

# Breaking Down Barriers

**The Critical Role of  
Accessibility in Communication**

**Presenters:**

Elizabeth Campbell, *Fort Worth Star-Telegram* Reporter  
Donna Mack, M. Ed. - Owner of Disability Diplomat





**Donna Mack, M.Ed.**

Disability Access & Inclusion Specialist | Diversity  
& Inclusion Speaker |Trainer| Consultant | Disabilit...



*Connect  
with me!*





# Agenda

Feel the Impact

Features & Work-Arounds

Tips to Save Time & Money

Feedback and Connection

Q&A





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Blindness/low vision affects roughly 3% of the population.







17% of seniors  
experience  
legal or total  
blindness.





Navigating your  
website with a  
screen reader...







...is like  
navigating a new  
city without GPS.







# Impacts of web inaccessibility on work





# Impacts of web inaccessibility on life





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Insufficient or  
nonexistent  
alt text

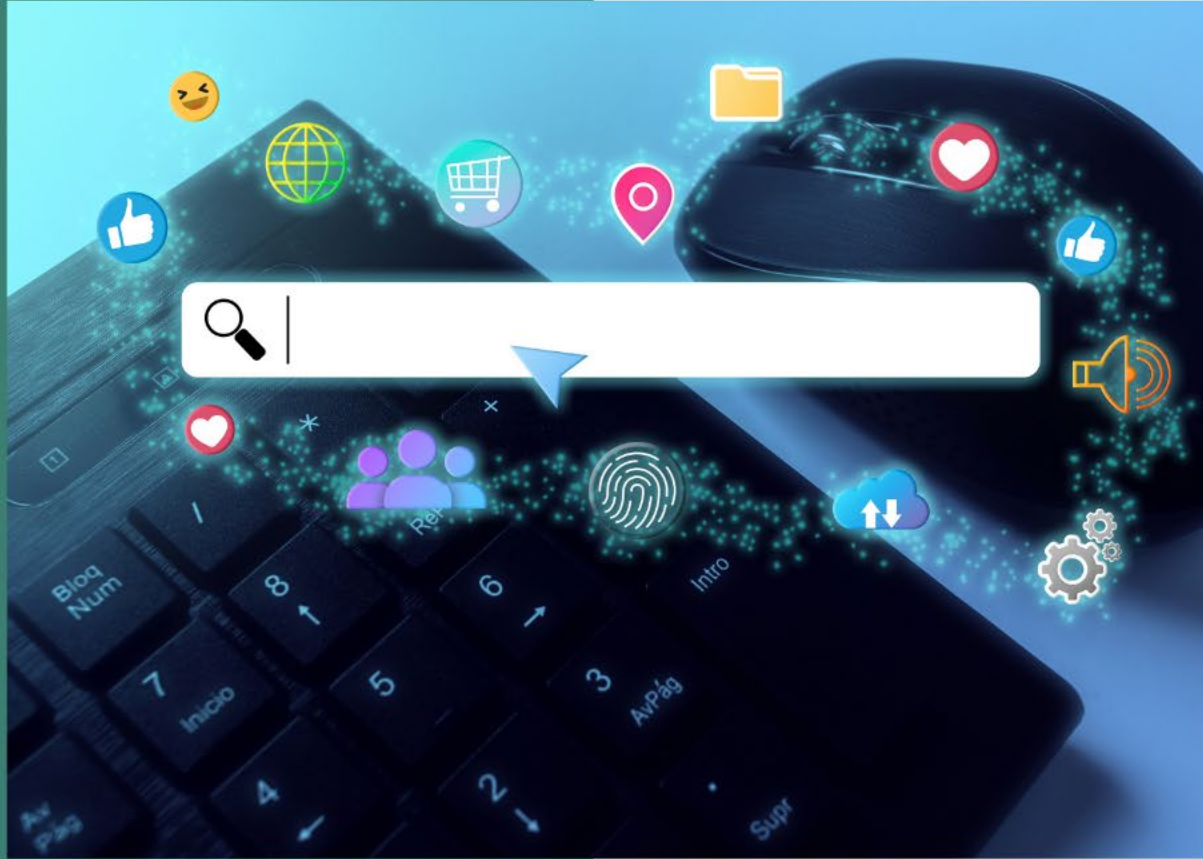


A light-colored wooden frame containing a white mat, which in turn contains a smaller white rectangle with the word **IMAGE** in bold, black, serif capital letters.

