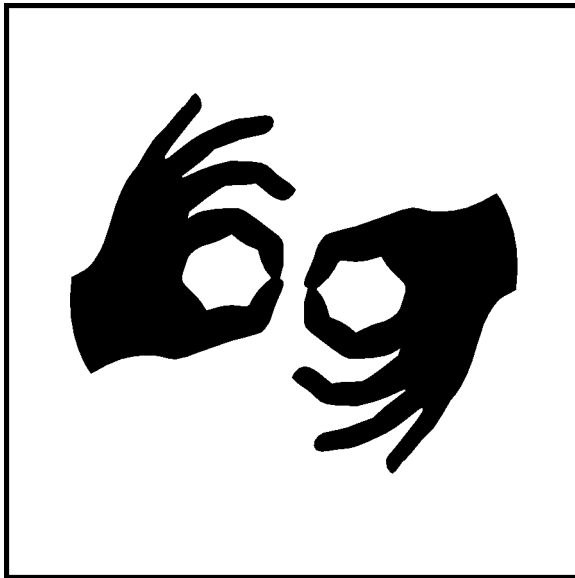


USING ACCESS SYMBOLS

WASHINGTON STATE ARTS COMMISSION



This brochure is available in alternate formats upon request and is available on our website at www.arts.wa.gov.

INTRODUCTION

The Washington State Arts Commission's policy on Accessibility, Diversity, and Nondiscrimination (see below) shows our constituents that we are serious about making all programs, events, and organizations that we fund accessible to people with disabilities.

The first step is to let people know that your programs are accessible. Each of our grantees receives a sheet of universally used accessibility symbols and their explanations with their grant contract package. We encourage you to use these symbols on all your printed materials and promotions for your events. This booklet will give you some ideas about effectively using the symbols to let people know about the accessible services you provide and the facilities in which you present your events.

ACCESSIBILITY, DIVERSITY AND NONDISCRIMINATION

Accessibility is an organizational asset and a civil right. The Washington State Arts Commission (WSAC) complies with all local, state, and federal laws and regulations concerning civil and human rights. Our programs, grants, and employment practices are free of discrimination based on race, color, religion, national origin, sexual orientation, age, gender, or disability. In addition, WSAC is specifically committed to complying with the provisions of the Americans with Disabilities Act. The ADA requires that all programs, services and activities, when viewed in their entirety, are readily accessible to and usable by individuals with disabilities. WSAC strives for effective communication with individuals with speech, visual and hearing disabilities. Materials are available in alternative formats upon request. Including people with disabilities in our definition of diversity is an integral part of the Washington State Arts Commission's strategic plan.

For questions or complaints regarding accessibility, for "how-to" assistance with issues of accessibility, diversity and non-discrimination, please contact: Bitsy Bidwell, Community Arts Development Manager and Accessibility Coordinator at 360-586-2421 or bitsyb@arts.wa.gov.

We encourage you to copy and distribute this brochure to anyone who might be interested such as other arts organizations in your area or the local media. We appreciate it if you credit the Washington State Arts Commission when you share this information.

COMMUNICATING ACCESSIBILITY

It is important that you let potential customers know that your programs and events are accessible. In order to do this we suggest following these steps.

FIRST:

Look at the symbols and become familiar with what each one means. There are twelve official access symbols. Here is the link to the Graphic Artists Guild page that displays and defines all the symbols and where you can download the images you need, www.gag.org/resources/das.php.

Organizations, both public and private, are working to be fully accessible to this country's 54 million citizens with disabilities as well as foreign visitors – not just because it is the law, but because it is the right thing to do and is good for business. Organizations that receive government funding are required to provide accessible programs and services under Sections 503 and 504 of the Rehabilitation Act of 1973. The 1990 Americans with Disability Act (ADA), now eighteen years old, extends accessibility provisions to the private sector and helps guarantee people with disabilities employment and participation in the economic, social and cultural mainstreams. The ADA encompasses private sector entities that serve the public, including cultural organizations that do not receive federal support such as retail businesses, movie theaters, and restaurants. The *Washington State Law Against Discrimination* goes even further than the ADA in its definition of who is a person with a disability.

SECOND:

Determine which symbols apply to your organization, the facilities you use, and the programs or services you provide.

Take a quick inventory of your offerings that accommodate people with disabilities:

- Do you advertise and promote your programs and services to people with disabilities?
- Are the facilities you use accessible?
- Do they have parking, restrooms and seating for people with disabilities?
- Do you provide interpretation and translation for people with disabilities?

