ADA Audio Conference Series
September 15, 2015

This session is scheduled to begin at 2:00pm Eastern Time

Real-Time Captioning and the PowerPoint Presentation are available through the Webinar Platform. Audio Connection is available through the webinar platform/telephone/Mobile App.

Listening to the Session

The audio for today’s webinar is being broadcast through your computer or via telephone for those that registered for that option. If using your computer, please make sure your speakers are turned on or your headphones are plugged in.
- You can control the audio broadcast via the Audio & Video panel. You can adjust the sound by “sliding” the sound bar left or right.
- If you are having sound quality problems check your audio controls by going through the Audio Wizard which is accessed by selecting the microphone icon on the Audio & Video panel.

Listening to the Webinar, continued

MOBILE Users (iPhone, iPad, or Android device (including Kindle Fire HD))

Individuals may listen** to the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon)

**Closed Captioning is not visible via the Mobile App and there is limited accessibility for screen reader/Voiceover users.
**Captioning**

- Real-time captioning is provided during this session via the webinar platform.
- The caption screen can be accessed by choosing the icon in the Audio & Video panel.
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

---

**Submitting Questions**

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Box. You will not be able to see the question until it is displayed by the presenters.
- If you are connected via a mobile device you may submit questions in the chat area within the app.
- If you are listening by phone you will be instructed by the Operator on how to ask a question.
- Questions may also be emailed to webinars@ada-audio.org

---

**Customize Your View**

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”
Welcome! Reporting Clearly and Accurately About Disability

Wendy Gower, Cornell University
Hannah Rudstam, Cornell University
Mary Catt, Cornell University
Peter Quinn, Cornell University
Dot Marinaccio, ACCES-VR

Customize Your View continued

- Resize/Reposition the Chat, Participant and Audio & Video panels by "detaching" and using your mouse to reposition or "stretch/shrink". Each panel may be detached using the icon in the upper right corner of each panel.

Technical Assistance

- If you experience any technical difficulties during today’s session:
  1. In webinar platform: Send a private chat message to the host by double-clicking "Great Lakes ADA" in the participant list. A tab titled "Great Lakes ADA" will appear in the chat panel. Type your comment in the text box and "enter" (Keyboard - F6, Arrow up or down to locate "Great Lakes ADA") and select to send a message ); or
  2. By Email webinars@ada-audio.org ; or
  3. Call 877-232-1990 (V/TTY)

ADA Audio Webinar
Reporting Clearly and Accurately about Disability
9-15-2015
Our Partners

Northeast ADA Center

1-800-949-4232

Northeast ADA Center

...providing training, consultation and materials on a broad range of topics related to disability in the United States

www.northeastada.org

Our Panelists

John Robinson
President
Our Ability, Inc.

Allison Weiner-Hennessy
Lecturer, Dept of Labor Relations, Law & History, ILR School, Cornell University

Peter Quinn
Multi-Media Specialist
Employment & Disability Institute, Cornell University

ADA Audio Webinar
Reporting Clearly and Accurately about Disability
9-15-2015
Our purpose & plan

Part I (30 min): Nuts & Bolts
– What you most need to know about reporting about disability
– Your questions

Part II: Panel Discussion (60 min)
– Deeper issues: Reporting about disability
– Your questions

Disability in America

• About 57 million Americans have a disability*
• Nearly 20% of the US population
• One of the largest diversity populations in our country today
• Many disabilities are not obvious to others
• Number of people with disabilities is likely to increase in the future

15 Disability in America

Rate of 2013 full-time/full-year employment:*  
– With disabilities: 20.9%
– Without disabilities: 56.4%

Of people with disabilities who are unemployed, nearly 70% are striving to work**

The most significant barrier faced by people with disabilities seeking work is not the disability itself...

It’s the attitudes of others*
The nuts and bolts: Five key points

What do media professionals most need to know when reporting about disability?

The nuts and bolts

1. Use person-first language

Phrases to avoid

- How can museums help the blind to learn about their world?
- How do the disabled fare when travelling on airplanes?
- Many insane people have been forced to live on the streets after de-institutionalization.
- The paraplegic was forced to crawl up the stairs to the courthouse.
- Epileptics now can do almost anything other people can do.
And what about these?

How can museums help people with visual disabilities to learn about their world?

How do people with disabilities fare when travelling on airplanes?

People with psychiatric disability have been forced to live on the streets after de-institutionalization.

People with seizure disorders can do almost anything other people can do.

A man who uses a wheelchair was forced to crawl up the stairs to the court house.

