

MAKING YOUR MARKETING MATERIALS ACCESSIBLE



Maureen Murphy
Florida Division of
Cultural Affairs



Beth Bienvenu
Director of the Office of Accessibility at
the National Endowment for the Arts



Marian Winters
Executive Director



Disability Access Symbols





Beth Bienvenu

“Our organization welcomes all audiences, including people with disabilities, older adults, and veterans. If you need accommodations, please contact X at Y email and Z phone number.”

Every organization should have a statement of accessibility and contact information on how to request an accommodation

NEA guide on how to communicate with or about people with disabilities in Design for Accessibility

http://www.dhs.gov/sites/default/files/publications/guide-interacting-with-people-who-have-disabilities_09-26-13.pdf





Marian Winters
Executive Director of
VSA Florida



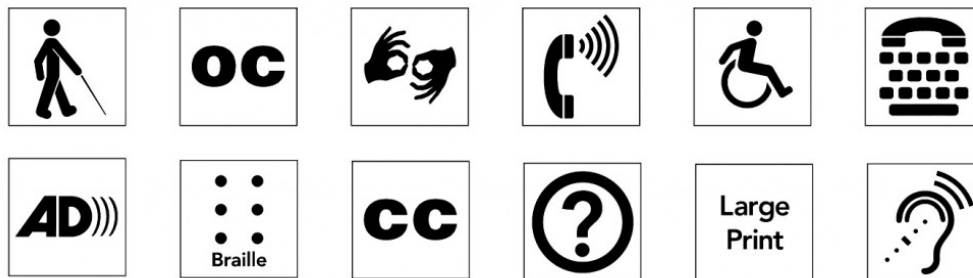
Successful Accessibility

Strategy

- Include people with disabilities in program development.
- Keep an open mind.
- Do not assume one size fits all.
- Define why this market needs your services.
- Become involved with community organizations that focus on disability related issues.

Strategy

- Informing and advertising to the public about the accessibility of your facility, program or services should be included in your organization's overall public relations strategy and targeted to specific groups.



Sans symbols

From YouTube and Funny Or Die's internet sensation *Beginner Girl*, [title of show], Caught 2013 NYIT Award nominated: *The Detour*, and his SOLD OUT NYC **★ As Featured On** **★ Critics Pick** **★ As Featured In** cabaret debut *Hey Girl!*

Produced by RAY and LINDA COONEY • PATTY TOKUHITA-KELSEY and NORMAN KELSEY • JOE GREENE
Associate Produced by JERRY WRIGHT and MELANIE CAMERON • DAVID AMERICI • S. DWAYNE JONES

MICAH McCAIN needs:

BROADWAY credits

An evening of songs, stories, Laura Benanti side-eye exits and doing a show called Broadway Credits...so that I'll finally have Broadway credits on my resume!

Saturday, February 8th, 2014 @ 7pm

The Duplex Cabaret Theatre
61 Christopher St. (at 7th Ave)

Music Direction by Mark Hartman

<http://micahmccain.brownpapertickets.com> \$10 Advance Purchase (+2 Drink Minimum)

THREE ROOMS PRESS PRESENTS
THE MONTHLY @ CORNELIA STREET CAFE
A MONTHLY BLEND OF VOICES IN POETRY, ART & DRAMA EXPLORING CONTEMPORARY IDEAS

NAKED BURROUGHS

A 100TH ANNIVERSARY CELEBRATION OF THE WRITING OF WILLIAM S. BURROUGHS
FEATURING PERFORMANCE AND READINGS BY

PENNY ARCADE STEVE DALACHINSKY KAT GEORGES

HOST PETER CARLAFTES
CO-EXECUTIVE, THREE ROOMS PRESS

FRIDAY, FEBRUARY 7 6 PM
DETAILS AT THREEROOMSPRESS.COM

29 CORNELIA ST. (W 4TH-BLEECKER) | 212-989-9319 | \$8 (INCLUDES A DRINK)
THE MONTHLY @ CORNELIA STREET CAFE

"ENTRE VOLANTES Y AMIGOS"

Organiza
Asociación Cultural Andaluza de Torrevieja
Teatro Municipal de Torrevieja
Viernes día 21 de febrero
20:00 Horas

Marie González Escobedo, María José, Caro Ciria de Sur

A la entrada se recogerán alimentos o la voluntad para el Banco Alimentos Solidarios

Entrada gratuita con invitación
Recogida en taquilla del Teatro

COLABORAN

DOCTOR COMARCAS
H&L
ASTURIAS
CASA DE LA CULTURA

March, 2014
One of the most successful musicals of all time!

