

# Make Your Marketing More Accessible

June 20, 2019

Cuyahoga Falls, Ohio



# Welcome & Thanks

- You
- ArtsNow
- City of Cuyahoga Falls
- Ohio Arts Council



VSA Ohio

6/20/2019

# 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





Source: U.S. Census (<https://www.census.gov/newsroom/releases/archives/miscellaneous/cb12-134.html>)

# Tip #1

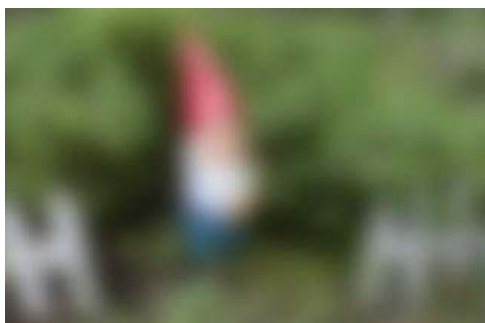
## Get to Know your Audience

# 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



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# Hidden

A friend who has dyslexia described to me how she experiences reading. She *can* read, but it takes a lot of concentration, and she often has to “jump around”.

I remember reading about [tipmcylyogea](#). Wouldn't it be possible to do it interactively on a website with JavaScript? Sure it would.

Feel like making a block of text of this or something? [Fork it](#) on GitHub.

Dyslexia is characterized by difficulty with learning to read fluently and with accurate comprehension despite normal intelligence. This is closely related with phonological awareness, phonological processing, spelling, orthographic coding, auditory short-term memory, long-term memory, and/or reading fluency.

Developmental reading disorder (DRD) is the most common learning disability. Dyslexia is the most frequent of reading disorders, however not all reading disorders are linked to dyslexia.

MakeAGIF.com



# 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**

6/20/2019

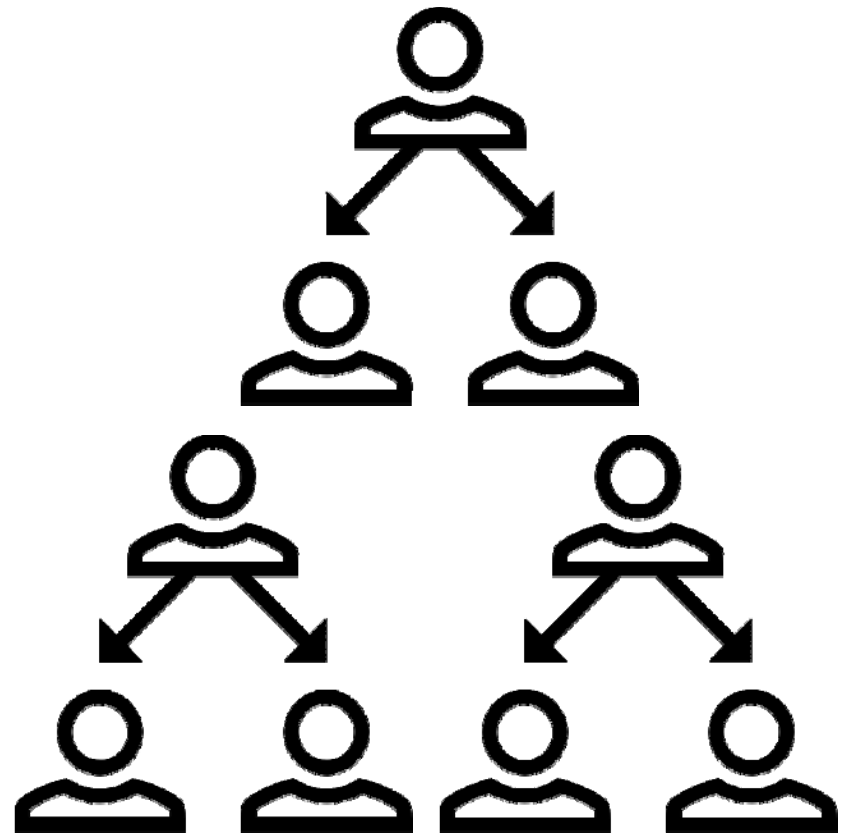


**Swiffer – everyday cleaning**

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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](mailto: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

# Writing Copy. Language Matters.

## 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.](#)



## National Center on Disability and Journalism

### Disability Language Style Guide

*Revised 2018*

You can also download the 2018 NCDJ Style Guide as a PDF.

