CULTURE
BUILDS
FLORIDA

FLORIDA DEPARTMENT *of* STATE
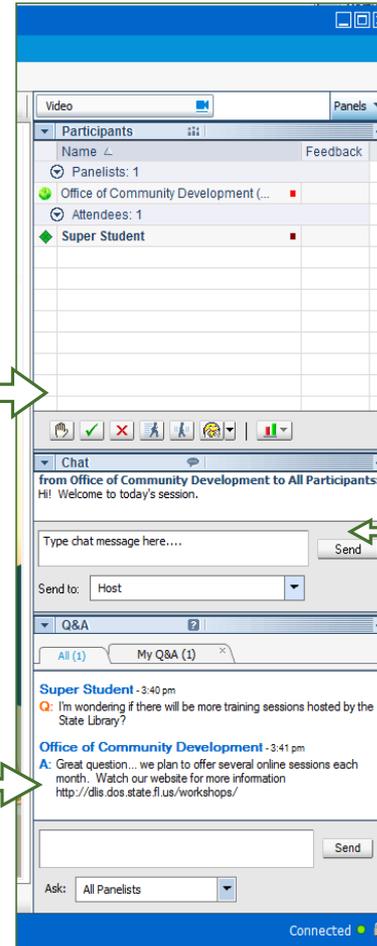DIVISION *of* CULTURAL AFFAIRS

™

Tools you can use

Click on the X if you have technical problems.

Use the Participants Panel to raise your hand, respond to y/n questions, and indicate your status.

Use the Chat Panel to 'talk' to presenters and participants.

Use the Q&A Panel to ask a question. One of the presenters will answer it during the program.

*6 TO MUTE AND UN-MUTE

CULTURE BUILDS FLORIDA

Join the Teleconference

❶

Call-in toll-free number
888.670.3525

❷

Follow the instructions.

Conference Code
856 353 1004

❸

Press *6 to mute
And un-mute
the phone

The Florida Division of Cultural Affairs promotes arts and culture as essential to quality of life for all Floridians.

Accessibility and New Audiences: Marketing Locally

Maureen Murphy
Florida Division of Cultural Affairs

Andrea O'Naghten
Rhodes Art Consulting
President


Marian Winters
Executive Director of VSA Florida

Artists with Disabilities

List of Famous People with a Disability- by categories
http://www.disabled-world.com/artman/publish/article_0060.shtml

- Frida Kahlo
- Claude Monet
- Vincent van Gogh
- Al Capp
- John Callahan
- Chuck Close
- Riva Lehrer

- Yinka Shonibare
- Ryan Gander
- Ketra Oberlander
- Angela de la Cruz
- Beverly Wheeler Mastrim
- Henri de Toulouse-Lautrec
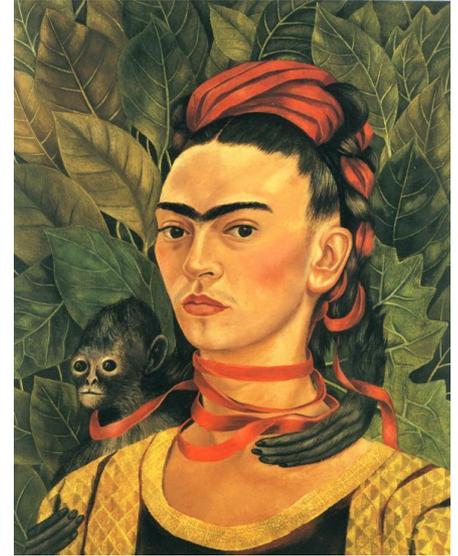
Organizational Benefits of Inclusion

- New Audience members
- New visitors to facilities- students, parents and family friends
- Opportunity to have access training for staff
- Opportunity to have an access review of facility and to work with staff on best practices
- Good press, more publicity
- Good for Grant writing
- Loyal audience
- Little competition
- You are serving your entire community
- Amazing resource as volunteers, accessibility advisors, and event advocates.