**IMAGE**

Screen readers interpret scanned PDFs as graphics so cannot read them.





Don't float  
search bars.  
Make them  
static.







One  
inaccessible  
field = totally  
inaccessible  
form





Ensure captcha  
accessibility.





Provide jumping  
off points for  
slide carousels

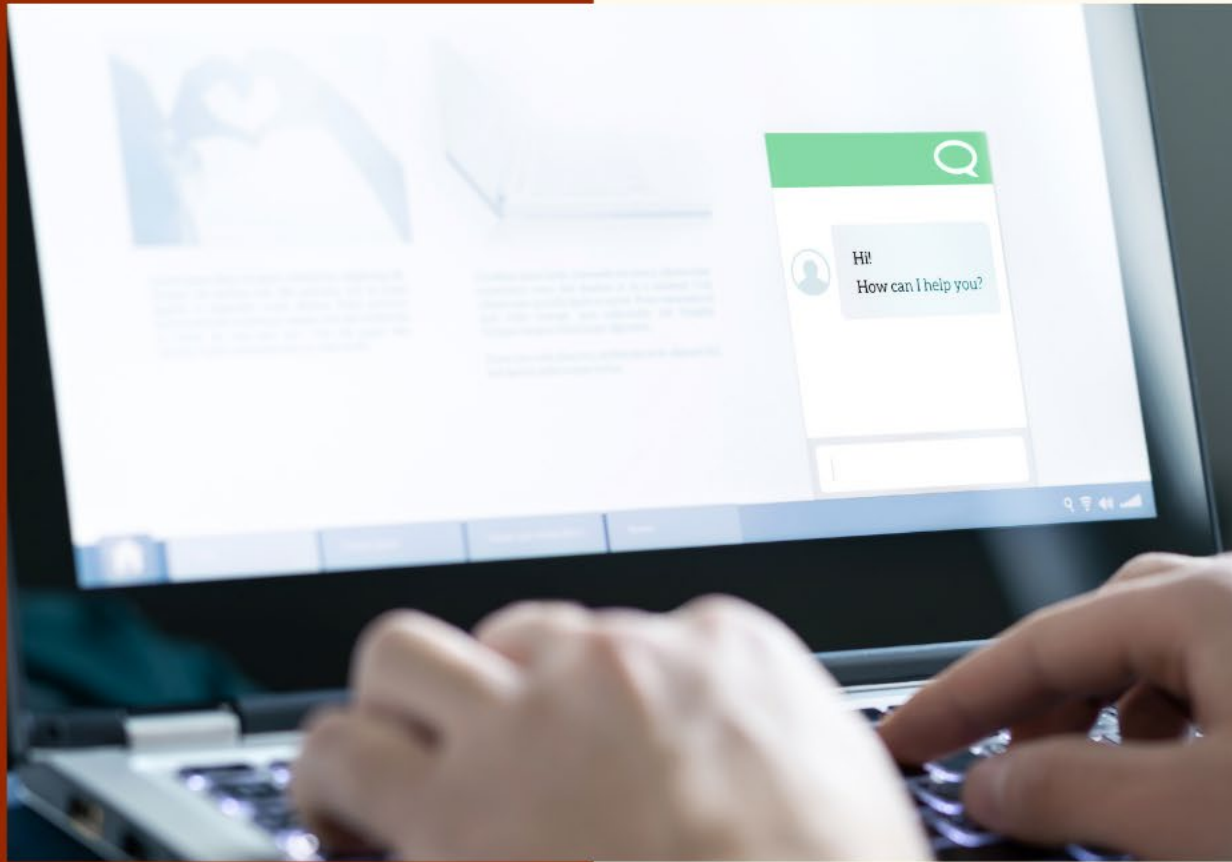






Hover menus  
can mean all  
tabs open.





Ensure  
accessibility of  
helpdesk and  
chats





Welcome to our  
***"ACCESSIBILITY  
SYSTEM"?***







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Screen readers  
read content left  
to right.





Build with  
accessibility in  
mind rather than  
retrofitting.







Confirm  
familiarity with  
W3CAG  
standards.