Les Misérables

Music by CLAUDE-MICHEL SCHÖNBERG
Lyrics by HERBERT KRETZMER
Book by ALAIN BOUBLIL
CLAUDE-MICHEL SCHÖNBERG

March 20, 27; April 2, 3 at 7 p.m.
March 21, 22, 28, 29; April 4, 5 at 8 p.m.
March 23, 29, 30; April 5, 6 at 2 p.m.

FREE

FEBRUARY 21ST 2014
1ST PAN- AFRICAN CULTURAL SHOW

UMOJA

HOSTED BY:
NINA THE KE

RED CARPET 6PM
SHOW STARTS 6:30PM

ARCENOW THEATER AT
THE CITY COLLEGE OF NY
160 CONVENT AVE
NEW YORK, NY 10031

Sponsored by: BSMG, PR, etc.

WEDNESDAY, FEBRUARY 6TH AT 7 PM
FORBIDDEN PLANET NYC
PRESENTS A MISFITS RECORDS EVENT
FEATURING

MISFITS, OSAKA POPSTAR

MEET JERRY ONLY, DEZ CADENA & ERIC "CHUPACABRA" ACRE OF THE MISFITS AND JOHN CAFIERO OF OSAKA POPSTAR AS THEY SIGN THEIR NEW RECORDS

DEAD, ALIVE! & SUPER HERO CONTESTS, PRIZES, GIVE AWAYS!

Forbidden Planet NYC: 832 Broadway, NY, NY 10003 | FPNYC.com | 212.473.1576

Digital Poetry & Dance 2014

Saturday
February 1
7:30 pm & 9 pm

Tickets: \$15
\$10/Students
CFA Box Office

BLACK BOX THEATRE

UB CENTER FOR THE ARTS

PARSONS DANCE

2014 Summer Workshops in New York City

ENROLL TODAY!
Summer Intensive Workshop
June 2-14, 2014
AND
David Parsons Choreography Workshop
June 16-20, 2014

parsonsdance.org/summerworkshops



Where to Start



- Use feedback from focus groups to determine best way to distribute.
- Create policies that protect your patrons, but allow sharing mailing lists across access and arts organizations.
- Create your own Access brochure.
- Make sure your website is accessible to all patrons.



Market your accessibility

- To board members
- Patrons
- Media
- Community



Don't hide the information, put it where the rest of the facility information is. Bookings are often made by friends, family or employers. Headings such as "special facilities" or "compliance requirements" are meaningless and demeaning.

- Provide enough detail

Look for potential barriers
anything that would make it
difficult for someone with a
disability to read, see, hear or
understand.

For example:

- Someone with vision loss may not see a sign or be able to read a printed brochure.
- If they can't hear the narrator, someone with hearing loss might not understand a video.
- Text-heavy reports may be hard for someone with a learning disability to understand.



Barriers



Photo: ADOT



Accessible Information

Personalize your approach

- A personal invitation is powerful!
- Send invitations through disability organizations.
- Work to avoid non-personal mass mailings.
- Conduct focus groups and recruit access advisory committee members through your patron base and local disability social groups and organizations.
- Develop a database of interested patrons.





Bronx Library Center
310 East Kingsbridge Road
Bronx, N.Y. 10458
718 579-4244, 57

Please join us for a
Centennial Celebration of
Julia De Burgos
(1914-1953):

Acclaimed Puerto Rican Poet,
Teacher and Revolutionary
February 2-28, 2014

(All related events will be held in Auditorium,
Concourse Level and 4th floor Heritage Gallery.)



