Virtual Accessibility for Cultural Institutions

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Language Tips

Put the Person First

• Say “Person with a disability” rather than “disabled person”

• Say “People with disabilities” rather than “the disabled”

• For specific disabilities, say “Person who uses a wheelchair” or “Person who has Cerebral Palsy”

• If you are not sure what words to use, JUST ASK
Avoid Outdated Terms

- Handicapped
- Crippled
- Retarded
- Crazy
- Special Needs
- Wheelchair Bound

- Victim
- Sufferer
- Physically Challenged
- Differently-abled
- Visually Impaired
- Hearing Impaired
Relevant Laws for Virtual Accessibility

**ADA Title II** - Requires public entities to make their programs, services and activities accessible to individuals with disabilities.

**ADA Title III** - Prohibits places of public accommodation from discriminating against individuals with disabilities. (Includes privately owned, leased and operated facilities)

**Local Law 26 of 2016** – Mandates Website Accessibility within NYC Agencies

**Local Law 28 of 2016** – Requires Accessibility Information within Advertisements for Public Events held by NYC Agencies
Presentation Outline

• Choosing accessible virtual spaces
• Promoting with inclusion in mind
• Hiring accessibility professionals
• Setting up technology
• Accessibility during your Event
• Accessible Online Cultural Programming
Choosing Accessible Meeting Platforms
(Things to keep in mind)

• Screenreader Accessible
• Keyboard Accessible
• Support for Captioning (Live or Automated)
• Support for ASL
• Support for Chat, Q&A and Hand Raising Features
Recommended Accessible Meeting Platforms

• Zoom Meetings
• Google Meet
• Microsoft Teams
Accessible Communications
Digital Accessibility

• To reach people with disabilities online we must make our digital content accessible
  • Registration Forms and Event Pages
  • Flyers, Documents and Slides
  • Social Media Posts and Videos

Guides for each available online at nyc.gov/accessibilityguides
Digital Accessibility Best Practices

• Make your documents, e-mail and social media posts accessible:
  • Alt-text
  • Tags for Headings, Lists, Links etc.
  • Color contrast and accessible fonts
  • Use plain language
  • Documents should be available in Accessible PDF or Microsoft Word
  • Accessibility Guides available at nyc.gov/accessibilityguides
Event Pages and RSVPs

- Use accessible event pages: Ticket Leap, Eventbrite, Google Forms
- Avoid using time limits for tickets and registration
- Give people an option to register by email or phone
Social Media Accessibility

- **Alt-text (Image Descriptions):** a written description of any image shared through social media
  - Alt-text is supported by Twitter, Facebook, Instagram and LinkedIn
  - [Accessible Social Media Guide](@NYCDisabilities)
Videos

• If you are playing any kind of video within your presentation or meeting you must include:
  • Captions for Deaf/hard of hearing audiences
  • Audio Description for blind/low vision audiences
• NYC MOPD Audio Description and Captioning Guide
Advertising Accessibility

Everyone should include accessibility information when advertising public events (Local Law 28 of 2016)

• What accommodations will be present?
• Who can I reach out to to request an accommodation?
• What’s the deadline? (48 – 72 Hours Before Event)
Possible Accommodation Requests

• American Sign Language Interpretation
• Communication Access Real-time Translation (CART)
• Accessible Electronic Documents/Slides
  • Word Documents
  • PDFs
  • Slide Decks
Hiring Accessibility Professionals

• American Sign Language Interpreters (ASL) for people who are Deaf
• Communication Access Realtime Transcription (CART) for people who are Deaf or hard of hearing
• Audio Description Services for people who are blind
Technology

• At the very least log on 15 minutes early before every meeting to make sure your accommodations are functioning properly.

• With new technology and accommodations, you should test hours or days in advance with presenters and accessibility professionals if possible.

• Make sure your presenters and accessibility professionals have downloaded the platform ahead of time.
Expectations of Presenters

• Only one person speaking at a time
• Say your name and affiliation before speaking (if applicable)
• Read slide titles and describe images
• Make your presentations accessible
• Accessible Slide Decks and Presentations Guide
Access Check

• Check-in regarding your Speed and Volume
• Acknowledge the accommodations and how to access them.
  • How to mute
  • How to pin the screen of an interpreter
  • How to turn on and off captioning
• Describe images in presentations
• Let folks know how to ask questions and go over general etiquette for the presentation
Accessible Online Programming

- Verbal description and Audio Description Tours
- ASL Tours
- Virtual Galleries
- Autism Friendly Tours
- Audio Description, Closed Captions and ASL for Performances
Verbal Description Tours

• Hosted on virtual platforms such as Zoom or on phone conferencing platforms

• Museums that currently have virtual verbal description tours
  o The Met
  o Guggenheim
  o The Whitney
  o Poster house

• MOPD Accessible Virtual Activities Toolkit

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Recorded Audio Descriptions

• Examples:
  - Guggenheim Thannhauser Collection with AD
  - Smithsonian Presidential Portraits with AD
  - Whitney Museum Audio Guides
Virtual ASL Tours

• Deaf NYC ASL Tours
• Whitney Museum ASL Videos
Online Art Galleries

• Alt-text is used to describe all works of art
  o MOPD: the Journey Online Gallery
  o MOPD: Our History Virtual Exhibit
  o Helen Keller Virtual Archive
  o NYC Parks: Disability Awareness Online Exhibition
Autism Friendly Programming

• Daniel’s Music Foundation Virtual Community Page
• Music For Autism YouTube Channel
Accessible Performances

• Audio Description, American Sign Language and Captions
  o CCAC: Accessible Project Showcase Part 1 (ASL, AD and CC)
  o CCAC Accessible Project Showcase Part 4 (AD and CC)
Resources

- MOPD: Accessible Virtual Meetings Guide
- MOPD: Virtual Activities Toolkit
- MOPD: Digital Accessibility Guides
Thank You!

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## Accessibility and Inclusion in the Virtual Space
### November 10, 2020: Presenters, Panelists, Contacts

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