Andrea Dougherty O'Naghten, MBA, GPC

Rhodes Arts Consulting

President

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fax: 305-402-2216

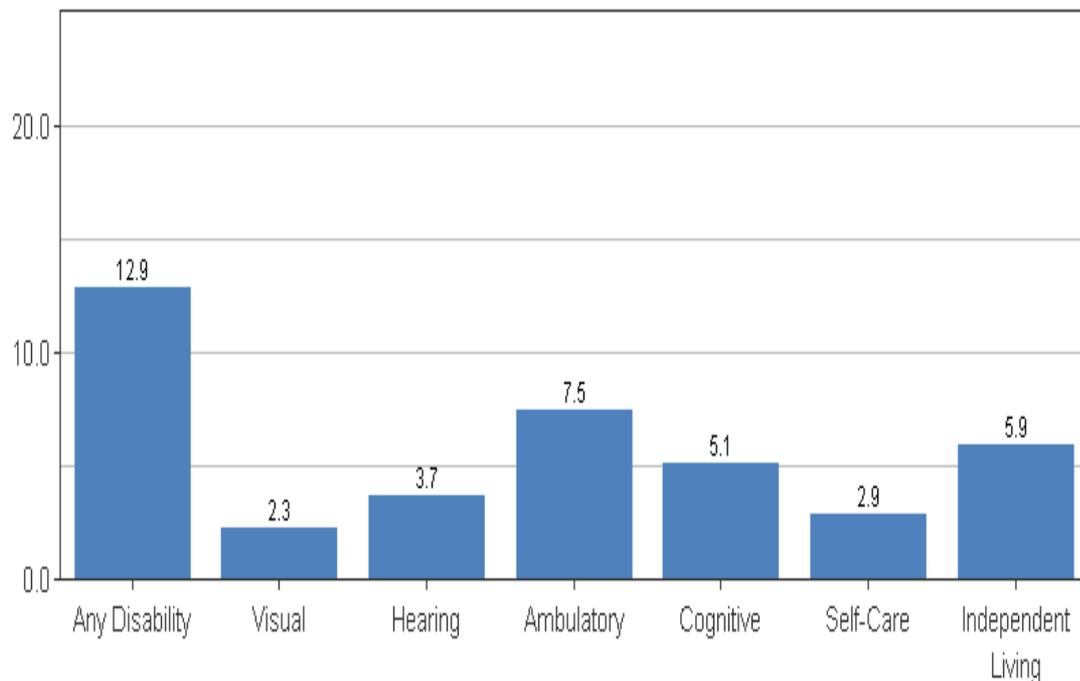andrea@rhodesarts.com
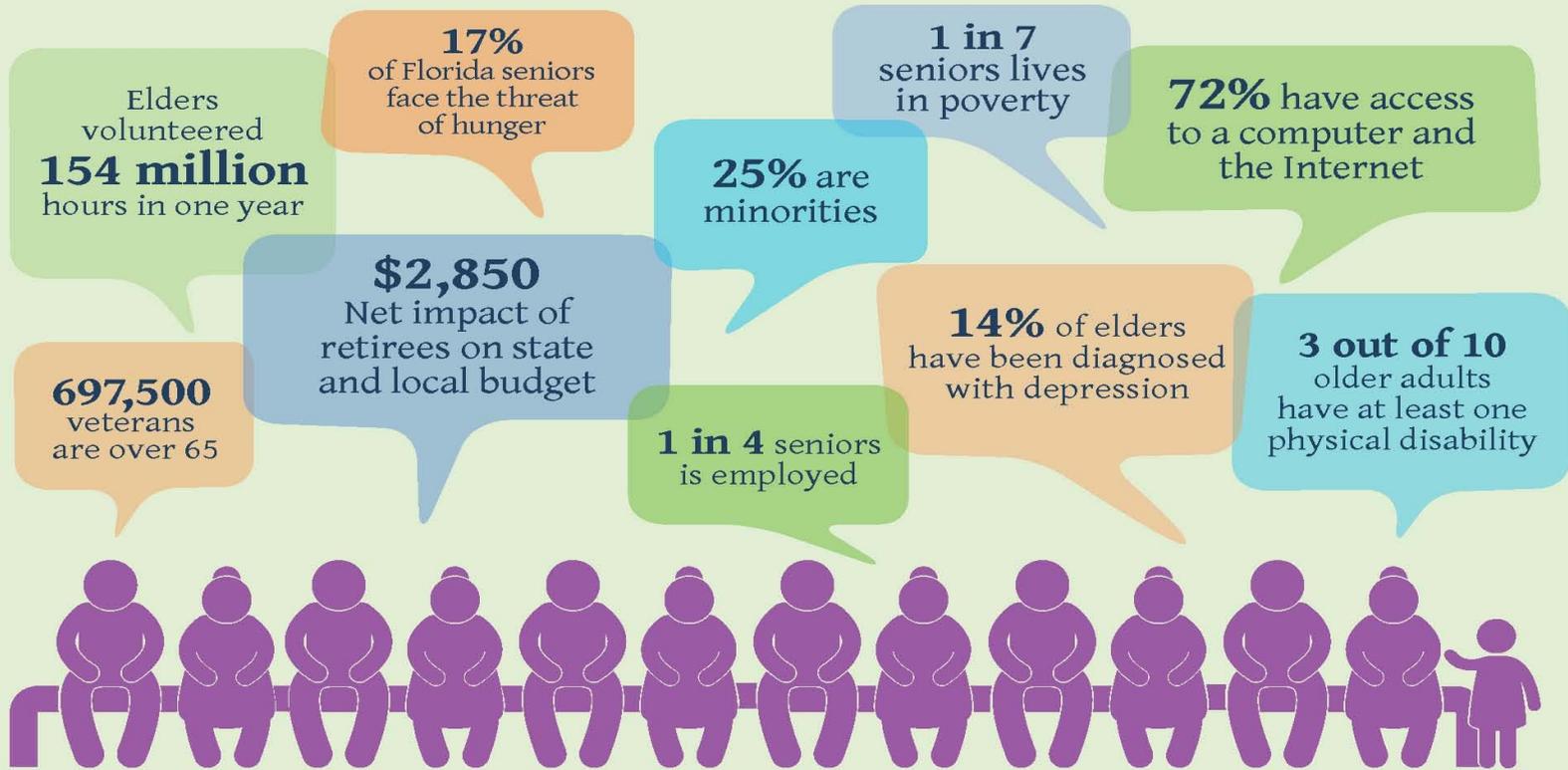
Statistics/ Find your local demographics

