The Peale Center Presents:

Online Inclusion Webinar - May 19th, 2020

Co-hosted by Robin Marquis, Cheryl Fogle-Hatch, and Alice Krueger

Description of Webinar

At the Peale, we strive to create programs that are accessible to people with disabilities and include their narratives. Join Robin Marquis, the Peale’s accessibility coordinator, Cheryl Fogle-Hatch, a trained archaeologist and independent scholar, and Alice Krueger, founder of Virtual Ability to learn more about what steps you can take to ensure what you create is inclusive, especially as it relates to virtual programming.

One topic of conversation will be the use screen readers (used by people who are blind) which produce synthetic speech for text that appears on a screen. The team will demonstrate how a screen reader works and will show you what is heard by the listener.

Inclusive Storytelling- The disability community, is our community

“The Peale team believes in creating a space, programs and communications that are designed with the differing needs and preferences of people who attend our programs and are a part of our community. By employing the basic guidelines and principles of inclusive design in our work, we can expand the Peale’s audiences and offerings to provide more relevant and engaging programming for all participants. Even the most simple adjustments can have a profound impact on making community spaces and performances equitable for all.

Our entire team is engaged in shifting the culture, practices and institution of both the Peale Center and the cultural sector to meet our communities’ needs.”

Top Five Areas to Consider When Planning a Virtual Event:

Communication and Outreach

- Are you reaching out directly to disabled communities, list servs, organizations etc?
- Provide in depth information ahead of time
- Share the direct contact information for a person on staff
- Offer instructions ahead of time for how to use the platform(s)
- Make it easy for people to give feedback
- The Peale Center: Information about access is on our website: the main page, “Current and Upcoming Programs” page, every event listing, “Visit” tab, “What’s On” tab
Platform

- No platform is the answer, diversifying access points is important
- Non internet-based option is important (phone line)
- The Peale Center: Originate in Microsoft Teams, streamed onto Facebook and YouTube (so captions can be added) and embedded on our website using the web service “Many Cam”

Sight Access

- Compatibility with a screen reader
- Visual descriptions of images and graphs
- Chat window, presentation and other resources
- The Peale Center: Our website is screen reader friendly, trying to provide visual descriptions for all programs. Make resources available in accessible text format after presentation

Sound Access

- Captioning
  - Auto captions (computer generated)- some platforms have captions that can automatically be turned on and computer generated (such as Microsoft Teams, Powerpoint, Otter.ai). These often are free but are usually not totally accurate causing confusion and muddled access
  - Communication Access Realtime Translation (CART)- a live person is transcribing what is spoken and any sounds. This is the best and most accessible option however it can be cost prohibitive (ranging from $100-$200 an hour)
- American Sign Language Interpretation
- American Sign Language and Closed Captioning are not interchangeable, they both provide different access points and different people will prefer one over the other
- Important to speak slowly and introduce yourself before speaking
- The Peale Center: Provide CART for all programs, will provide ASL interpretation if requested ahead of time

Intellectual, Cognitive, & Developmental Access

- Multi sensory information inputs can be helpful (i.e. words and pictures that reinforce the message.)
- Keep in mind language use. Keeping language simple can help not only people with these disabilities but also those for whom English is not their first language.
- Avoid flashing lights and strobes in your presentations and videos, which can trigger seizures and migraines
- Explain the format at the beginning
- Reinforce what is being said with written text
• The Peale Center: Information delivered both through text and audio, biggest area of improvement.

Resources

Rooted Rights: How to Make Your Virtual Meetings and Events Accessible to the Disability Community

National Endowment for the Arts: Resources to Help Ensure Accessibility for your Virtual Events for People with Disabilities
https://www.arts.gov/accessibility/accessibility-resources/resources-to-help-ensure-accessibility-for-your-virtual-events-for-people-with-disabilities

Cooper Hewitt Guidelines for Image Description
https://www.cooperhewitt.org/cooper-hewitt-guidelines-for-image-description/

National Center on Disability and Journalism: Disability Language Style Guide (available in Spanish and English)
https://ncdj.org/style-guide/

Contact Information for Presenters

Cheryl Fogle-Hatch, Ph.D.
Archaeologist and Independent Museum Professional
info@museumsenses.org
https://www.museumsenses.org/

Robin Marquis
Accessibility in the Arts Consultant
robinmarquis@fastmail.com
access@thepealecenter.org
www.robinlynnemarquis.com

Alice Krueger
Virtual Ability, Inc.
akrueger@virtualability.org
https://www.virtualability.org