As language, perceptions and social mores change at a seemingly becoming increasingly difficult for journalists and other communicators to people with disabilities. Even the term “disability” is no longer universal. This guide, developed by the National Center on Disability and Journalism, is intended to help. It covers almost 200 words and terms common to disability, most of which are not covered in The Associated Press stylebook.

But first some basic guidelines:

- Refer to a disability only when it’s relevant to the story and you have a reputable source, such as a medical professional or other expert.
- When possible, use people-first language unless otherwise indicated.
- When possible, ask the source how he or she would like to be referred to. If not available or unable, ask a trusted family member or relevant representative of people with disabilities.

# Tip #3

## Audit Your Outlets



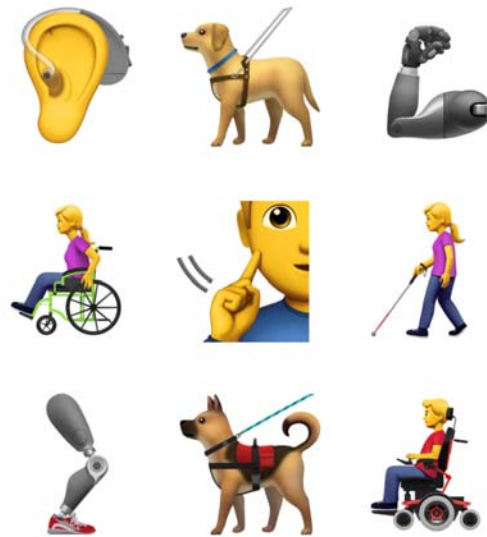
# Information Outlets

- 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

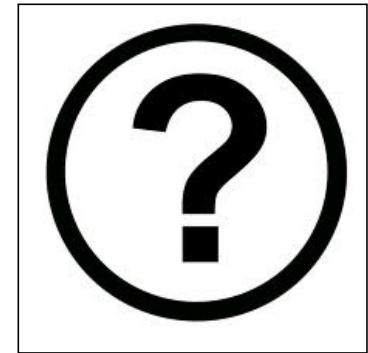


# Accessibility Symbols

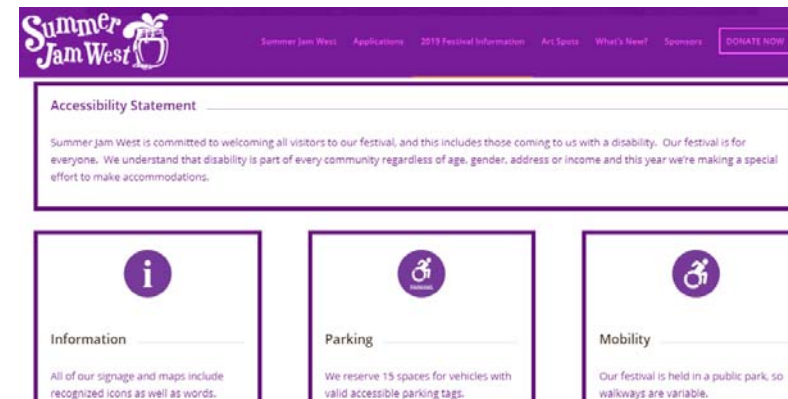
- Use them to highlight and draw attention.