If you would like to conduct a complete inventory of your programs, see the Arts and Humanities Accessibility checklist at www.nea.gov/resources/Accessibility/Planning/Step6.pdf.

THIRD:

Determine how to best use the symbols to serve people with disabilities and expand your constituency.

The twelve disability access symbols should be used to promote and publicize accessibility of places, programs and other activities for people with various disabilities.

The symbols are intended to help you advertise your access services to customers, audiences, staff, and other targeted publics. Some ideas include advertisements, newsletters, conference, sales, and program brochures, membership forms, building signage, floor plans maps, and websites.

These are examples of materials that might display these symbols. You are encouraged to place these symbols next to the relevant information in all publications and media.

Any language accompanying the symbols should focus on the accommodation or service, not on who uses it. For example, "Ramped Entrance" may accompany the wheelchair symbol. This is important because not only do individuals in wheelchairs use ramps, but also people with baby carriages, luggage, packages, etc. Language that fosters dignity is important too. For example, "Reserved Parking" or "Accessible Parking" may be used with the wheelchair symbol to indicate that parking spaces are designated for people with disabilities.

ADVERTISING ACCESSIBILITY: TIPS FOR SUCCESSFUL MARKETING

(Adapted from a checklist developed by Lisa Thorson/Very Special Arts Massachusetts, 1990).

Advertising the physical access of a facility, program, or meeting should be included in your organization's overall public relations strategy and targeted to specific groups.

The following is applicable to all brochures, print ads, flyers, subscriptions, registration forms, websites and press releases:

1. Note wheelchair accessibility by using the wheelchair symbol, which indicates access for people with limited mobility. Use the symbol only if the facility and/or area are accessible to people using wheelchairs, including entrance, restrooms, assembly areas, etc.
2. If the entrance is accessible but restrooms or other specific areas are not, you can use the text, "Wheelchair accessible entrance; inaccessible restrooms."
3. For ticket orders and subscription series, indicate in your sales brochure if wheelchair accessible or non-step seating is available. Include a floor plan with designated wheelchair-seating areas and the universal access symbol.
4. Include the following on registration forms:

Please check below any accommodations you may require, and return this form by [specify date]:

- Wheelchair accessible seating
- Wheelchair accessible room
- Wheelchair accessible transportation
- Accessible parking
- Print materials provided in large type
- Print materials provided in Braille
- Print materials recorded on cassette tape
- Assistive listening system
- Sign language interpretation
- Assisted note taking
- Oral interpretation
- Personal assistance
- Vegetarian____ or vegan_____ meals
- Kosher meals
- Other (Please specify): _____

(Optional, include your phone number so that a member of our staff may contact you.)

5. If events are interpreted, include the appropriate symbol on all announcements: sign language, closed or open captioning, or CART. CART is Communications Access Realtime Translation, a

service that uses specially trained court reporters to provide immediate translation of the proceedings.

6. When using access symbols, place them where general information is given about the organization or program. The symbols should be displayed prominently. Integrate symbols into the design of an ad, brochure, or flyer when possible. This is especially important on web pages where accessibility should be evident on all pages. You may want use the wheelchair symbol on every page as a link to all of the accessibility information in one place.

If your organization has display materials and literature available, you may want to include signage that informs people about the access information that is available.

7. If access information or symbols are edited from ads, text, or press releases that you send out, follows up with the newspaper, magazine, or media outlet. Let them know that access information is as important as the phone number or address of your organization.

8. Use access symbols if possible. They always work better than text that describes access.

9. In all ads, include a phone number for more information about accessibility next to the symbols (if it is different from the general number for information).

10. Include TTY and the symbol next to the number for deaf and hard of hearing people, 555-1234 (TTY). If the number is the same for general information, 555-1234 (Voice/TTY or V/TTY)

11. If a TTY is not available, 555-1234 (Voice only or V only)

You may indicate the state's relay system 800-phone number. In Washington State, you can call 711 to be automatically connected to a Communications Assistant (see below). Washington relay numbers include the State TTY/TDD Relay at 1-800-833-6388, or the Telebraille at 1-800-833-6385.

12. If audio description and/or an assistive listening system are available, include the symbols for those, or this line of text: "Assistive listening system is available. For more information contact 555-1234 (V/TTY)" or "Audio description is available. For more information contact 555-1234 (V/TTY)."

IMPORTANT CONSIDERATIONS

1. Make sure that all box office personnel, ushers, and staff are familiar with your organization's overall physical access and access services and are trained to welcome people with disabilities.