- In 2012, over 2.46 million (12.9%) of the 19.06 million individuals of all ages in Florida reported one or more disabilities.

- Among six disability types, "Ambulatory" rated highest at 7.5%. "Visual" rated lowest at 2.3%.

Disability Type	Percent	Number
Any Disability	12.9	2,463,400
Visual	2.3	434,600
Hearing	3.7	701,700
Ambulatory	7.5	1,356,700
Cognitive	5.1	923,000
Self-Care	2.9	520,500
Independent Living	5.9	936,900

Prevalence Rates: All Ages (%)

http://www.disabilitystatistics.org

DOEA Profile of Older Floridians

Elders volunteered **154 million** hours in one year

17% of Florida seniors face the threat of hunger

1 in 7 seniors lives in poverty

72% have access to a computer and the Internet

25% are minorities

697,500 veterans are over 65

$2,850 Net impact of retirees on state and local budget

1 in 4 seniors is employed

14% of elders have been diagnosed with depression

3 out of 10 older adults have at least one physical disability

Sources: American Community Survey, Florida Department of Health, Florida Department of Children and Families, Florida Department of Elder Affairs, United States Department of Agriculture, United States Census Bureau

**Information compiled in 2013 by Florida Department of Elder Affairs**   **Graphic provided by NASUAD**

Aging and Disability Resource Centers (ADRCs) searchable county map statistics for Floridians 60 and older.
http://elderaffairs.state.fl.us/doea/pubs/stats/County_2012/Florida_Map.html

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If they see it, they will come…

Use visuals!
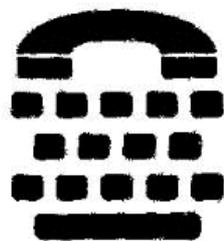
Accessible event ideas

- Audio description

- Shadow Interpreting

- Sensory Friendly Events

- Touch tours—Verbal imaging

www.artbeyondsight.org

COME ONE, COME ALL TO SENSORY FRIENDLY SUNDAYS!

Sensory Friendly Sundays is an inclusionary screening series thoughtfully designed to consider children with developmental and behavioral disabilities.

Films are presented in a sensory friendly environment with the **lights turned up, sound turned down, and customary social expectations relaxed.** Gluten-free snacks are available.

KID'S TICKETS: $1!

OTTER 501
APRIL 27 // 10AM
Live Action, Bob Talbot
USA, 2012

Based on a remarkable true story, OTTER 501 chronicles the tale of an orphaned baby otter fighting for a second chance at life in the wild.

ANTBOY
MAY 18 // 10AM
Live Action, Ask Hasselbalch
Denmark, 2013

12-year old Pelle is bitten by a special ant and transforms into the extraordinary superhero: Antboy! Can he and his sidekicks save the town, rescue the damsel in distress, and be home in time for dinner?

