



DC COMMISSION ON THE ARTS & HUMANITIES
50th ANNIVERSARY

ACCESSIBLE MARKETING TECHNIQUES

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OVERVIEW

- A Case for Accessibility
- Empathy, Not Sympathy
- The Web Experience, According to your Customer
- Marketing Checklist
- Target Marketing
- Responding to a Reasonable Accommodation Practice
- Accessible Image Descriptions Game

DISCLAIMER



Information, materials, and/or technical assistance are intended solely as informal guidance, and are neither a determination of your legal rights or responsibilities under the ADA, nor binding on any agency with enforcement responsibility under the ADA.

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A CASE FOR ACCESSIBILITY

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REASON #1

CAN YOU AFFORD TO TURN AWAY ABOUT ONE-FIFTH OF YOUR CURRENT POTENTIAL CUSTOMER BASE?

- 54.4 million people in the US have a disability, that's about 20% of the population (Brault, 2008).
- How many potential grantees or customers might not have access to resources or experiences?

REASON #2

CONSIDER HOW THIS NUMBER COULD BE EVEN GREATER.

- Aging population (AARP, 2002)
 - Baby boomers make up about 35% of the population
 - Baby boomers hold 77% of financial assets
 - Baby boomers have 57% of the discretionary income

REASON #3

CONSIDER HOW THIS POPULATION SIZE COULD GROW

- People with disabilities represent the largest single minority group in the US.
- In 2006, the population of people over 65 was 37.3 million (10%+ since 1996).
- There will be a projected 36% increase in the number of Americans age 65 + from 2010 to 2020

(US Administration on Aging, 2011).

REASON #4 SPENDING POTENTIAL

- According to a study conducted by the Travel Industry of America, 21 million Americans with disabilities traveled in the years 2004 and 2005.
- According to a study conducted by the Harris Interactive Poll and Open Doors Organization, the number of leisure trips and hotel stays made by people with disabilities rose 50% between 2002 and 2005.

Hospitalitynet.org (2005)

REASON #5

IF YOU'RE NOT WELCOMING AND ACCESSIBLE TO
CUSTOMERS WITH DISABILITIES, YOU ARE NOT WELCOMING
THEIR FRIENDS AND FAMILY

- 20 million families have a member with a disability
- About 30% of your potential customers will be using your business with someone with a disability
- Losing the business of someone with a disability also means losing business of anyone with them

Wang (2005), Harris Interactive (2005)

REASON #6

GOOD (AND BAD) WORD TRAVELS

- People with disabilities are more likely to use the internet to identify disability-friendly experiences.
- Many websites, blogs, social media posts devoted to describing customer experience

The Verde Group (2006)

REASON #7 CUSTOMER LOYALTY

- A study sponsored by the European Union found that tourists with disabilities were significantly more likely to return to businesses where they had a good experience

Enterprise and Industry (2004)

- People with disabilities have \$220 billion in discretionary spending power
- Leisure trips and hotel stays has increased by 50% since 2002
- 71% of people with disabilities eat in restaurants at least once per week

Harris Interactive (2004 & 2005)

REASON #8 RIPPLE EFFECT

- Accessible and Universal Design
- Changes to improve accessibility also benefit
 - Parents with strollers
 - Shoppers with heaving bags
 - Exhausted, burned out millennials
 - People who may acquire a disability

REASON #9

ACCOMMODATIONS CAN BE EASY

- Accessibility is not as costly as you might think
- Fuddruckers Restaurant
 - Braille and large print menus
 - Customer service training
 - Larger pathways between tables
- Avis created Avis Access
 - Broadened their range of services to customers with disabilities
 - Now, they corner the market



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EMPATHY, NOT SYMPATHY

Think about what you have been taught about, and how people view people with disabilities...

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THE HUMAN EXPERIENCE OF DISABILITY

We are not...

- Tragic or pitiful
- Helpless
- Angry or vengeful
- Stoic or brave
- Trying to be inspirational
- All alike

We are individuals who...

- Do things a little differently
- May see our disability as a part of our identity
- Have the same needs, desires, talents, as others
- Deserve access to opportunities

COMMUNICATION: THE BASICS

Disability-First Language

- Draws attention to limitation and weakness
- Defines the person as their disability
- Draws attention to stereotypes

People-First Language

- Focuses first on the person, not their disability
- Focuses on their ability and not their disability
- Draws attention to the unique individual

RESPECTFUL LANGUAGE GUIDELINES

SAY	AVOID
People with Disabilities	Handicapped
Blind or Low Vision	Visually Impaired
Deaf or Hard of Hearing	Hearing Impaired
Wheelchair User	Wheelchair Bound
Person with an Intellectual Disability	The R Word
Mentally Ill	Person with a Mental Health Condition

GENERAL CONSIDERATIONS

- Treat adults as adults; we are people first
- Offer assistance, and if accepted, follow the lead of the individual
- Address the individual, not their companion or interpreter
- Ask before touching service animals, mobility devices, or the person
- Make a mistake? Relax!