2. Language: Use words that reflect dignity in reference to people with disabilities in flyers, press releases, radio and television ads, and live interviews that promote programs.

Positive Example: (in radio spot) The Breed's Hill Theatre Company is wheelchair accessible. Several performances are ASL interpreted. For more information about performances contact 555-1234 Voice/TTY.

Negative Example: The Breed's Hill Theatre Company is handicapped accessible and performances are interpreted for the deaf.

3. Train your public relations staff, advisory boards, and volunteers to welcome people with disabilities. Ask for their help in reaching older adults and people with disabilities. Some resources include:

- Newsletters that target people who are older and/or people with disabilities.
- Social service and community organizations that work with older adults and people with disabilities.
- Advocacy and recreational organizations whose membership is primarily made up of people with disabilities and their friends and families.
- Schools, colleges, and parent groups.
- Radio reading service.
- Radio or television shows.
- Web sites that advertise accessible events or services.

WHAT IS RELAY?

Washington Relay Service is a free service provided by the Washington State Office of the Deaf and Hard of Hearing (ODHH) ensuring equal communication access to the telephone service for people who are deaf, hard of hearing, deaf-blind and speech disabled. This service allows hearing callers to communicate with text-telephone (TTY) users and vice versa through specially trained Communication Assistants (CAs). Calls can be made to anywhere in the world, 24 hours a day, 365 days a year with no restrictions on the number, length, or type of calls. All calls are strictly confidential and no records of any conversations are maintained. Anyone wishing to use Washington Relay Service simply dials 711 to connect with a CA. The CA will dial the requested number and relay the conversation between the two callers.

For a complete guide to accessibility in the arts download *Design for Accessibility: A Cultural Administrator's Handbook*.

www.arts.gov/resources/Accessibility/pubs/DesignAccessibility/DesignAccess.pdf

The companion book *Accessibility Planning and Resource Guide for Cultural Administrators* is also available for download.

www.arts.gov/resources/Accessibility/Planning/AccessibilityPlanningAll.pdf

ADDITIONAL RESOURCES

National Endowment for the Arts Office for Accessibility

www.arts.gov/resources/Accessibility/index.html

VSA arts, a national organization supporting the work of artists with disabilities.

www.vsarts.org

National Arts and Disability Center

<http://nadc.ucla.edu>

VSA arts of Washington

www.vsaaw.org

VSA arts of Massachusetts, a long-time leader in cultural services for people with disabilities.

<http://www.vsamass.org>

Untangling the Web, online resource leading to information about various disabilities

<http://www.icdi.wvu.edu/Others.htm>

Accessible Events, A Guide for Organizers by Meetings and Events Australia

www.meetingsevents.com.au/research/Accessible%20Events%20revised%20Oct%2006.pdf

Accessible Temporary Events, A Planning Guide, Ron Mace, Rex Pace, and Leslie Young, 2002,

Center for Universal Design, NC State University College of Design

www.design.ncsu.edu/cud/pubs_p/pfacilities.htm

Making websites accessible

www.accessify.com

ADA Homepage, U.S. Department of Justice

www.ada.gov

DISABILITY ACCESS SYMBOLS

GRAPHIC ARTISTS GUILD

Special thanks to the National Endowment for the Arts

Graphic design assistance by the Society of Environmental Graphic Design

Consultant: Jacqueline Ann Clipsham

© copyright 1995 - 2002, Graphic Artists

DISABILITY ACCESS SYMBOLS

<http://www.gag.org/resources/das.php>

The twelve symbols below may be used to promote and publicize accessibility of places, programs and other activities for people with various disabilities.

Organizations, both public and private, are working to be fully accessible to this country's 54 million citizens with disabilities as well as foreign visitors. Organizations that receive government funding are required to provide accessible programs and services under Sections 503 and 504 of the Rehabilitation Act of 1973. A more recent law, the 1990 Americans with Disability Act (ADA), extends accessibility provisions to the private sector in order to help guarantee persons with disabilities employment and the right to enter the economic, social, and cultural mainstreams. The ADA goes well beyond federally funded organizations to encompass private sector entities that serve the public, including cultural organizations that do not receive federal support, retail businesses, movie theaters, and restaurants.

These symbols are intended to help you advertise your access services to customers, audiences, staff, and other targeted publics. Advertisements, newsletters, conference and program brochures, membership forms, building signage, floor plans, and maps are examples of material that might display these symbols. You are encouraged to place these symbols next to the relevant information in all publications and media.