1914-1953

Julia De Burgos Centennial

Exhibitions, film screenings, and related events will be on view on the Concourse Level Feb. 2-28, 2014.

Exhibit Poetry Walking Tours

Wednesdays (Concourse Level)
February 5 & 12, 2014 at 5:00 pm

Poetry workshops with poet & author

Carmen D. Lucca (RSVP requested)
Fridays February 14 & 25
4:00 pm - 6:00 pm (Room 505)

Sunday February 23, 2014 (Auditorium)

1:30 pm - Film Screening: *The Life and Poetry of Julia De Burgos*

2:00 pm - Live Music and Poetry Performance *

3:00 pm - Film Screening: *Julia, todo en mí*

***Julia De Burgos Centennial
Live Music & Poetry**

Performances by:
Maria Teresa Fernandez aka
Mariposa, performance poet
Julio J. Rosaly, guitarist
Poetry Recital by:
Carmen D. Lucca, Poet & Author

This event is sponsored by the Association for
Hispanic Culture, Inc.



Symbols

1033 Springfield Ave, Cranford, NJ 908 659-5189 TheTheaterProject.org

**Opening Nights
on Saturday Afternoons**



Monthly staged readings of
original plays from our
Playwrights workshop, followed
by discussion with the author.

One Saturday a month at 3 PM:
January 17
February 21
March 14 (Young Playwrights)
April 18
May 9

Admission is Free

SNOW DATES:

If bad weather closes the College,
the reading is delayed to the
following Saturday.

For information
call 908 659-5189
or visit our website:
www.TheTheaterProject.org



Funding for these programs provided in part by: The Geraldine R. Dodge Foundation, the New Jersey State Council on the Arts, Department of State, a Partner Agency of the National Endowment for the Arts, The Union County College Foundation and the generosity of Mrs. Marion Curka and Ms. Stephanie Fein.

the hatmaker's wife

ASL-Interpreted Performance

Wednesday, August 28
7:30 PM

All tickets \$2

Use code "CHEETO"
to get the best seats!

The Peter Jay Sharp Theater
416 West 42nd Street

Visit playwrightsrealm.org
or call Ticket Central at
212-279-4200 for tickets.

*A New Play by Lauren Yee
Directed by Rachel Charvin*

THE PLAYWRIGHTS REALM

What to make accessible

- What information does your organization create and how do you interact with your customers and employees? Consider things like:
 - brochures or catalogues
 - reports and memos
 - menus
 - signs
 - emergency plans
 - surveys or comment cards
 - website
 - email
 - telephone
 - meetings
 - presentations
 - announcements



Access Marketing

- List what you offer
- Access visible on website
- Website accessible
- Marketing material in different formats
- Use symbols
- Use photos of people showing disabilities
- Personal stories
- Meet and Greet
- Include media for access in your budget
- Attend and exhibit at conferences for people with disabilities



The Message

- Show people of all abilities in the ads!
 - With the focus on them, not their disability or equipment
 - Don't devalue participation by using inappropriate settings or perspectives
- Language
- Where and how you present it
 - Does it look like an afterthought?
 - Is it too small
 - Do your symbols have descriptions?
 - Present specifically what you offer; i.e.
 - Ramped entrances
 - Accessible parking
 - Audio description



Mixed Messages

The Museum of disABILITY History and People Inc. present the **9th Annual disABILITIES** Film Festival and Speaker Series

Saturday, October 12, 2013
2:00 p.m.
 Film screening of *Inclusion: The Joy of Drumming*
Location: Dipson Amherst Theatre
Cost: \$5

4:30 p.m. - 6:30 p.m.
 University at Buffalo historian and disability studies scholar, Mike Rembis, will introduce the evening's speakers: a group of local advocates who will talk about what inclusion means to them. Local artists with disabilities will also be exhibiting, talking about and selling their artwork. Light refreshments will be served.
Location: Museum of disABILITY History
Cost: Free to film screening patrons