A CAT IN PARIS
JUNE 22 // 10AM
Animation, Jean-Loup Felicioli & Alain Gagnol France, 2011

Dino the cat lives two lives. By day, he lives with Zoe, a young girl whose mom is a police detective. By night, he roams the streets with Nico, a cat burglar with a big heart. One night, Dino's two world's collide leading them all on a race across the Paris skyline.

Visit our website for film descriptions and ticket information!
filmadelphia.org/event

PHILADELPHIA FILM SOCIETY · SENSORY FRIENDLY SUNDAYS · PFS THEATER AT THE ROXY

Musical Autist

Kansas City Alumnae Chapter of Sigma Alpha Iota
and the
Kansas City Metro Music Therapists
bring you a

Sensory Friendly Concert

Saturday, March 15th, 2014
2:00pm

Location: Central United Methodist Church
5144 Oak Street
Kansas City, MO 64112

Promoting the Neurodiversity Movement, Self-Advocacy and Community Music Therapy by providing Equal Rights to the Fine Arts!

$5 donation per family suggested

Discover more: www.TheMusicalAutist.org

Music Moves Mountains FOUNDATION
www.musicmovesmountains.org · OK SPD SUPPORT GROUP

PRESENT

AN END OF SCHOOL "SENSORY-FRIENDLY" DANCE PARTY!!!

Saturday, May 24th
at 6pm

with special guest host: dancer/musician James Reynolds
All ages welcome and free to the public;
donations will be accepted to benefit the MMMF's "All Abilities Rock" program

SONDER music DANCE & ART
225 E. Gray St., Norman, OK 73069

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Establishing your program

- Figure out who you want to serve and ask them!

Where to find an Audience- Go to them

- CARD Centers http://florida-card.org/map.htm
- Division of Blind Services Service providers at: http://dbs.myflorida.com/Service%20Providers/index.html
- Day Centers for Developmentally Disabled Adults
- Schools http://doeweb-prd.doe.state.fl.us/EDS/MasterSchoolID/
- Florida Association of Centers for Independent Living www.floridacils.org
- Florida Deaf Services Centers http://www.fldsca.org/
- Florida Military bases Militarybases.com/florida
- *Developmental Disability Services in Florida www.fddc.org/places-to-find-help/florida-links*
- *Autism and Intellectual Developmental Disabilities www.devereux.org/site/PageServer?pagename=fl_autism_idd*
- *Easterseals www.easterseals.com connect locally- searchable by zip code.*

Hospitals, Nursing Homes, Residential Facilities, Caregiver Providers

Where to find an Audience Organizations

- Division of Blind Services http://dbs.myflorida.com/
- Division of Vocational Rehabilitation, Florida Department of Education

http://www.rehabworks.org

- Florida Association of the Deaf (FAD) http://www.fadcentral.org/
- *Developmental Disability Services in Florida www.fddc.org/places-to-find-help/**florida**-links*
- *Developmental Disability Center- APD apd.my**florida**.com/ddc/*
- *Autism and Intellectual Developmental Disabilities www.devereux.org/site/PageServer?pagename=**fl**_autism_idd*
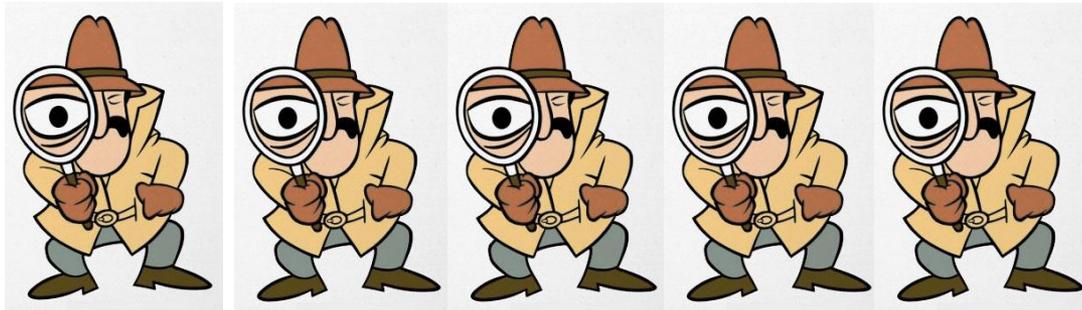
Looks Matter! ♿ ⌨ 🤟 Large Print

- Show people of all abilities in the ads!
- With the focus on them, not their disability or equipment
- Don't devalue participation by using inappropriate settings or perspectives
- Where and how you present it if your advertising material is not accessible- how will they read it
- Does it look like an after-thought?
- Present specifically what you offer; i.e.

