Cultural Access IS Affordable: Accessibility for Under $100

The term *Cultural Access* and what it means and entails is often intimidating to cultural organizations. Often organizations immediately think, "we can't afford this" or "we don't have the staff capacity to do this". However, steps towards greater *Cultural Access* doesn't have to break the budget or require special committees, an organization can start with simple changes that will make a difference. Here are some suggestions that are low-cost and require minimal time investment.

1) Publish the 711 nationwide relay service number for the deaf and hard of hearing in your printed information and website. Train your staff how to use the relay service.
2) Provide programs and other print material in large print version. A sans serif font like Ariel in 16-18 point, black on white glossy paper, is preferred.
3) Use e-mail distribution lists to target audiences for specific events. For instance, send notices of interpreted performances to deaf and hard of hearing patrons.
4) Contact disability organizations and host a special day for their members. Include accessibility information, such as assistive listening devices, audio-description or sensory friendly, in your marketing materials.
5) Have prominent signage to direct patrons to your access services.
6) Offer programs in alternative formats such as video and digital recording.
7) Promote positive and appropriate interactions with the disability community by providing sensitivity training to staff. Train staff to know any and all accommodations that your organization can provide.
8) Ask local advocacy agencies, such as independent living centers and VSA affiliates to help you train staff and raise awareness.
9) Apply for a Delaware Division of the Arts Opportunity Grant. This grant program accepts proposals on an on-going basis and can be used to "increase access to diverse and quality arts programs, particularly in underserved communities".

Credit for the above suggestions goes to Cindy Brown, ADA Arizona