7:00 p.m.
 Encore presentation of *Inclusion: The Joy of Drumming*
Location: Dipson Amherst Theatre
Cost: \$5

The Film
Inclusion: The Joy of Drumming
Inclusion is the story of the Zuihou Taiko team, a professional drumming group who have intellectual disabilities. The members started drumming as a mere rehabilitation and therapy exercise. Through sheer dedication and constant practice, they became a full-fledged drumming team and placed 2nd in the Tokyo International Japanese Drumming Competition. The members of Zuihou Taiko, their families and loved ones, and even a mother who once placed her son in an institution, reveal the story of their lives to the camera, and show us a world of *Inclusion!*

Running time: 104 minutes **Rating:** Not rated
In Japanese with English subtitles; Documentary

www.disabilityfilmfest.org
www.facebook.com/museumofdisability

Locations
Dipson Amherst Theatre
 3500 Main Street
 Buffalo, NY

Museum of disABILITY History
 3826 Main Street
 Buffalo, NY

Movie tickets available in advance at the Museum of disABILITY History, and the Amherst Dipson Theatre on the day of the event.

Sat 8 Feb 2014
Penny Pepper's Mixed Bag Poetry-Song Miscellany
 7.30-10pm

A night of my poetry and songs, the serious and sad, the fun and the frothy, the jaining-in and solo-song guests - and OPEN MIC SLOTS... Beginners are especially welcome.

Come for an all inclusive, equal status time of doing crazy-things poetry-musical stuff. Taken normal people allowed in by special dispensation!
 Free performed in **Yankinay Square**, local York and endless other places. And new... **The Room!**

FREE!
 AND Wheelchair Accessible

The Roomz
 33 Western Rd
 St Leonards
 TN37 6DJ
www.pennypepper.co.uk

Your Family Arts Center
DALLAS CHILDREN'S THEATER

SENSORY FRIENDLY PERFORMANCE
 MARCH 1 • 1:30PM

Specifically designed for children with autism, Asperger syndrome, Down syndrome and other sensory processing disorders and special needs.

TICKETS \$5 PER PERSON *First Show Introductory Special*

To purchase, call (214) 740-0051

For more information visit dct.org/sensory after January 30.

The performance will take place at **The Rosewood Center for Family Arts**
 5938 Skillman St.
 Dallas 75231

Go, Dog, Go!
IT'S DOGGONE FUN!
 ENJOYED BY AGES 4 AND UP

May 5, 2012
FANWOOD presents
dancing with the deaf stars

Admission: \$20
 Tickets Available Online at www.nysd.net
HURRY! This Event Will Sell Out

New York School for the Deaf
Ford Auditorium
555 Knollwood Road
White Plains, NY 10603

Contact Info:
 Linda Mosca-Ginis
lmoscaginis@nysd.net
 VP: 914.259.8002

Doors Open at 6:30PM • Dancing Begins at 7:00PM
 Viennese Hour to Follow • Dressy Attire Please

NEW YORK TRANSIT MUSEUM

FEB 10 10 AM - 2 PM
 JOIN THE TRANSIT MUSEUM AND EXTREME KIDS AND CREW FOR A **SPECIAL DAY FOR SPECIAL KIDS AT THE NEW YORK TRANSIT MUSEUM**

ALL DAY FROM 10-11 ART! MUSIC! MORE!

FREE ADMISSION for regular seats families
THE MUSEUM IS OPEN JUST FOR YOU!
 Special Projects
 The M Shanghai String Band
 Sensory Break Room

10:00-2:00: Visit the Signal Tower on the Museum's platform and meet Puss the Signal Tower Character!

10:15 and 11:15: Family Art Project: Sketch Art with Norma Grant. Make your own art using MTA maps and MetroCards!

Noon: Music and Play
 M Shanghai String Band (all ages welcome)

Plus... from 10:15 take a book and hang out - we'll have a "Quiet Room" just for you!

Extreme Kids & Crew conducts the drama and activities based by children with disabilities and their families through play, arts and movement programs, partnerships with cultural and therapeutic institutions, parent meet-ups and more. For more information, visit www.extremekidsandcrew.org.