“The disabled”

- It’s all about the disability
- They’re all alike
- Their talents, likes/dislikes, achievements all take a back seat

The nuts and bolts

2. Avoid a victim mentality
What’s wrong here?

When he communicates, he is bound to a computer.

The man in question is confined to a wheelchair.

The doctor, who is herself a stroke victim, pledges to make life better for people like her.

The teacher who was named in the suit suffers from epilepsy.

Two of the children in the family are cripples.

And what about these?

He uses a computer when communicating.

The man in question uses a wheelchair.

The doctor, who has had a stroke herself, pledges to make life better for others who have had strokes.

The teacher who was named in the suit has a seizure disorder.

Two of the children in the family use mobility devices.

Avoid these loaded terms...

Normal
(as opposed to “disabled”)

Handicapped

Lame

Retarded

Crippled

Deaf & Dumb

Insane

They hit like a hammer for people with disabilities

ADA Audio Webinar
Reporting Clearly and Accurately about Disability
9-15-2015
The nuts and bolts

3.
Not objects of inspiration; not sources of pity

The pity/heroism paradigm

Pitiful
Brave Heroes

What about just being human?

What’s wrong with these pictures?
When you google “disability”

Subtle But Powerful Negative Messages

- People with disabilities held to a higher moral standard
- It’s all about the disability
- All people with disabilities are desperately wishing they were “normal”
- “If she can do it, anyone can!”
- “Jerry’s Kids” presumably would all grow up to live lives of sweetness and dependency

This automatic mindset about disability has cost people with disabilities innumerable jobs, opportunities and independence.

The nuts and bolts

4. About disclosure: Ask before you tell
Disability disclosure

For legal and human reasons, do not disclose a person's disability without their permission.

Ask the person how and whether they want a disability to be portrayed:
- Some do not want to identify as a person with a disability.
- Others take an "out and proud" stance.
- Many are somewhere in between.

Consider the role of disability in the story—Is it relevant to the story? Is it necessary to include it?

The nuts and bolts

5. People with disabilities succeed every day; this shouldn’t be a surprise.

Why is it so surprising when we’re successful?

“I’m a lawyer and I have an obvious visual disability. So many times I’ve had people be surprised by this. It’s like people are going...Wow! He’s blind and he can think too!”

ADA Audio Webinar
Reporting Clearly and Accurately about Disability
9-15-2015
“She doesn’t let her disability get her down. She shows up for school everyday and completes her homework.”

“Even though he has a disability, he exercises three times a week.”

“Even though these people have disabilities, they’re working just like anybody else.”

“Despite being disabled, she completed a college degree!”

Even though he has a disability, he exercises three times a week.

Even though these people have disabilities, they’re working just like anybody else.

Despite being disabled, she completed a college degree!

New Fact Sheet:
Guidelines for Writing about People with Disabilities
https://adata.org/factsheet/ADANN-writing

Directrices Para Escribir Acerca De Personas Con Discapacidades
https://adata.org/factsheet/ADANN-writing-esp

And now…

Any questions or thoughts?

ADA Audio Webinar
Reporting Clearly and Accurately about Disability
9-15-2015
Meet Our Panelists

John Robinson
President
Our Ability, Inc.

Allison Wiener-Henneberg
Lecturer, Dept of Labor
Relations, Law & History,
ILR School, Cornell University

Peter Quinn
Multi-Media Specialist
Employment & Disability
Institute,
Cornell University

Panel Discussion

What are the major
issues/challenges/dilemmas you see when
disability is reported in the media?

Any real-life examples?

What is the mindset or the assumptions that
give rise to these issues?

What needs to happen to bring about change?

John Robinson
Twitter - @getoffyourknees
Web – ourability.com
What is Our Ability?

- Creating New York Business Leadership Network (USBNL)
- Mentoring People with Disabilities
  - Employment
  - Entrepreneur opportunities
  - Education
- Disability Etiquette
- Self ID Campaigns
- Video Production

And now...

Your thoughts/questions?

Contact for More Information on this Topic:

ADA National Network
800-949-4232 (V/TTY)
wwwadata.org
(to locate the Regional Center that serves your area)

The contents of this presentation were developed under a grant from NIDILRR, grant number 90DP0071-01-00. NIDILRR is a Center within the Administration for Community Living (ACL), United States Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.
Thank you for participating in today's ADA-Audio Conference Session

The next scheduled session is:

October 20, 2015
“Social Media and Accessibility”

Register at: www.ada-audio.org or call 877-232-1990 V/TTY