



ADA Audio Conference Series September 15, 2015

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

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Listening to the Webinar, *continued*

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Submitting Questions



- ▶ You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area. You will not be able to see the question after you submit it but it will be viewable by the presenters.
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- ▶ Questions may also be emailed to webinars@ada-audio.org



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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"



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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.

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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)

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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




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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



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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

*US Census Bureau (2014). Facts for Features. Anniversary of the ADA. Accessed at <http://www.census.gov/newsroom/facts-for-features/2014/cb14-015.html>.



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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*

*Erickson, W., Lee, C., & von Schrader, S. (2013). Disability Status Reports: United States and New Jersey. Ithaca, NY: Cornell University Employment and Disability Institute@CUI. Accessed at <http://www.duat Cornell.edu>

**Kovalev Population. (2012). National Employment & Disability Survey. Accessed at <http://www.nedat Cornell.edu>

***Ways, S., Jahn, L., & Jones, G. (2011). Journal of Occupational Rehabilitation, 21(4): 346-358.



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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 court house.

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?

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



How do people with disabilities fare when travelling on airplanes?

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

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

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“The disabled”



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



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The nuts and bolts



2.

Avoid a victim mentality



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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 is
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**.

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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.

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Avoid these loaded terms...

Normal
(as opposed to "disabled")

Handicapped

Lame



They hit like a hammer for
people with disabilities

Retarded

Crippled

Insane

**Deaf &
Dumb**

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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”

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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

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The nuts and bolts

4.

About disclosure: Ask before you tell

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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!"

"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!"

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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>



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And now...



Any questions or thoughts?

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Meet Our Panelists



John Robinson
President
Our Ability, Inc.



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



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



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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?

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John Robinson

Twitter - @getoffyourknees

Web – ourability.com



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What is Our Ability?

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


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And now...



Your thoughts/ questions?


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Contact for More Information on this Topic:

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

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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

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