The New York Transit Museum is located in a former subway station on the corner of Boreum Place and Schermerhorn Street in Downtown Brooklyn. Wheelchair lift available on the corner of Court Street and Schermerhorn. Our lift is operated by Museum staff. If you call in advance (718-694-1822) we can better assist you. The Transit Museum offers many programs for people with learning and developmental disabilities. Visit our website: www.artsinfo.museum.org.

The New York Transit Museum thanks City Council Members David Oberdorff, Stephen Levin and Fred Laferla for their generous support of Transit Museum education and family programs.

HOSTED BY:

OUR SPONSORS:

The State Organization on Arts and Disability

The importance of language

- People First Language
- Cultural shifts occurring
 - Acceptable wording is generally the most inclusive and positive.
 - **Florida Disabled Outdoors Association** enriches lives through accessible inclusive recreation for all.
 - Words no longer in use “special”, “mentally retarded”, “handicapped”, “crippled”, “deaf and dumb”, “spastic”, “victim of/suffers from/afflicted with” birth defect, congenital defect, deformity



Francine Andersen

- When in doubt, you can't go wrong taking a People-first language approach.
- Remember to always describe the ACCOMODATION/service being provided, as opposed to describing the disability. For example:
 - “Accessible seating” as opposed to “disabled seating”
 - “Accessible parking” as opposed to “wheelchair parking”
 - “Accessible bathroom” as opposed to “handicapped bathroom”
 - “Sensory-friendly programs” as opposed to “autism-friendly programs”
- A wonderful sentiment often quoted by inclusion expert Beth Gordon that I always keep in mind is: “People may not remember exactly what you did, or what you said, but they will always remember how you made them feel.” – Maya Angelou



Chief of Arts Education
Miami-Dade County Department of Cultural Affairs





Athletes



Avoid describing disability in medical terms

Describing a person's disability in terms of a medical 'condition' —

- such as epilepsy, polio, paraplegia, blindness, schizophrenia or autism
- — focuses attention on the disability rather than on the person as an individual. These terms also suggest sickness and imperfection and reinforce negative assumptions and stereotypes about people with a disability.



Military Culture



Vets and Kilimanjaro



Phillip A. Collazo, MSEd., CYT

A World without Labels



“The labels that describe us do not necessarily define us.”

Existing Formats

How to Make Accessible



- Printed or electronic document
 - Read the document out loud or explain it
- Make a large print version
 - Create a structured electronic file – a file using pre-set headings, styles, and lists – so people can read it with their Assistive devices, like screen readers. You can also use it to produce other accessible formats.
- Technical or complicated information
 - Use common words instead of jargon
 - Break text into shorter sentences and paragraphs
 - Use graphics to add meaning
- Graphic
 - Include a written or verbal description
- Sign
 - Use larger text, simple pictograms, strong color contrast, and/or tactile elements
 - Verbal or audio
 - Make it visual – write it on a piece of paper, put it in an email or on a digital screen
- Video
 - Transcriptions
 - Alternative formats, ASL



Existing Formats

How to Make Accessible

- Video
 - Add subtitles and/or video descriptions
 - Provide a transcript
 - Consider an in-person presentation or conversation
- Telephone Use text-based technology such as email, texting or instant messaging
 - Use technologies designed for the hard of hearing like a teletypewriter (TTY) or a telephone relay service
- Presentation
 - Share a copy of your presentation materials (e.g. PowerPoint slides or transcript)
 - Hire a sign language interpreter
 - CART Services
 - Using a microphone (which also allows for audio amplifiers when available.)



Alternative Marketing Materials/ Methods

- Large Print /Black and white
- ASL video advertisements
- Braille



What if I can't make it accessible

- Some information is extremely difficult or impossible to alter and still convey the same meaning. For example, comprehensive charts may be unconvertible. If you can't make it accessible, explain why and provide a summary of the information instead.
- **Can I charge a fee for making it accessible?**
- No. If you provide information for free, you must make it accessible for free. If you charge people for the information, you cannot charge more for the accessible version.
- Once requested, you must provide accessible information as soon as possible. How quickly you can provide it may depend on the amount of information, its complexity and the format requested, combined with your organization's resources. In some cases, you may be able to provide accessible formats instantly. In other cases, it may take longer.



