveling. There are so many different issues about traveling like oh can you go through the X-ray machine at the airport with your cochlear implants on. The same questions get asked again and again and again.

So there are different articles and blog posts on forums like Hearing Like Me talking very specifically about topics like that.

I mentioned this earlier. You have the Ear Community. Which is for families and children with microtia and atresia so they have their own Web site and community, AG Bell has an online community as well as HLAA which is the Hearing Loss Association of America. So this is more geared towards kind of older children, young adults, older adults that have hearing loss. But they use their online communities and have little chats and stuff like that, as well. Of course those -- I'm going to go back a little bit. Some of these online communities are kind of fancy where they have special windows where you can see threads and things like that.

If you go to something like Google groups or Yahoo groups or Big Tent sometimes these are basically e-mail lists so you find a group that you like and sign up for their e-mail list and you can get either individual e-mails or you get a digest which is kind of a compilation of the e-mails for either the day, the week or the month and you just basically get an e-mail and it's not nearly as interactive but it would be like just finding information through just random e-mails. So I know we're running out of time let's talk quickly about blogs and vlogs what is blog it's an acronym for web plus log so people are using the Internet or the web to kind of log or journal kind of different information. The thing about a blog how is it different than a Web site it's more dynamic. The information on the blog is more likely to be updated on a regular basis to change. I mean it would be very rare to look at a true blog that stays the same for about a month or two. You know, they are going to be adding different posts or different information. And usually they will organize it such that the in your information is at the top. And it's also pretty searchable.

It is less expensive to create a blog because there are so many sites where you can do this on your own.

And then on blogs people will often link to other social media sites. So for example I have a blog and when I post -- make -- post something on my blog, it automatically goes to LinkedIn and it goes onto Facebook. So I post it once. And it automatically goes to those different places.

And so some of the benefits, it can be more narrative. Sometimes when you look at a Web site, it's just kind of so straightforward and it feels so kind of cold and not very touchy feely. And people when they blog it's kind of -- some people will blog like it's their diary that they are sharing with other people.

If you find that you don't want to go to a blog all the time but you are okay with them sending you information when they blog, you can subscribe to something called the RSS feed. And so what this is is that it will send you an e-mail when a new blog post is coming up.

And again, you can find links to other blogs and resources. And that's usually called a blog roll so there might be some place on the blog where they will tell you other

blogs they think are interesting.

So a blog example would be Illinois families for Hands & Voices. And here they post lots and lots of information, lots of different events that they like to share with people and it's constantly changing. And I notice that I did not have a slide for -- a slide for what a vlog is and what a vlog is, it's a video log. So whereas a vlog is more in -- a blog is more in printed form some people in the Deaf Community like to vlog so what they have is they might have a blog kind of on the Web site but what they are doing is they are inserting these little video clips of them talking about different things. So they might do it here on a blog versus doing it on YouTube. So that's what -- if you see -- say what's a vlog, that's what that is. And I know that NAD, the National Association of the Deaf does a lot of vlogging.

So when do you use social media? If you are the person that's doing the reading, if you are the one trying to get information through social media, and if you're going to be doing this on your schooltime, you need to check with your supervisor. Because there are -- I'm seeing more and more in the newspapers and just even on Facebook how different schools are setting out these social media guidelines.

If you've ever -- like I know in my school, we can't access certain things like Facebook or YouTube without special permission. And so that's why you would need to talk to your administration.

Don't forget to check out what other people are checking out. There's always great stuff out there.

Now, if you are the one that's submitting information to social media, either to Facebook or to a blog, again, you need to figure out you know when you can access these certain sites. Things to keep in mind if you guys are thinking about setting up either a social media site for maybe your school deaf and hard-of-hearing program or you know for families that you work with would be what is your purpose? Do you have a plan for often you're going to post? Are you going to be the only one that posts or will other people be contributing? And then monitoring responses. Some blogs and some social media sites, you know, the way that people do it, they set it up so they are the only ones that can respond. And then there are other Web sites where they are okay with other people making comments or posts. So that's something to think about.

And if you're not careful, your day could look like this. I feel like that's what my day looks like.

So why should you use social media? This is kind of wrapping it up. The information is available 24/7. And it's searchable. I mean I can't imagine what our life would be like nowadays without things like Google. You can find out about products, news and events. Connect with others. You know and you don't have to be the expert of everything. And the great thing about using social media is that you can follow the

experts and see what kind of things interest them and what kind of information that they are posting. And you know, they might be the ones that read an article and post their comments on it. You know, kind of start a conversation.

Before social bookmarking sites and social media, I know that I had dozens, probably 100 different Web sites that I had. And I loved being able to share the information.

As a professional it is a great place to refer kids and families when you don't know the answer. To learn from the people that have -- that also experience what they are going through.

So some of the caveats, like I said, just because it's online doesn't mean it's the true. I mean I get kind of annoyed when people post things on Facebook about the dangers of this or touting the benefits of things like honey like really honey is going to cure cancer or honey is going to cure hearing loss. Be savvy my favorite site to double-check things is snopes.com and remember what you post can potentially be seen by anyone and then also because we work with children and work possibly with children and the schools, we do need to consider things like privacy. So HIPAA, and FERPA. You know, it's not okay to post pictures of you doing therapy with a kid without asking for permission from the families and to be aware that you know -- you may not be able to access everything from a school Web site.

So I encourage you to -- there's a link called the social media revolution. I encourage you to watch this video. It has really great information on it and I found this interesting, we will no longer search for products and services, they will find us via social media.

So I'm going to end it with this little graphic here, kind of reminding us of what social networking used to be before Facebook and Pinterest and YouTube and Skype and everything like that.

And thank you for your time. I apologize again for the technology glitches that we have. And I think we can maybe take a couple of minutes or a couple of questions, would that be okay, Les.

>> LES SCHMELTZ: Can you hear me okay? That would be fine.

>> TINA CHILDRESS: I can hear you okay.

>> LES SCHMELTZ: Yeah, we do have a little bit for questions. If you would type your question in the chat window and I'm sure Tina would be happy to answer it for you.

>> TINA CHILDRESS: So Les, Wendy is asking how do we copy the handout. Do they have a copy of the PDF or would -- when they registered?

>> LES SCHMELTZ: They did not but if you would send me a copy of the PDF, I'll have it posted along with the recording of the webinar.

>> TINA CHILDRESS: Does that work for you, Wendy? Okay. Great. So we have a couple of people posting -- okay. So they are excited that the handout will be available. Yeah, because it will be nice to have some of those links that I posted up

since I know I had to go kind of fast through this any other questions? All right, well, thank you, guys, so much for your time. Have a wonderful what's left of the summer. And if you have any questions when I put the handout up, it will also have my e-mail address, and my blog URL. And feel free to contact me at any time.

>> LES SCHMELTZ: Thank you, Tina and thank you all for participating. We will have the recording of this posted on the NCHAM Web site. Shortly.

>> TINA CHILDRESS: Awesome and we'll probably Facebook about it and tweet about it, right, Les.

>> LES SCHMELTZ: Absolutely?
(Chuckles).

>> TINA CHILDRESS: Awesome, thanks, everybody, bye bye.

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