



ACCESSIBILITY COACHING

Include an Accessibility tab or link AND all applicable ADA symbols in a prominent location ON THE FRONT PAGE of your website.

Have the Accessibility tab/link/ADA symbols link to a page in which you list of the accessibility features you offer. The Glacier Symphony and Chorale is a great example:
<http://www.gscmusic.org/accessibility>

Include information about available parking for people in wheelchairs or limited mobility, including their exact location and how far they are from the venue.

If parking is in a city garage(s) adjacent to a performing arts facility, indicate which side of the parking lot is the closest side to the theatre's entrance to minimize walking, as well as the distance to expect.

Provide seating in lobbies, exhibit rooms, and restrooms and indicate this on your website and in printed materials. If you cannot do this for fire code reasons, or there just isn't room, please let us know.

Promote your access accommodations, such as assistive listening devices or closed captioning/CART, in your print materials and on your website. Include the accessibility symbols and information on how to request devices and services, how far in advance they should be requested, and where to pick them up.

Provide the location of accessible/wheelchair seating in your seating charts, regardless of whether they are fixed or moveable seats.

Describe where you have wheelchair companion seating available, indicating it on the seating charts and mentioning it in your promotional materials and website

Indicate in your promotional materials and website if you have wheelchairs or walkers available for use by patrons.

Provide a point of contact, including both email and telephone number, for accessibility information and for requesting accommodations in your promotional materials and website. Include this information on your accessibility information page, in your season brochure or exhibit schedule, and on your ticket-order forms.

Use ADA symbols for your workshops and other events you host outside of your chief exhibits/performances, and include information about the types of access accommodations you will make.

Work with your web developer to ensure that your website is accessible to those with sight or hearing problems, including adding alt-tags to photos and images, captioning all videos, and ensuring that the site is accessible to screen-reading software. The Hockaday Art Museum in Kalispell has an excellent policy regarding web accessibility at hockadaymuseum.org. (Click About Us and Online Accessibility Policy.) You can also view a webinar with web accessibility expert Joe Dolson at http://art.mt.gov/resources/resources_access.asp.

Repeat all ADA symbols and links on all exhibit/venue/ticket ordering pages.

If you are hosting events outside of your regular venue, include accessibility symbols and information about accessibility. Remember that both your organization and the host venue are responsible for accessibility, so negotiate which party will handle each process.

Provide large-type printed materials upon request, and include information for requesting the materials ahead of time, using the symbol in your marketing.

Provide audio description and captioning of videos and, for performing arts events, offer at least one audio-described performance and one sign-language interpreted or captioned performance within the run of a show. Work with the local disability community to promote your events and your accessibility features to build these audiences. Indicate the availability of these features on your website and in promotional materials.