



**Make a difference. Become an
Accessibility Champion!**

Rachel Desjourdy

Accessibility Lead - CBC/Radio-Canada

**Public Radio Content Conference 2022
New Orleans**



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TOGETHER!**

**Tweet your questions, ideas, and
challenges:**

@RDesjourdy

with the hashtag #CBCa11y





Disability Affects at least 1 in 4 Americans





Objectives

- 1. Identify opportunities to improve accessibility in your workplace**
- 2. Consider how you might make your content more accessible for your audience**
- 3. Understand how to better reflect Americans with disabilities in your stories and storytelling**





Disability

Accessibility



Disability

Cognitive

post-concussion syndrome

memory loss

ADHD

dyslexia

Learning

Sensory

hearing loss

low vision

multiple sclerosis

arthritis

Physical

muscular dystrophy

Disability

Intellectual

Down syndrome

Mental

depression

anxiety

OCD

Communication

dyspraxia

autism

stuttering



Accessibility in the Workplace

DISCLOSURE

Top reasons requests are not made for accommodation

- Uncomfortable asking
- Fear of negative outcomes
- Condition is not severe enough
- Did not want to disclose need for workplace accommodation

ACCOMMODATION

Top workplace accommodations

- Modified hours, days, or reduced work hours
- Modified or different duties
- Modified or ergonomic workstation
- Working from home





Accessibility in the Workplace

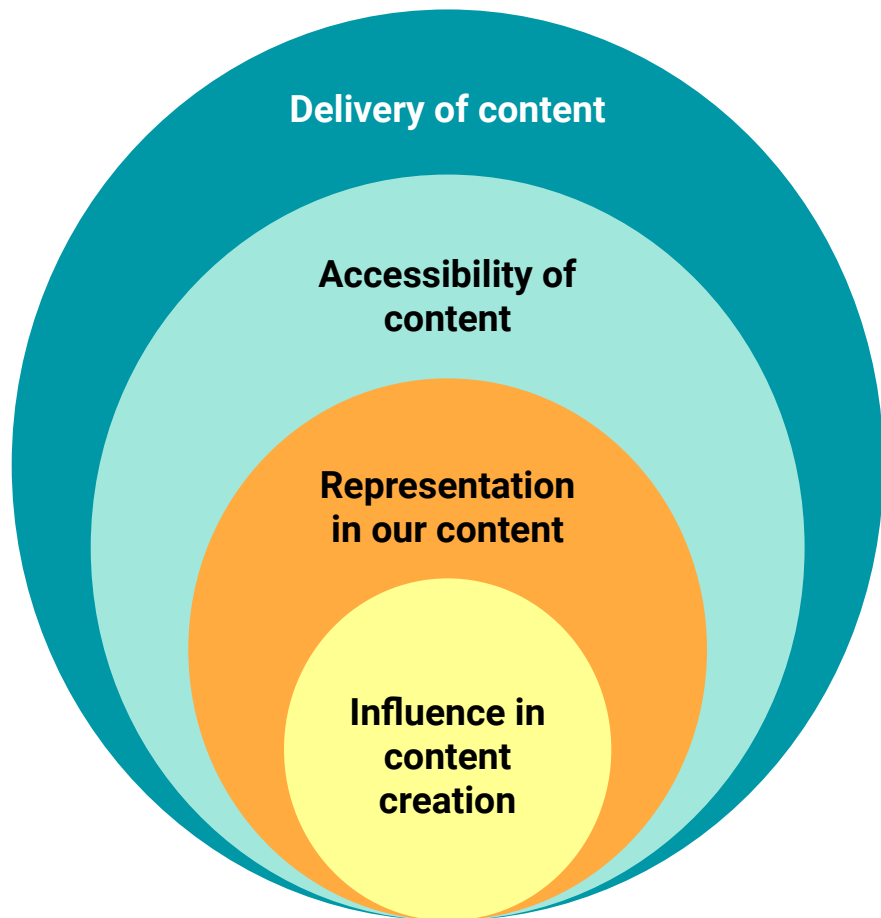


“How people with disabilities are portrayed and the frequency with which they appear in the media has an enormous impact on how they are regarded in society.

