Make Your Marketing More Accessible

June 20, 2019
Cuyahoga Falls, Ohio
Welcome & Thanks

• You
• ArtsNow
• City of Cuyahoga Falls
• Ohio Arts Council
Agenda

• Tip #1 – get to know your audience
• Tip #2 – write an access statement
• Tip #3 – audit your outlets
• Tip #4 – use images
• Tip #5 – adapt your designs
• Tip #6 – the digital age
• Tip #7 – spread the word
• Your Marketing Materials

*Ask Questions Any Time
Tip #1
Get to Know your Audience
Common Disabilities

- Vision Loss
- Hearing Loss
- Mobility disability
- Intellectual disability
- Developmental disability
- Learning disability
- Speech / Language disability
- Psychological / Emotional
- Chronic health issues
- Multiple disabilities
Vision

colors as seen with normal vision

same colors as seen with red-green color deficiency
Mobility
Hidden

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Market Power

• Disposable income for working-age people with disabilities is about $490 Billion.

• Discretionary income for working-age people with disabilities is about $21 Billion.
  - African Americans ($3 billion); Hispanics ($16 billion)

• 66% of consumers will purchase good and services from a business that features people with disability in their advertising.

• 78% of consumers will purchase goods and services from a business that takes steps to ensure easy access for people with disabilities.

• The market potential is even larger when one considers the friends, family members, caregivers, colleagues, and others who are connected to consumers with disabilities.

American Institutes for Research (April 2018)
Examples

Microsoft – new game control

Swiffer – everyday cleaning

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Partners + People

• Involve people with disabilities!
• Word of Mouth is Very important
• Service Organizations / Providers
• Advocacy Groups
• County Boards of Disabilities
• Get to know your regional partners
Tip #2
Write an Access Statement
Access Statement

- Tell your audiences what / who you stand for.
- Make it brief.
- Make it people-first.
- Make it available in lots of places.
- Live and work by your statement.
- Involve People with Disabilities!
Examples

VSA Ohio is committed to providing excellent experiences, engaging the broadest possible audiences, and breaking down barriers to participation. Specific accommodations are listed for each program; requests for other professional services should be made at least two weeks in advance. For all questions, contact Erin Hoppe at 614-241-5325 or ehoppe@vsao.org.

The Cincinnati Art Museum strives for inclusivity by increasing accessibility to its collection, programming and resources. The museum seeks to eliminate barriers by accommodating the individual needs of all visitors. We offer a wide variety of tours and programs, making our collection accessible to everyone. For more information regarding accessibility during your trip to the museum, visit our Information Page.
More Examples

Disability Arts and Culture Symposium – call for proposals
Accessibility
We would like to remind all presenters to keep in mind the diversity of our audience and to ensure the presentation is inclusive and accessible. Accepted presentations will receive specific guidelines of how to include accessibility in their presentations and/or work. The Symposium will provide ASL interpreters and CART services for general sessions and those requested by participants.

Massillon Museum
The Massillon Museum welcomes you to participate in a diverse experience where art and history are for everyone.
- Sensory Room description
- Exhibits description
National Center on Disability and Journalism

Disability Language Style Guide

• http://ncdj.org/style-guide/
• Style guide is intended for journalists, communication professionals, and members of the general public who are seeking the appropriate and accurate language to use when writing or talking about people living with disabilities.

See also, Terms to avoid when writing about disability.
Tip #3
Audit Your Outlets

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Information Outlets

- People
- On-site
- Mailings
- Press Releases
- Ticket sales
- Concessions
- Registration

- Website
- E-mail
- Social media
- Newsletters
- Videos
- Phone calls
- Etc…
Alternative Formats

• Large print
• Digital documents
• Open or Closed Captioning
• Audio alternatives
• Print version of audio material
• Braille transcripts

• Audio Description
• American Sign Language
• Accessible websites
• Alternative text for images
• Plain, clear language
• Pictographs
Tip #4
Use Images
Accessibility Symbols

• Use them to highlight and draw attention.

• **Graphic Artists Guild**
  https://graphicartistsguild.org/downloadable-disability-access-symbols

• Tweak to match your brand.
Un / Official Access Symbols
The controversial process of redesigning the wheelchair symbol, AtlasObscura, 3-29-18
Images of People with Disabilities

- **66%** of consumers will purchase goods and services from a business that *feature people with disability in their advertising.*

- Authenticity
- Archives
- Intentionality
- Staging
Tip #5
Adapt Your Designs

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2010 ADA Standards for Accessible Design

- Chapter 7
- Sizes
- Spacing
- Contrast
- Placement
- Matte (not glossy)

Capitalization and Style of Raised Characters

NEW 703.2.2 Case.
Characters shall be uppercase.