- **Graphic Artists Guild**

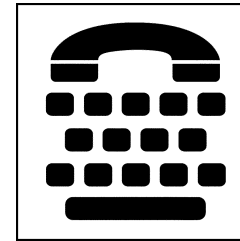
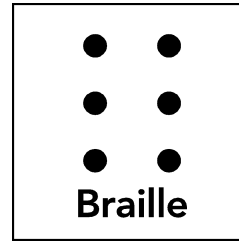
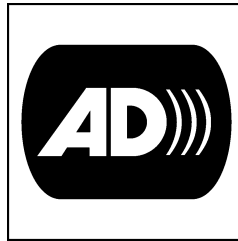
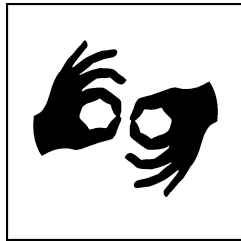
<https://graphicartistsguild.org/downloadable-disability-access-symbols>



- 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 good and services from a business that *feature people with disability in their advertising.*
- Authenticity
- Archives
- Intentionality
- Staging





# Tip #5

## Adapt Your Designs

# 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



Script/Decorative Fonts

ABCD



Italic/Oblique Fonts

ABCD



Serif Fonts

ABCD




# 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)**



Large  
Print

# Color Contrast

 **LIGHTHOUSE**  
INTERNATIONAL

[En Español](#) [Learn about resizing text](#)

Google Custom Search   X

[Home](#) > [Accessibility](#) > [Accessible Design](#) > Accessible Print Design

## 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 »



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

### Making Text Legible »



10 steps to making text legible for people losing their sight -- thereby making it easier for everyone to read!

## CONTRAST CHECKER

COURTESY OF ACART COMMUNICATIONS

### COLOR SELECTION

|                      |                |  |
|----------------------|----------------|--|
| FOREGROUND<br>000000 | Sample<br>12px | Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elusmod rom tempor incididunt ut labore et dolore magna aliquam erat volutpat. |
| BACKGROUND<br>FFFFFF | Sample<br>18px | Lorem ipsum dolor sit amet, consectetur adipiscing elit  |

**RATIO: 21**

AA  
✓

AAA  
✓

AA18pt  
✓

AAA18pt  
✓

COLORS  
PASS  
✓

COLOR DIFF  
765  
✓

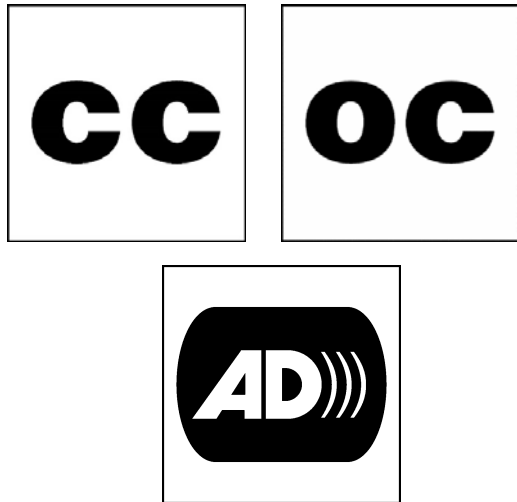
# Tip #6

## The Digital Age




# Videos


Can I access all of the content?



6/20/2019

 **Ohio Arts Council**  
Yesterday at 10:59 AM · 🌐


Why does accessibility in marketing matter? Erin J. Hoppe, Executive Director of [VSA Ohio](#) and host of next week's webinar, shares three facts you might not know about the value of accessible marketing. Text and image descriptions can be read in the comments section.

 **Webinar Series**  
OHIO ARTS COUNCIL

▶ -1:16 ⚙️ ↗️ 🔊

👍 4 1 Comment 1 Share 29 Views

👍 Like 💬 Comment ➦ Share 🇺🇸

 **Ohio Arts Council** The video plays upbeat music without vocals. A series of photographs with words flashes every few seconds. Below is the text shown throughout the video with a brief description of the images behind the text.

- Why accessible marketing matters.
- o Close up on enter keyboard key with the word "accessibility" and wheelchair logo
- Webinar series: Ohio Arts Council
- o Blue background with white words
- Your marketing connects you with the community.
- o Four people are making art at a table.