Portraying people with disabilities [...] can help promote more inclusive and tolerant societies and stimulate a climate of non-discrimination and equal opportunity”

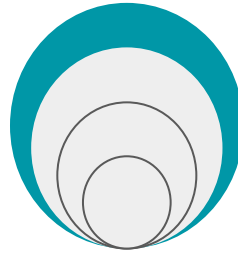
Source: International Labour Organization, [Reporting on Disability: Guidelines for the Media](#) (2010)







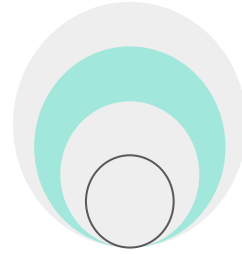
Delivery of Content



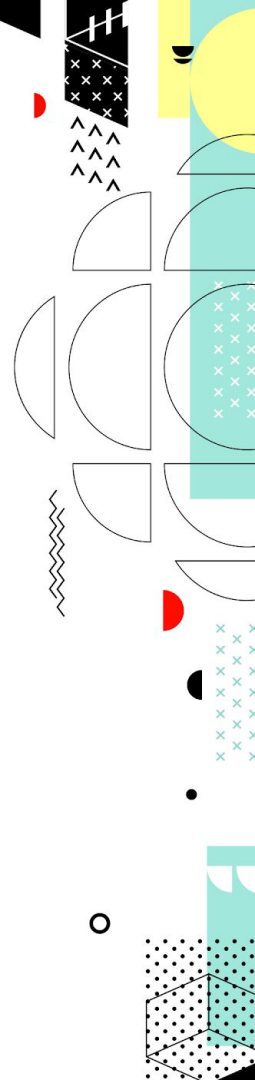
- **Key question: Are the tools you use to deliver our content accessible? (e.g. apps, websites, social media posts)**



Accessibility of Content



- **Key question: Can people with disabilities access your content?**





As It Happens

July 27, 2022 Episode Transcript



CBC Radio · Posted: Jul 28, 2022 1:59 PM ET | Last Updated: July 28

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[PRINT TRANSCRIPT](#)

The AIH Transcript for July 27, 2022

HELEN MANN: Hello. I'm Helen Mann.

CHRIS HOWDEN: Good evening. I'm Chris Howden. This is As It Happens.



Alt-Text

As It Happens

A lot of restaurants claim to be wheelchair accessible. This reviewer puts it to the test



Toronto's Taylor Lindsay-Noel says she's making 'real change' — 1 TikTok review at a time

CBC Radio · Posted: Aug 04, 2022 4:41 PM ET | Last Updated: August 5

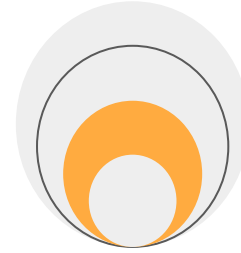


Toronto's Taylor Lindsay-Noel runs a tea company and makes accessibility-themed restaurant reviews on TikTok. (Submitted by Taylor Lindsay-Noel)





Representation in our content



Key questions:

- **Are people with disabilities present in your shows?**
- **What messages does your content send about disability?**



Framing disability in the news: progressive



Civil Rights Model

[PWD] are portrayed as members of the disability community, which has legitimate political grievances. They have civil rights that they may fight for, just like other groups. Accessibility to society is a civil right



Cultural Pluralism Model

People with disabilities are presented as a multi-faceted people and their disabilities do not receive undue attention. They are portrayed as people would be



Legal Model

The media explain that it is illegal to treat disabled people in certain ways. The Americans with Disabilities Act and other laws are presented as legal tools to halt discrimination