- The Message
- USE SYMBOLS
- Language
- Ramped entrances
- Accessible parking
- Audio description
- Is it too small
- Symbols with descriptions

How to advertise

1 in 5 teenagers will experiment with art.

- Elevator Pitch
- Leverage your community
- Collaborate
- Network
- Give a speech
- Create buzz
- Ask for referrals
- Build relationships
- Offer coupons
- Give it away

www.helpareporter.com

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What works?

- Hand Shake and business card
- Cross promote with local merchants
- VIP cards

Where to advertise

- South Florida Theatre Scene www.southfloridatheatrescene.com

- Florida Access Coalition for the Arts (FLACA)

- http://miamidadearts.org/florida-access-coalition-arts-flaca

- FLACA Calendar of Accessible Performances: http://miamidadearts.org/sites/default/files/files/inline/flaca_southfl_accessible_performances_2014-2015.pdf

Social advertise

- More local businesses will adopt mobile-optimized websites as consumers conduct an increasing number of local searches on their mobile devices.

- Merge Google Business page with Local Page

- Get Reviewed in as many websites as possible

- Use Twitter, blogging and group texting creatively

- Local Journals, newspaper

- Join your local Chamber of Commerce

- Local Cultural Council

- Run Competitions

- Content Marketing

Ideas that worked.

Month at the Museum   Free Air Guitar Giveaway   Colgate Ice Cream Sticks

Guerrilla Marketing

- Guerrilla advertising is more art than science, but by stepping outside advertising comfort zones and actively engaging the public, brands tend to gain unparalleled publicity for their product or service.

- Why does it work- because

- Capture reactions on camera

- Get attention-shock, curiosity and/or unexpected

- Promote in unexpected places

- Actively involve public

Publicity

- Break the rules events
  - Invite artists or provide opportunities for photos, recordings, info sharing
- The Selfie
- The Unselfish Selfie
- Your message goes viral!
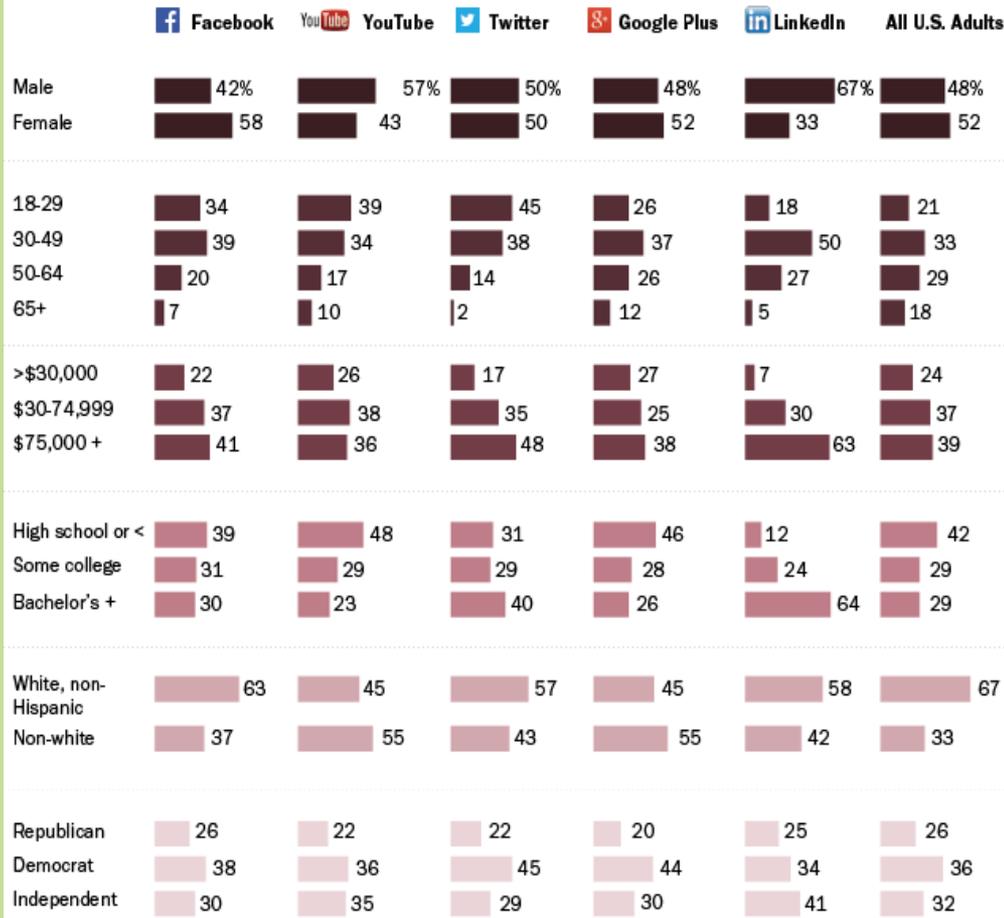- Visual descriptions/Captions
- YouTube videos