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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



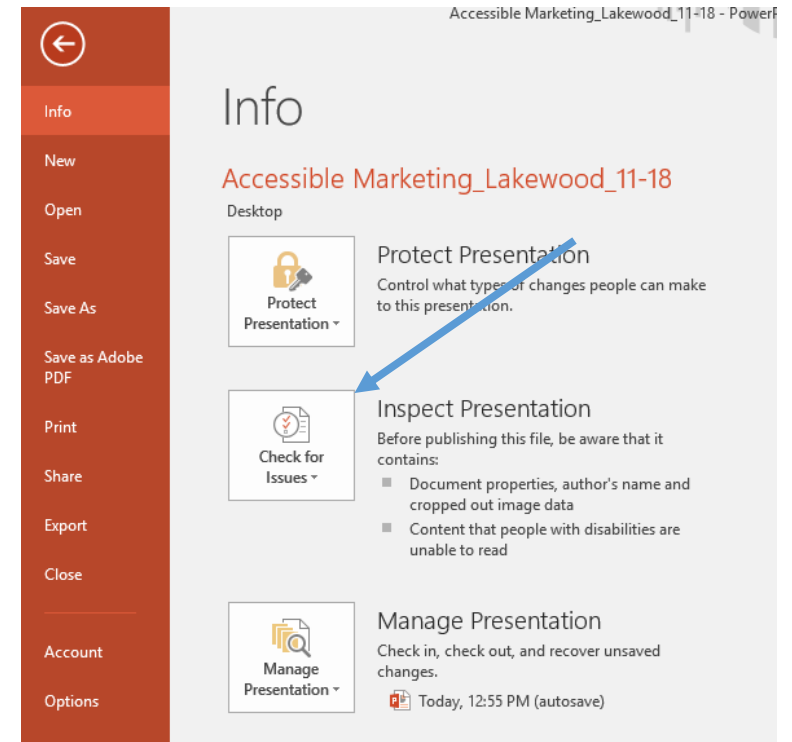


# Make Documents Accessible

## Microsoft Office Suite

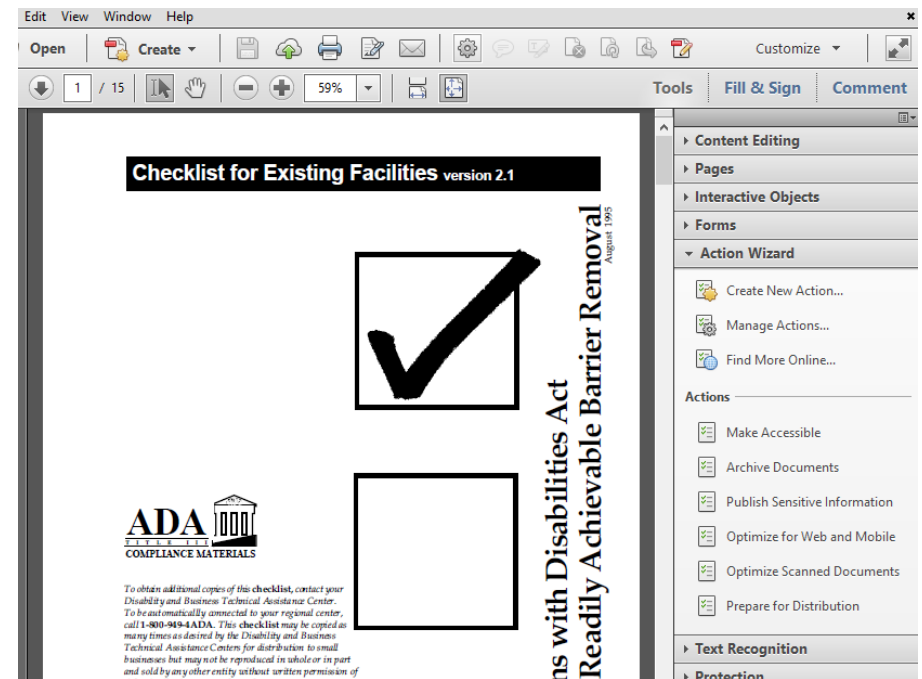
### Considerations

- 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**

# @Accessibility

- [www.facebook.com/help/accessibility](http://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