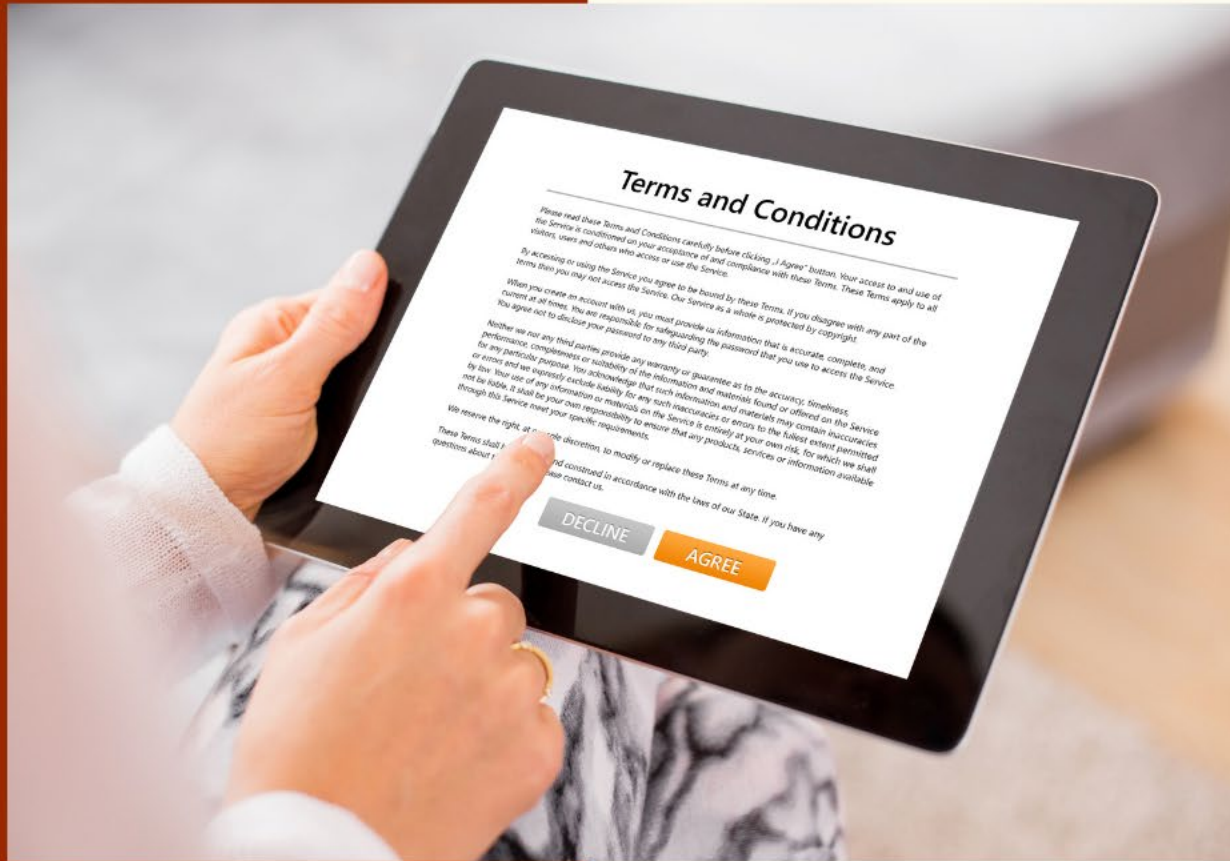




Ask for specific examples of experience with accessible design.







Compare  
contract  
language to  
marketing copy.







# Accessibility statements and disclaimers





Helps you avoid  
litigation.







States your  
committment to  
making website  
content accessible  
to everyone







States your  
increased  
accessibility efforts  
are ongoing





## Automated Testing:

- Faster
- Smaller Initial Investment





# Automated Testing:

- Less Accurate
- Less Detailed







## Manual Testing:

- More Detailed
- Greater Accuracy





## Manual Testing:

- Greater Initial Investment
- Slower Turn-Around



# No-Cost Screen Readers:

- NVDA for Windows
- Voiceover for Mac







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## Give feedback to Donna Mack, M.Ed.

1. Scan this QR code



[talk.ac/donnamack](https://talk.ac/donnamack)

2. Enter this code on the screen

TALK

Let's Connect Via



Powered By

**talkadot**



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