Digital Marketing

- **Followerwonk**- tool that optimizes followership, blends the ability to listen, engage and measure *followerwonk*.com/

- **Google+ Local-** Navigate to www.google.com/+/business/get-found.html and follow the steps from there, promotion that costs nothing for small businesses.

- Gmail management. The tool is called "canned responses" from Gmail Labs. If you type the same message over and over, you can set up a variety of 'canned responses' that you send with just a couple of clicks. It's a time saver, and you can easily personalize it with a greeting or a few extra words. To set up this system, go into your 'Settings' menu on Gmail or Google Apps, under the Labs tab, and enable the Canned Responses feature.

- Tools like LinkDiagnosis are available free of charge to businesses looking to research the link inventory. Because one of the ranking factors for search engines lies in the number of links to an Internet domain, the LinkDiagnosis tool allows you to review your competition's external links while at the same time researching new opportunities for guest posts, partnerships, and PPC (pay-per-click) advertising opportunities.

- Pixlr is an easy, online image-editing tool that can be used with just about any Internet browser. Resize, crop, filter, or enhance images for your marketing collateral or website imagery.

- CRM, or Customer Relationship Management, is a model for managing an enterprise's interactions with customer, clients, and sales prospects. CRM solutions are more than just basic information like your customer's name and email address; the more robust ones can track psychographic information, scheduling follow-ups, setting reminders, and converting leads into deals. CRM software like Microsoft Dynamics, Salesforce, SugarCRM, and Landslide provide efficient solutions for small business owners looking to automate customer communications.

- HootSuite is a full-service online brand management and social media tool used for outlets such as Facebook, LinkedIn, MySpace, Twitter, and Instagram. Tool allows users to curate, schedule, and send social media posts all from one central location and allows you to create a constant stream of information during a dedicated time each day.

Profile of the Social Media News Consumer

Percent of U.S. adults who consume news on...

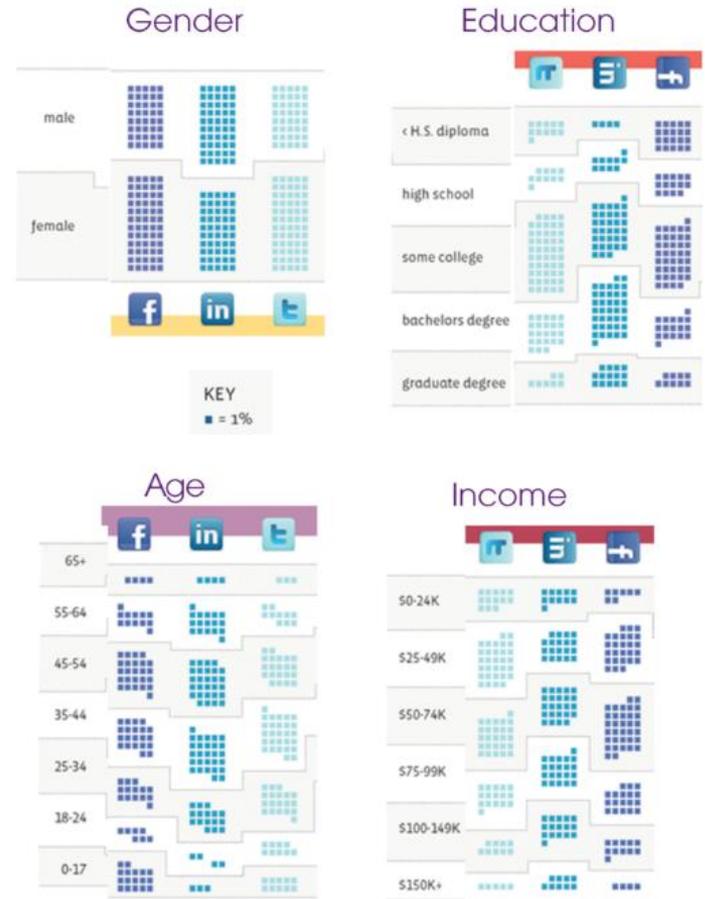|	Facebook	YouTube	Twitter	Google Plus	LinkedIn	All U.S. Adults
Male	42%	57%	50%	48%	67%	48%
Female	58	43	50	52	33	52
18-29	34	39	45	26	18	21
30-49	39	34	38	37	50	33
50-64	20	17	14	26	27	29
65+	7	10	2	12	5	18
>$30,000	22	26	17	27	7	24
$30-74,999	37	38	35	25	30	37
$75,000 +	41	36	48	38	63	39
High school or <	39	48	31	46	12	42
Some college	31	29	29	28	24	29
Bachelor's +	30	23	40	26	64	29
White, non-Hispanic	63	45	57	45	58	67
Non-white	37	55	43	55	42	33
Republican	26	22	22	20	25	26
Democrat	38	36	45	44	34	36
Independent	30	35	29	30	41	32