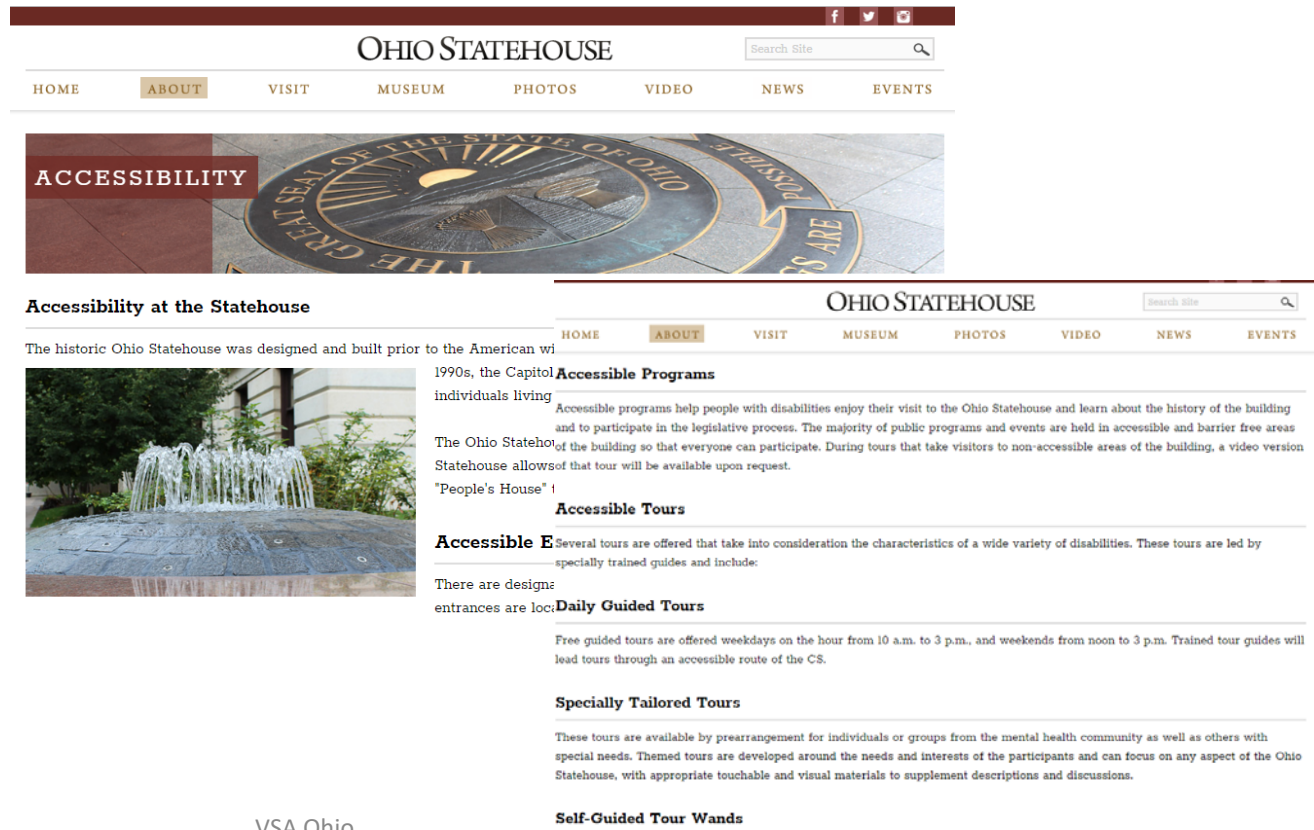
- ALT Text: Describe your images
- Hyperlinks
  - Avoid “[Click here](#)” or “[More](#)”!
  - Hyperlink a [descriptive phrase](#)
- Flexible Font Sizes (ctrl+)
- Don’t force links to open in new windows
- Audits
  - Knowbility + Web Accessibility Initiative