[Disability Sensitivity Training Video](#)



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THE WEB EXPERIENCE, ACCORDING TO YOUR CONSUMER

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FROM YOUR AUDIENCE POINT OF VIEW

- Some people do not use a mouse to navigate
- Some people may use screen readers to listen to content
- Some people only see a small portion of the screen at a time
- Some people may find reds and greens indistinguishable (best colors are black, white, red, and blue)
- Some people cannot hear the words and sounds on the screen
- Some people may find complex layouts confusing
- Some people may find text-only content limiting

SOLUTIONS



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Image Description: Iconic Silent Movie Star Charlie Chaplin sits with his legs straight out in the frame. He is wearing roller skates and holding his cane across his chest. He looks dazed and forlorn, like he has fallen and can't get up.

[YouTube Subtitles & Captioning](#)

- ☐ Caption video or audio clips
- ☐ Image descriptions for social media makes posts more accessible
- ☐ Content should be accessible from a keyboard
- ☐ Avoid small or moving links
- ☐ Keep navigation central and not along the outer edges
- ☐ Stick to clean layouts

craigslist

post to classifieds
my account
help, faq, abuse, legal

search craigslist

for sale

event calendar

S	M	T	W	T	F	S
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

avoid scams & fraud
personal safety tips

craigslist blog
craigslist factsheet
best-of-craigslist
craigslist TV
craigslist movie & dvd
craigslist foundation
craigconnects

system status

terms of use about
privacy help

ithaca

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099 gifts pets
apple haiku philos
arts health politic
atheist help psych
autos history queer
beauty housing recover
bikes jobs religion
celebs jokes rofo
comp kink science
crafts ltr. shop
diet legal spirit
divorce linux sports
dying loc pol tv.
eco m4m tax
educ money testing
etiquet motocy transg
feedbk music travel
film npo vegan
fitness open w4w
foit outdoor wed
food over 50 wine
frugal p.o.c. women
gaming parent words
garden nfo. wellne

housing

apts / housing
rooms / shared
sublets / temporary
housing wanted
housing swap
vacation rentals
parking / storage
office / commercial
real estate for sale

for sale

appliances arts+crafts
antiques auto parts
barter baby+kids
bikes beauty+hlth
boats cars+trucks
books cds/dvd/vhs
business cell phones
computer clothes+acc
free collectibles
furniture electronics
general farm+garden
jewelry garage sale
materials household
nvs motorcycles
sporting music instr
tickets photo+video
tools toys+games
wanted video gaming

services

beauty automotive
creative farm+garden
computer household
cycle labor/move
event skill'd trade
financial real estate
legal sm biz ads
lessons therapeutic
marine travel/vac
pet write/ed/tr8

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing
[ETC]
[part-time]

gigs

crew computer
event creative
labor domestic
talent writing

resumes

nearby cl

albany
allentown
belleville
binghamton
buffalo
catskills
clairton
finger lakes
ithaca
kingston
oneonta
pocahontas
rochester
scranton
state college
syracuse
twin tiers
utica
watertown
williamsport

us cities
us states
canada
cl worldwide



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A civil rights organization that identifies and seeks to eliminate unlawful and unfair discrimination in housing, employment, and public accommodations in Greater Washington, D.C. and nationwide.

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ERC IN THE NEWS

PUBLICATIONS

EVENTS



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MARKETING CHECKLISTS

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REQUEST FOR PROPOSALS

- ☐ Is the proposal in an accessible PDF or Word document?
- ☐ Is the application portal accessible with screen readers? (Organizations that support people who are blind may be willing to test this out for free.)
- ☐ Can applicants adjust the font size in the application portal?
- ☐ Is there a name and contact for someone who can respond to requests for reasonable accommodations?

COMMUNITY MEETINGS

- ☐ Did you advertise the meeting on a platform that is compatible with screen readers?
- ☐ Does your invitation include instructions for requesting a reasonable accommodation?
 - ☐ "To request a reasonable accommodation, please contact Kali.Wasenko@dc.gov or (202) 724-5613 at least 5 business days before the event."
 - ☐ N.B. Although I ask for advanced notice, I will always do my best to fulfill the request, no matter when it is received.

COMMUNITY MEETINGS

- ☐ Is the location accessible?
 - ☐ Can you access the room via a flat or ramped pathway?
 - ☐ Does the restroom have an accessible stall?
 - ☐ Can a wheelchair navigate the aisles and pathways (36" wide)?
- ☐ Do you know how to book an American Sign Language (ASL) interpreter?
- ☐ Do you know how to book Communication Access Real-Time Translation (CART) services?
- ☐ If there are printouts, are there copies available in large print (18pt font or larger)?