Note: Based on Facebook news consumers (N=1,429); Twitter news consumers (N=359); Google Plus news consumers (N=194); LinkedIn news consumers (N=144); YouTube news consumers (N=456); and U.S adults (N=5,173).
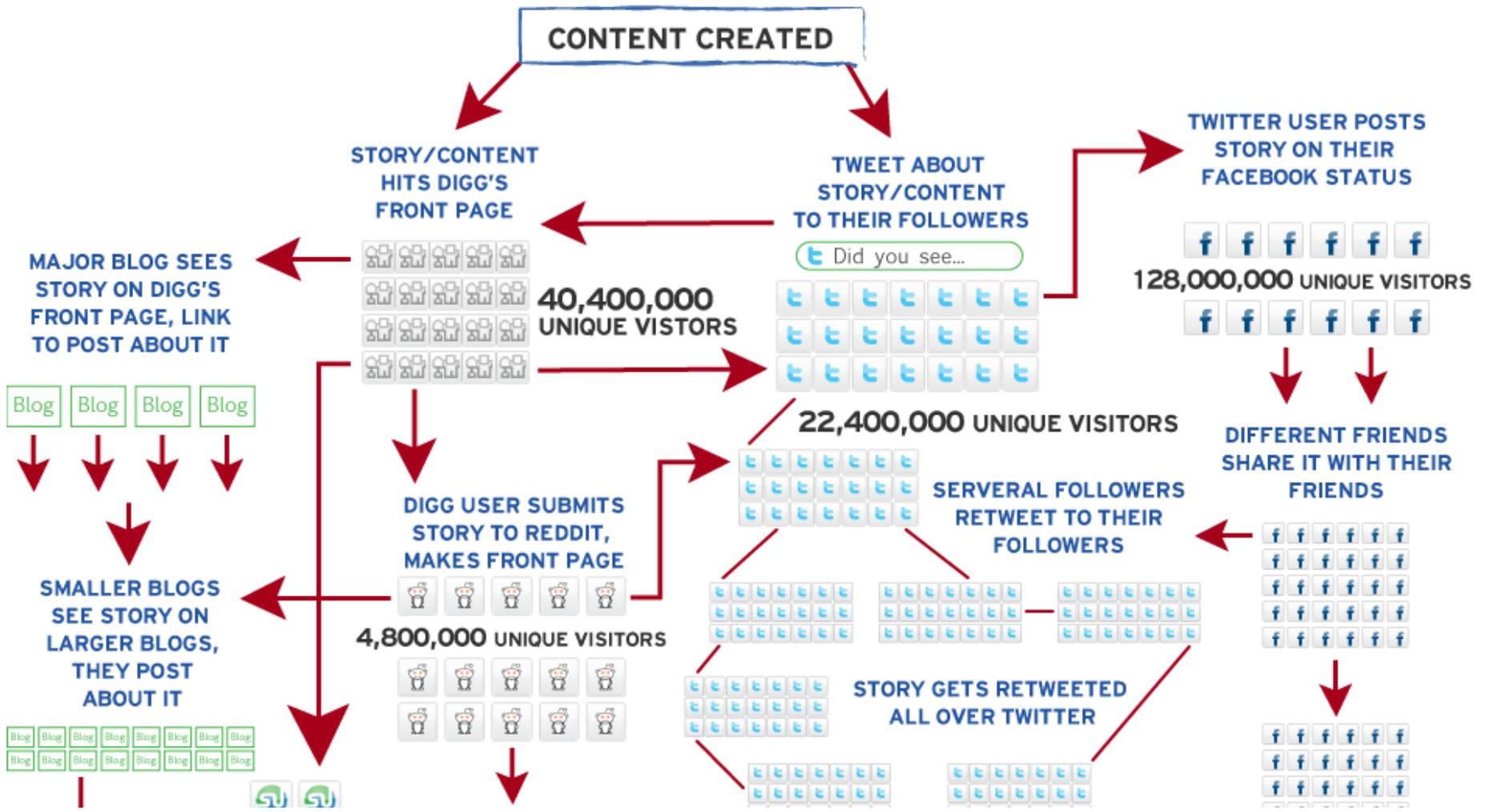
Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