# Access on Your Website

- Access Statement
- Offerings
- Policies
- Contact
- Make it Easy to find
  - \*About or Visit



The screenshot displays the Ohio Statehouse website's Accessibility page. The header features the "OHIO STATEHOUSE" logo, a search bar, and a navigation menu with links: HOME, ABOUT, VISIT, MUSEUM, PHOTOS, VIDEO, NEWS, and EVENTS. The main content area is titled "Accessibility at the Statehouse" and includes a large image of the Ohio State Seal. Below this, a paragraph states: "The historic Ohio Statehouse was designed and built prior to the American with Disabilities Act of 1990s, the Capitol building was not designed to be accessible to individuals living with disabilities." The page is divided into sections for "Accessible Programs", "Accessible Tours", and "Self-Guided Tour Wands". The "Accessible Programs" section mentions that accessible programs help people with disabilities enjoy their visit and learn about the history of the building. The "Accessible Tours" section states that several tours are offered that take into consideration the characteristics of a wide variety of disabilities. The "Self-Guided Tour Wands" section is partially visible at the bottom.

**OHIO STATEHOUSE**

HOME ABOUT VISIT MUSEUM PHOTOS VIDEO NEWS EVENTS

**ACCESSIBILITY**

**Accessibility at the Statehouse**

The historic Ohio Statehouse was designed and built prior to the American with Disabilities Act of 1990s, the Capitol building was not designed to be accessible to individuals living with disabilities.

**Accessible Programs**

Accessible programs help people with disabilities enjoy their visit to the Ohio Statehouse and learn about the history of the building and to participate in the legislative process. The majority of public programs and events are held in accessible and barrier free areas of the building so that everyone can participate. During tours that take visitors to non-accessible areas of the building, a video version of the tour will be available upon request.

**Accessible Tours**

Several tours are offered that take into consideration the characteristics of a wide variety of disabilities. These tours are led by specially trained guides and include:

**Daily Guided Tours**

Free guided tours are offered weekdays on the hour from 10 a.m. to 3 p.m., and weekends from noon to 3 p.m. Trained tour guides will lead tours through an accessible route of the CS.

**Specially Tailored Tours**

These tours are available by prearrangement for individuals or groups from the mental health community as well as others with special needs. Themed tours are developed around the needs and interests of the participants and can focus on any aspect of the Ohio Statehouse, with appropriate touchable and visual materials to supplement descriptions and discussions.