FEELING STUCK OR OVERWHELMED?

Ask yourself...

Can people get there?

Can people access or understand the information?

Can people use the restroom in a dignified way?

Are you willing to practice Get-to-Yes customer service?



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TARGET MARKETING

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SUGGESTIONS TO CONSIDER

- Developmental Disability Council
- Deaf Open Mic
- Association of University Centers on Disabilities
- Veteran Affairs
- Aging support services
- Disability service agency
- Local coalition of Self Advocates
- Local Protection & Advocacy group
- Local Disability-related expos (often hosted by government entities)
- Local Advocacy Partners chapter
- Best Buddies
- Special Olympics
- National Federation for the Blind-Newsline
- American Council of the Blind
- Governor/Mayor commission on people with disabilities



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RESPONDING TO REASONABLE ACCOMMODATION PRACTICE

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HOW WOULD YOU RESPOND?

Scenario:

You're hosting a cultural event tomorrow night. You've been working diligently, but you're short-staffed this week. In the middle of a busy afternoon, you receive an email from a potential guest who asks if ASL interpreters will be at the event.

What additional considerations or ideas does this trigger?

HOW WOULD YOU RESPOND?

Scenario:

You are hosting a workshop to disseminate information about upcoming grant opportunities. You receive a phone call from a potential applicant who asks if there will be handouts and if they can be printed in Braille. You worry that you might not be able to get them printed in time.

What additional considerations or ideas does this trigger?



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IMAGE DESCRIPTION

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IMAGE DESCRIPTIONS

Importance

- Social media marketing
- Convey information
- Brand management
- Simple, but appreciate effort

Tips

- Utilize the artist/creator whenever possible
- Practice makes perfect
- Consistency is key
- Make a game out of it

IMAGE DESCRIPTION GAME

You will be presented four potential descriptions for a single image.
After each description, share what you picture in your head.

Which was the best description?

How would you have written the description differently?

Images selected from the Washington, DC Art Bank FY2018 Collection.

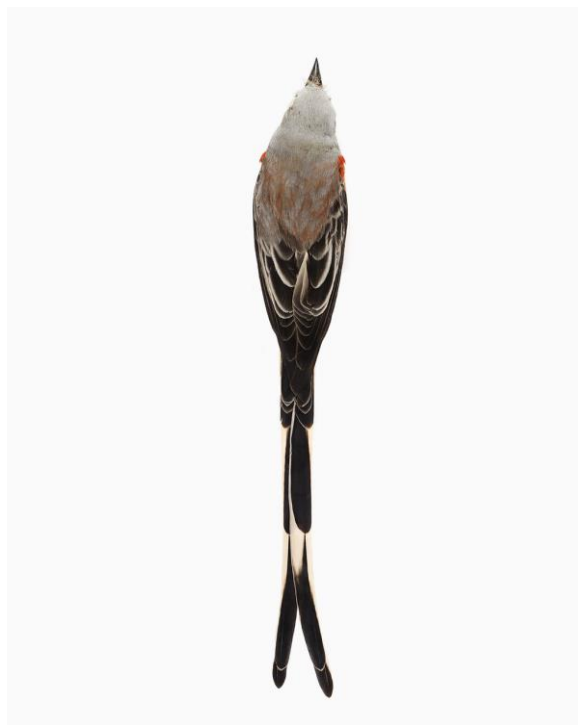
PICTURE THIS...

Specimen.

Specimen with long tail, forked at the end.

Specimen with long, forked tail and a small, pointed beak.

Photograph of a specimen of a Scissor-Tail Flycatcher, a bird with a long tail, small pointed beak, and black and white feathers with orange accent feathers, taken against a flat white background.



Scissor-Tail Flycatcher

Caitlin Price

PICTURE THIS...

Crouching man.

Powdered, crouching man.

Male dancer balancing on his toes in a crouching pose with his arms extended behind him.

Male dancer balancing on his toes in a crouching pose with his arms extended behind him. The photograph is taken in black and white and the man is covered in white powder to accentuate his body against the black backdrop.



Believe

Manuel Morquecho



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PICTURE THIS...

Two birds and a man.

A peacock, a duckling, and a man.

Artistic photograph of a man in a tailored suit holding a duckling. A peacock is perched over his shoulder.

Artistic photograph of a man in a tailored suit yelling at a duckling in his hand. A blue peacock is perched above his shoulder on a wooden post jutting from the white wall behind him.



Septime Webre

Joshua Cogan



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CLOSING TAKEAWAYS

- If you build it, they will come
- Make an honest effort and learn along the way
- Never NOT respond to reasonable accommodation requests
- There are a lot of people with disabilities and they are ready to apply for grants, attend events, and spend money



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THANK YOU!

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