Any language accompanying the symbols should focus on the accommodation or service, not on who uses it. For example, "Ramped Entrance" may accompany the wheelchair symbol. This is important because not only do individuals in wheelchairs use ramps, but so do people with baby carriages, luggage, packages, etc. Language that fosters dignity is important too. For example, "Reserved Parking" or "Accessible Parking" may be used with the wheelchair symbol to indicate that parking spaces designated for people with disabilities.

TO ORDER BY MAIL

You may also obtain Mac or PC floppy disk copies of all the symbols by contacting the Graphic Artists Guild Foundation at 212-791-3400.

Access (Other Than Print or Braille) for Individuals Who Are Blind or Have Low Vision

This symbol may be used to indicate access for people who are blind or have low vision, including: a guided tour, a path to a nature trail or a scent garden in a park; and a tactile tour or a museum exhibition that may be touched.



[positive tiff file](#)
[negative tiff file](#)

Symbol for Accessibility

The wheelchair symbol should only be used to indicate access for individuals with limited mobility including wheelchair users. For example, the symbol is used to indicate an accessible entrance, bathroom or that a phone is lowered for wheelchair users. Remember that a ramped entrance is not completely accessible if there are no curb cuts, and an elevator is not accessible if it can only be reached via steps.



[positive tiff file](#)
[negative tiff file](#)

Audio Description

A service for persons who are blind or have low vision that makes the performing arts, visual arts, television, video, and film more accessible. Description of visual elements is provided by a trained Audio Descriptor through the Secondary Audio Program (SAP) of televisions and monitors equipped with stereo sound. An adapter for non-stereo TVs is available through the American Foundation for the Blind, (800) 829-0500. For live Audio Description, a trained Audio Descriptor offers live commentary or narration (via headphones and a small transmitter) consisting of concise, objective descriptions of visual elements: i.e., a theater performance or a visual arts exhibition.



[positive tiff file](#)
[negative tiff file](#)

Telephone Typewriter (TTY)

This device is also known as a text telephone (TT), or telecommunications device for the deaf (TDD). TTY indicates a device used with the telephone for communication with and between deaf, hard of hearing, speech impaired, and/or hearing persons.



[positive tiff file](#)
[negative tiff file](#)

Volume Control Telephone

This symbol indicates the location of telephones that have handsets with amplified sound and/or adjustable volume controls.



[positive tiff file](#)
[negative tiff file](#)

Assistive Listening Systems

These systems transmit amplified sound via hearing aids, headsets or other devices. They include infrared, loop and FM systems. Portable systems may be available from the same audiovisual equipment suppliers that service conferences and meetings.



[positive tiff file](#)
[negative tiff file](#)

Sign Language Interpretation

The symbol indicates that Sign Language Interpretation is provided for a lecture, tour, film, performance, conference or other program.



[positive tiff file](#)
[negative tiff file](#)

The Information Symbol

The most valuable commodity of today's society is information; to a person with a disability it is essential. For example, the symbol may be used on signage or on a floor plan to indicate the location of the information or security desk, where there is information that is more specific, or materials concerning access accommodations and services such as "LARGE PRINT" materials, audiocassette recordings of materials, or sign interpreted tours.



[positive tiff file](#)
[negative tiff file](#)

Closed Captioning (CC)

This symbol indicates a choice for whether or not to display captions for a television program or videotape. TV sets that have a built-in or a separate decoder are equipped to display dialogue for programs that are captioned when selected by the viewer. The Television Decoder Circuitry Act of 1990 requires TV sets (with screens 13" or larger) to have built-in decoders as of July 1993. Also, videos that are part of exhibitions may be closed captioned using the symbol with instruction to press a button for captioning.



[positive tiff file](#)
[negative tiff file](#)

Opened Captioning (OC)

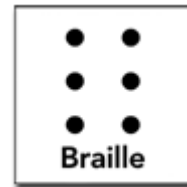
This symbol indicates that captions, which translates dialogue and other sounds in print, are always displayed on the videotape, movie, or television program. Open Captioning is preferred by many including deaf and hard-of-hearing individuals, and people whose second language is English. In addition, it is helpful in teaching children how to read and in keeping sound levels to a minimum in museums and restaurants.



[positive tiff file](#)
[negative tiff file](#)

Braille Symbol

This symbol indicates that printed material is available in Braille, including exhibition labeling, publications and signage.



[positive tiff file](#)
[negative tiff file](#)