**Self-Guided Tour Wands**

# Tip #7

## Spread the Word

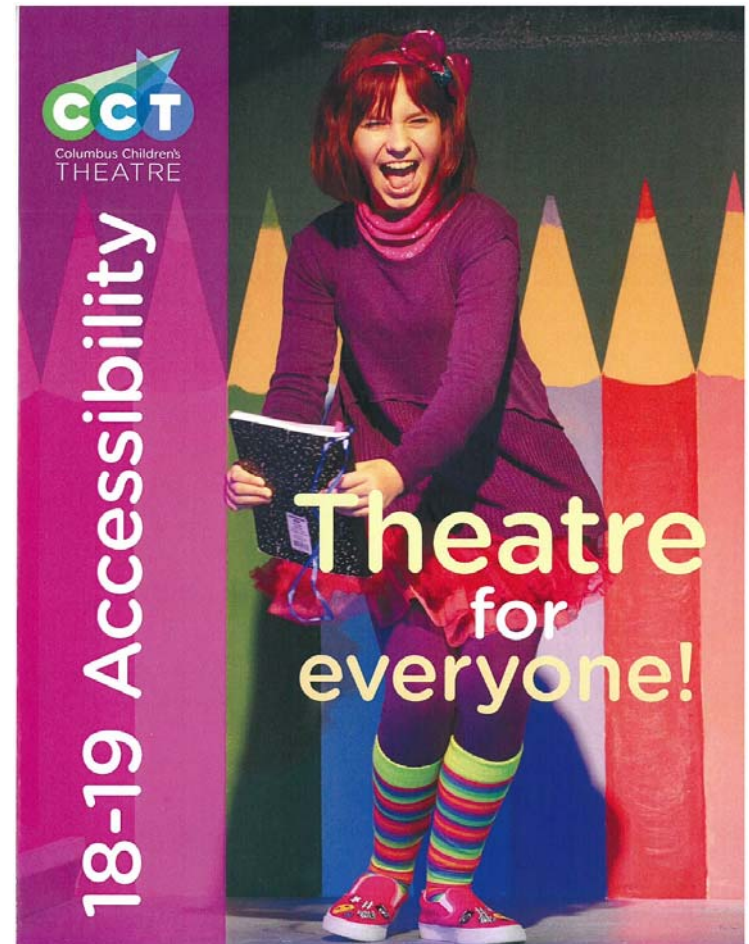


# Access Brochure

- Advertise what you have!
- Include access statement
- Provide details and policies
- Contact information
- Make it easy to access

6/20/2019

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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 in 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](http://ColumbusChildrensTheatre.org)



- Reduction in loud or shocking noises
- A pre-show speech to prepare audiences for the world of the play
- A quiet break space in our lobby
- Our Park St. Theatre offers live video feed of the performance in the lobby, courtesy of the Autism Society of Central Ohio; there is also live video feed at The Lincoln Theatre
- Additional CCT staff and volunteers to assist our audience members in any way possible

### 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.



### 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.



### 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 a 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!



Presented by:  
PNC arts alive  
be part of art

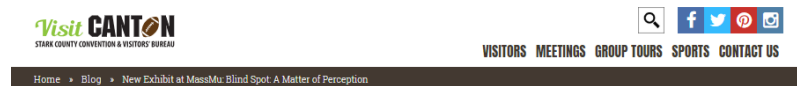
#### LARGE PRINT

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.



VSA Ohio

# Press Release



## NEW EXHIBIT AT MASSMU: BLIND SPOT: A MATTER OF PERCEPTION

The Massillon Museum's Blind Spot: A Matter of Perception exhibition will be a compilation of more than a dozen components with the hope of reaching persons with low vision and blindness as well as sighted patrons.

The free public exhibition opening will be held Saturday, February 18, 2017, from 3PM to 5PM. The event will include refreshments inspired by paintings in the exhibition and a performance of specially commissioned music at 4:00PM. Persons with blindness and low

6/20/2019



VSA Ohio

## 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 McDowell 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 Stirbens and Jan Stirbens, both of whom have congenital blindness. The Philomatheon 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 the 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 Stirbens and Jan Stirbens, 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 330-833-4061 or visit [massillonmuseum.org](http://massillonmuseum.org).

### Tags

[massillon museum](#) [sensory exhibit](#) [exhibit opening](#) [blind spot: matter of perception](#)

# Event Calendars



The screenshot shows the top navigation bar of the Red Treehouse.org website. The bar is teal with white text for 'SEARCH', 'ABOUT', 'PARTICIPATE', and 'SUPPORT'. The Red Treehouse.org logo is centered. Below the navigation bar is a large banner image of a smiling young child. Overlaid on the left side of the banner is the text 'Ronald McDonald Family Resource Link' in white, followed by a paragraph: 'Supporting the well-being of Ohio's families and children with challenges, disabilities, and health care needs. Find tools, organizations, and events in your community to meet your needs.' At the bottom of the banner are two red buttons: 'START A SEARCH' and 'LOGIN / REGISTER'.