CBC's As It Happens, August 4, 2022



Speaker: Taylor Lindsay-Noel

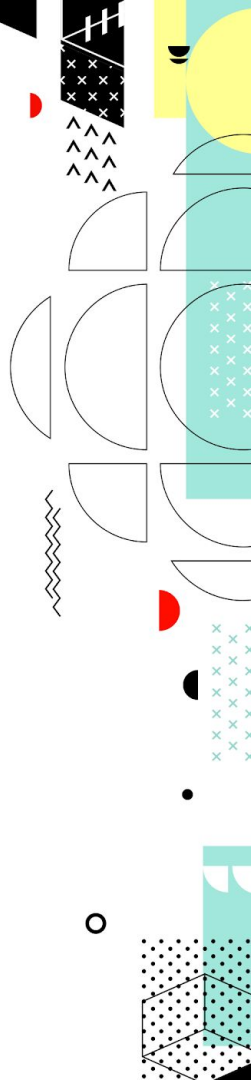
So, making sure that there is a push-to-open or wave door, as well as a lock, making sure that the sink heights are adequate.

And when you're navigating the restaurant itself it's really important that there's enough space to move around.

When I do see things online, it often is quite vague.

It'll say wheelchair accessible, but sometimes a restaurant might think wheelchair accessible means that you can access the front door with a wheelchair.

But after you move in, then it's a disaster.





Guests with Disabilities

- **Invite guests with disabilities to talk about a wide variety of subjects.**
- **Diversify your pool of experts to include people with disabilities.**





Lauren McNamara

Recess is serious business, and it's getting neglected in the pandemic, researcher says



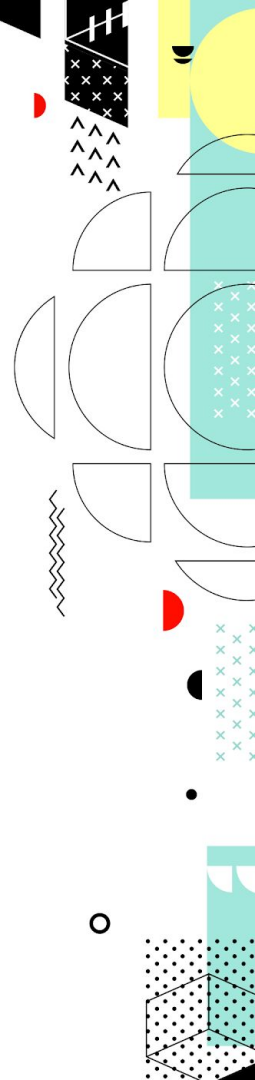
Ryerson's Lauren McNamara said schools need to let children 'reconnect and heal'

CBC News · Posted: Oct 23, 2021 4:00 AM ET | Last Updated: October 23, 2021



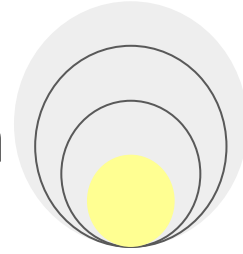
- **If you're talking about disability on the show, make sure it's accessible!**







Influence in Content Creation



Key question: Do people with disabilities have access to roles in content creation or production at your organization?





IMAGINE A JOURNALIST





CBC AbiliCrew Placements for Excellence Program





A note to future self

| SEPTEMBER 2022 | | | | | | |
|----------------|-----|-----|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | 1 | 2 | 3 |
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[@RDesjourdy](#)

with the hashtag [#CBCa11y](#)





Thank you!

Rachel Desjourdy - Accessibility Lead, CBC Radio-Canada

Email: rachel.desjourdy@cbc.ca

Twitter: @RDesjourdy

LinkedIn: Rachel Desjourdy

**Carissa Neekon - Senior Producer, International Partnerships and
Distribution, CBC Radio**

Email: carissa.neekon@cbc.ca