Website Tips when Uploading Collateral

- **Materials are not download as a picture– but in a format that can be read!**
- Browsealoud is available to ensure that all pages can be read out loud to any visitor
- All pictures have an alternative text description
- There is an easy to use text-resizer on all pages for those with JavaScript enabled on their computers. Our stylesheets allow for text resizing using the View – Text Size option in the browser toolbar for those who do not have JavaScript enabled.
- Materials can be viewed using a variety of color schemes ensuring it can be used by visitors who find the existing color scheme hard to read
- Use Plain English in all written content
- Only use tables where there is a need to represent normally tabulated content i.e timetables
- The materials can be navigated without the use of a mouse
- A non-serif font is used for easier readability
- Using all-capitals for emphasis is confusing
- Use a hierarchy of heading markups i.e an <h1> tag for main headings, <h2> for secondary headings etc which makes it easier for screen readers to work out the structure of a page
- Check that your site can be viewed in a logical order when all styling is turned off
- If there is an instance when our site does not meet the need of a specific disabled user group we will make changes to our current content, wherever appropriate, so that we can become more inclusive to a wider audience.



Information

ACCESS FOR PERSONS WITH DISABILITIES



Audio Described: Mar. 2, 5, & 8,
Washington National Opera: *Moby-Dick*;
Mar. 20, 22-26, 28 & 29, WNO: *The Elixir
of Love*



To reserve a **courtesy wheelchair**, call
(202) 416-8340 (TTY 416-8624). Parking
spaces for vehicles bearing handicapped
stickers or license plates are available in the
Kennedy Center garage.



At performances, **assistive listening
devices** are available in all theaters and
may be used with or without a hearing aid.



Large print programs are available in the
performance.



Braille programs are available at every
performance except dance events.



A public pay phone equipped with a TTY is
located on Parking Level A.

Directions

The Kennedy Center (2700 F St.
NW, Washington, D.C.) is located at the intersection
of New Hampshire Avenue NW and the Rock Creek
Parkway. For more information, please visit
kenedy-center.org/visitor/directions.html.

Dining

Meals at the Kennedy Center are close
and convenient in the Roof Terrace Restaurant and the
KC Café. **Reservations are accepted for the Roof
Terrace Restaurant at (202) 416-8695.**

Free Tours

The Friends of the Kennedy Center
lead **free tours** 10 a.m.–5 p.m. Mon–Fri, 10 a.m.–1 p.m.
Sat. & Sun. Visitors can book special tours online at
kenedy-center.org/tours or by calling
(202) 416-8340. (Special tours: groups of 20 or more,
foreign language requests, patrons with disabilities, VIPs.)

Kennedy Center



Join the Florida Division of Cultural Affairs in partnership with VSA Florida for

SUCCESSFULLY ACCESSIBLE

A LUNCH HOUR WEBINAR SERIES

This series of webinars will help arts and cultural organizations to successfully design, create and implement accessible programming, events and environments for their patrons. Each session will include DCA staff and guests who can provide information and experience on the importance of making the arts accessible to all Floridians. There will be time for questions and answers.

JOIN US ON THE FOURTH WEDNESDAY OF EVERY MONTH THROUGH JUNE:

January 22nd, 12:00pm – *Engaging Audiences & Patrons through Accessibility Symbols*

February 26th, 12:00pm – *Making Your Marketing Materials Accessible*

March 26th, 12:00pm – *Making Your Online Marketing Accessible*

April 23rd, 12:00pm – *Thinking Outside the Box: Partnering & Funding for Accessibility Efforts*

May 27th, 12:00pm – *Inclusive Tourism and Tourism Marketing of Accessibility*

June 25th, 12:00pm – *Accessibility and New Audiences: Marketing Locally*

Each session's resources and transcripts will be made available online after each webinar at florida-arts.org/resources/accessibility.