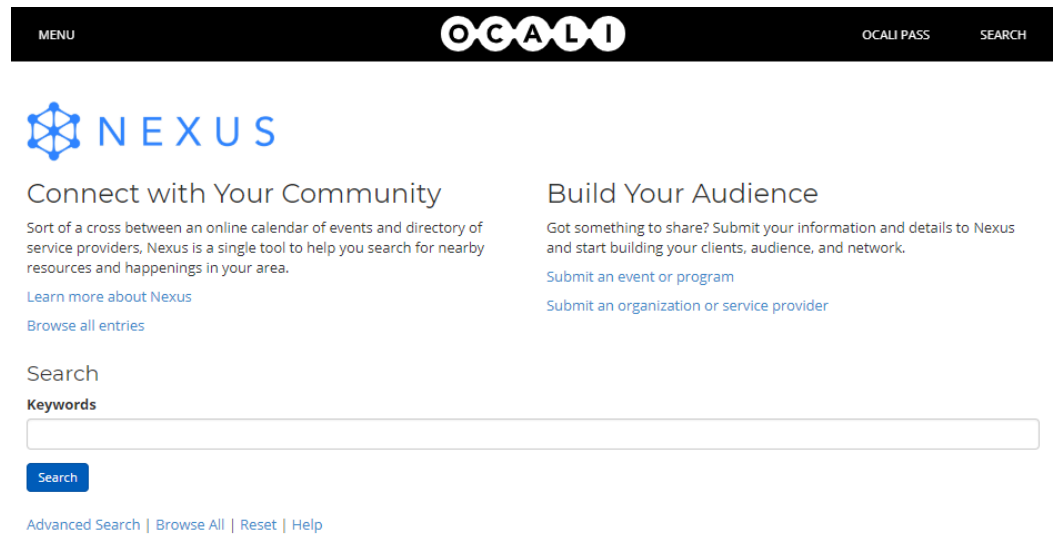
SEARCH ABOUT  PARTICIPATE SUPPORT

## Ronald McDonald Family Resource Link


Supporting the well-being of Ohio's families and children with challenges, disabilities, and health care needs. Find tools, organizations, and events in your community to meet your needs.

[START A SEARCH](#) [LOGIN / REGISTER](#)

6/20/2019



The screenshot shows the top navigation bar of the Nexus website. The bar is black with white text for 'MENU', 'OCALI', 'OCALI PASS', and 'SEARCH'. Below the navigation bar is the Nexus logo, which consists of a blue geometric icon followed by the word 'NEXUS' in blue. The main content area is divided into two columns. The left column is titled 'Connect with Your Community' and contains a paragraph: 'Sort of a cross between an online calendar of events and directory of service providers, Nexus is a single tool to help you search for nearby resources and happenings in your area.' Below this are two links: 'Learn more about Nexus' and 'Browse all entries'. The right column is titled 'Build Your Audience' and contains a paragraph: 'Got something to share? Submit your information and details to Nexus and start building your clients, audience, and network.' Below this are two links: 'Submit an event or program' and 'Submit an organization or service provider'. At the bottom of the page is a search section with the title 'Search', a label 'Keywords', a text input field, a 'Search' button, and a footer with links: 'Advanced Search | Browse All | Reset | Help'.

MENU  OCALI PASS SEARCH

## NEXUS

### Connect with Your Community

Sort of a cross between an online calendar of events and directory of service providers, Nexus is a single tool to help you search for nearby resources and happenings in your area.

[Learn more about Nexus](#)  
[Browse all entries](#)

### Build Your Audience

Got something to share? Submit your information and details to Nexus and start building your clients, audience, and network.

[Submit an event or program](#)  
[Submit an organization or service provider](#)

### Search

Keywords

[Search](#)

[Advanced Search](#) | [Browse All](#) | [Reset](#) | [Help](#)

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Your Materials / Questions!

# Thank you!

Erin J. Hoppe  
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[ehoppe@vsao.org](mailto:ehoppe@vsao.org)

[www.vsao.org](http://www.vsao.org)  
[info@vsao.org](mailto:info@vsao.org)  
614-241-5325