NEW 703.2.3 Style.
Characters shall be sans serif. Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms.

San Serif Fonts
ABCD

Italic/Oblique Fonts
ABCD

Script/Decorative Fonts
ABCD

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Large Print

- Used by people with visual disabilities
- 18 point font (20 = preferred)
- Sans Serif fonts
- Line spacing = 1.5+
- Larger Titles/Headings
- Matte paper (not glossy)
- Emphasize with asterisks, dashes, underlining

- Enlarge feature on copiers does not work, it distorts
- High contrast colors (can you see me?)
- NOT ALL CAPS
- American Council of the Blind (Ohio)
Color Contrast

Accessible Print Design

Everyone over the age of 45 experiences some form of age-related vision loss that makes reading small print and distinguishing colors difficult.

That’s why size matters.

So do font, contrast and leading when designing printed media. These graphic elements can either help or hinder readability, depending upon how they are employed.

Making effective choices can maximize the reach—and impact—of messages communicated in print, and can ensure access to information for all of us as we age.

Effective Color Contrast vs Making Text Legible

Guidelines for making effective color choices that work for nearly everyone.

16 steps to making text legible for people losing their sight—thereby making it easier for everyone to read.

CONTRAST CHECKER

COLOR SELECTION

FOREGROUND

Sample 12px

BACKGROUND

Sample 18px

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GET FROM IMAGE

RATIO 21

PASS 765

AA ✔️ AA ✔️ AAA ✔️ AAA ✔️
Tip #6
The Digital Age
Videos

Can I access all of the content?

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Captioning on YouTube

1. Upload video to your YouTube Channel
2. Go to YouTube Video Manager
3. Click the drop arrow next to the gray box “Edit”
4. Click Subtitles/CC
5. On the next page you should see under the word “Published” a box with a green dot next to “English”.
6. If this does not immediately appear, it may take some time, a few hours or so. I like to upload at night and then check in the morning.
7. When/if you get the green dot English button, click on that.
8. Now an auto-captioned Subtitle File has been created.
9. Click edit
10. Go through and correct the language.
11. Click “Save” in the upper right corner
12. This will redirect you to the last page and there will now be two green dot English options
13. Click the one that doesn’t say Auto Caption
14. At the “Actions” drop down, download the file as a .srt
Captioning on Vimeo

1. Go to your video and open settings
2. Go to “Advanced” in the settings sidebar
3. At the top there is a place to upload the caption file you just downloaded from YouTube
4. Upload it, click the box to turn captions “On” and fill out the Language and Subtitle option
5. Save your changes
Make Documents Accessible

Microsoft Office Suite

Considerations

• ALT text images
• Meaningful hyperlinks
• Color is not only means of description
• Sufficient contrast
• Use built in headings and styles
Make PDF’s Accessible

- Acrobat Pro
- View -> Tools -> Action Wizard
- Action List -> Make Accessible
- View -> Tools -> Check Accessibility
- Full Check or Open Accessibility Report
- Google “PDF Accessibility Adobe”
Social Media

@SinaBahram
Prime Access Consulting
web accessibility researcher
Twitter Tips

Enable Image Descriptions
1. Profile
2. Settings + Privacy
3. Click “Accessibility”
4. Find the “Compose image descriptions” checkbox
5. Check the box to turn On/Off
6. Save Changes

Add Descriptions
1. Click to compose Tweet and attach photos
2. To insert descriptive text, open the thumbnail preview dialogue by clicking the thumbnail.
3. Type the description (420 characters!)
*can’t add descriptions to GIFs or videos

@TwitterA11y

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@Accessibility

- www.facebook.com/help/accessibility

When posting an image, include a visual description in post.

Note with consistency.

ALT = ....

***
Website Accessibility

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.

More specifically, people can:

- Perceive
- Understand
- Navigate
- Interact
- Contribute

Web accessibility encompasses all disabilities that affect access to the Web, including:

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual
Web Content Accessibility Guidelines (WCAG)

- WCAG is a set of specific standards designed to make the web more accessible to people with disabilities.
- Actionable framework for creating / remediating websites + apps for access
- Specific and technical, supported by documentation
- Four Guiding Principles / check points
  - Perceivable, Operable, Understandable, Robust
- World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI)
- May 1999 (WCAG 1.0)
- June 2019 (WCAG 2.1)
Website Basics

- ALT Text: Describe your images
- Hyperlinks
  - Avoid “Click here” or “More”!
  - Hyperlink a descriptive phrase
- Flexible Font Sizes (ctrl+)
- Don’t force links to open in new windows
- Audits
  - Knowbility + Web Accessibility Initiative
Access on Your Website

- Access Statement
- Offerings
- Policies
- Contact
- Make it Easy to find

*About or Visit
Tip #7
Spread the Word

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Access Brochure

• Advertise what you have!
• Include access statement
• Provide details and policies
• Contact information
• Make it easy to access
ACCESSIBILITY & INCLUSIVITY

Columbus Children's Theatre is committed to making the inspiring, enriching, and engaging experience of live theatre accessible to all children and families. CCT strives to be an inclusive and welcoming environment for all, responsive to the needs of our community, and accessible to all audiences.

SENSORY FRIENDLY PERFORMANCES

A Sensory Friendly Performance is the same show with the same impact, only modified to meet the needs of individuals with sensory sensitivities or cognitive and physical challenges. We offer a safe, friendly, and judgment-free environment that welcomes all audience members to experience our performances the way they feel most comfortable. Sensory Friendly Performance accommodations include:

- House lights on low throughout the performance
- Audience members are welcome to choose any seat and to move about the theatre during the performance
- Smaller audience sizes
- Flexible Refund Policy

Specific performance dates and more show details are available at ColumbusChildrensTheatre.org

WHEELCHAIR ACCESSIBILITY

All CCT performance spaces are wheelchair accessible. When purchasing tickets, please request wheelchair seating so our ticketing staff can best serve you. For specific information about each theatre, please call our Ticket Office.

NEW THIS YEAR!

AUDIO DESCRIPTION

Audio Description, a service for audience members who are blind or have low-vision, will be offered at select performances in CCT's 2018-2019 season. Audience members will receive a personal listening device to use during the show, through which the listener will hear the live feed by a certified audio describer. This will guide the listener through key physical action and visual cues. Narration occurs in-between dialogue and shares the visual elements of a performance with the listener.

TOUCH TOURS

Presented for ticketed audience members before each audio described performance, Touch Tours offer a guided tactile tour for audience members who are blind or have low vision. Touch Tours will occur in the performance space and include discussions with members of the show's creative team as well as introductions to some of the actors and the characters they play. Participants will be invited to explore the set and touch select costumes and props, then settle into their seats for the performance.

LARGE PRINT

Available at every mainstage and Theatre for the Very Young performance will be large print playbills. Playbills include information about the play, production team, cast and crew, and upcoming CCT events. Large print playbills will be available at our box office before each show.

ASL INTERPRETATION

American Sign Language (ASL) interpretation is offered at a select performance of all CCT mainstage shows for audiences members who are Deaf or hard of hearing and use ASL.
Press Release

The following explains all of the dimensions of the exhibit:

Large print labels
High contrast, large print labels affixed to the wall at appropriate heights throughout the exhibition will help visitors with low vision enjoy the paintings.

Braille labels
Clovernook Center for the Blind and Visually Impaired in Cincinnati, Ohio, will produce exhibition labels in braille.

Tactile gallery maps
Gallery maps with raised information, also provided by Clovernook Center, will help guests with low vision and blindness navigate through the exhibition independently.

An aluminum tactile model of each painting
Canton artist David McGowan has created a three-dimensional aluminum tactile model of each artwork. Visitors will be able to feel the shapes in the paintings.

An iPad touchscreen soundscape app for each painting
Classic Interactions has created an app for each painting with audible descriptions of the artwork, and sounds inspired by the painting. These sounds were developed with help from Barry Stribley and Jan Stribley, both of whom have congenital blindness. The Philanthrope Society of the Blind provided tactile stickers to adhere to the iPads to help patrons with blindness locate the audible home screen buttons.

Tactile response artworks created by students
Students at Clovernook Center for the Blind and Visually Impaired in Cincinnati, Ohio, will create ceramic sculptures based on their responses to soundscapes described by co-curators Barry Stribley and Jan Stribley, and developed into apps by Classic Interactions to audibly describe the visual paintings.

Accessible exhibition design
Carpet donated by Fred’s Carpets in Canton will help patrons who use canes to locate interactive stations.

Low vision simulator goggles
Sighted patrons may borrow goggles that replicate central scotomas (blind spots) so they can experience the exhibition from the perspective of a person with age-related macular degeneration (AMD)—the leading cause of low vision in the developed world.

The Massillon Museum will host many events that go hand in hand with the exhibit including a Braille Workshop, “Do The Mu” Workshop, Brown Bag Lunch, and Photography Workshop.

The Massillon Museum is located at 121 Lincoln Way East in downtown Massillon. Free parking is available on adjacent streets and in nearby city lots. The Museum is open Tuesday through Saturday 9:30 to 5:00 p.m. and Sunday 2:00 to 5:00 p.m. For more information, call 330-836-4061 or visit massillonmuseum.org.
Your Materials / Questions!

6/20/2019

VSA Ohio
Thank you!

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