Who Uses Twitter, Facebook and LinkedIn?

Gender

Education

Age

Income

KEY
■ = 1%

Data from Social Media Demographics Survey by Flowtown
www.sironaconsulting.com

Visual platforms impact patronage

- An estimated 63% of social media comprises imagery.

- Video content is also hotter than ever, with the addition of networks like Vine and Instagram featuring microvideos.

- Infographics are another effective promotion tool for businesses with both a bounty of data and absorbing stories to tell.

- Visuals of your social media accounts need to stay consistent with the rest of your visual branding

THE SOCIAL MEDIA EFFECT

CONTENT CREATED

STORY/CONTENT HITS DIGG'S FRONT PAGE

TWEET ABOUT STORY/CONTENT TO THEIR FOLLOWERS

TWITTER USER POSTS STORY ON THEIR FACEBOOK STATUS

MAJOR BLOG SEES STORY ON DIGG'S FRONT PAGE, LINK TO POST ABOUT IT

Did you see...

40,400,000 UNIQUE VISTORS

128,000,000 UNIQUE VISITORS

Blog   Blog   Blog   Blog

22,400,000 UNIQUE VISITORS

DIFFERENT FRIENDS SHARE IT WITH THEIR FRIENDS

SMALLER BLOGS SEE STORY ON LARGER BLOGS, THEY POST ABOUT IT

DIGG USER SUBMITS STORY TO REDDIT, MAKES FRONT PAGE

SERVERAL FOLLOWERS RETWEET TO THEIR FOLLOWERS

4,800,000 UNIQUE VISITORS

STORY GETS RETWEETED ALL OVER TWITTER

Blog Blog Blog Blog Blog Blog Blog Blog
Blog Blog Blog Blog Blog Blog Blog Blog

very Pinteresting

$100,000+
Annual Household Income
28.1% of users are well off

Brands on Pinterest
NORDSTROM · WHOLE FOODS · west elm · ModCloth · Mashable

- Nordstrom - 9,276 followers
- Whole Foods - 12,808 followers
- West Elm - 10,428 followers
- ModCloth - 10,678 followers
- Mashable - 9,596 followers

Million Visitors Every Day
Average Daily Visitors
1.36 million visitors a day

Made by: **modea**

Sources
Shareaholic Blog
comScore
Tech Crunch

Average Time Spent on Site
- Pinterest - 15.8 minutes
- Youtube - 16.4 minutes
- Facebook - 12.1 minutes
- Twitter - 3.3 minutes

Total Unique Visitors Increased
2,702.2%
Since May 2011
Unique Visitors
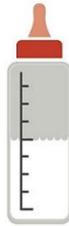- 7,516,000 visitors in Dec. 2011
- 11,716,000 visitors in Jan. 2012
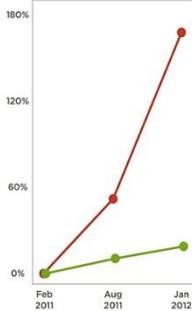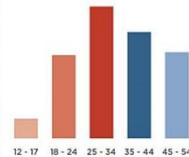
Annual Company Growth
180% · 120% · 60% · 0%
Feb 2011 · Aug 2011 · Jan 2012
- Pinterest employees
- Employees at similar companies

Pinterest Users with Children
50% of users have kids

Age Demographics
- 12 to 17 - 4.1%
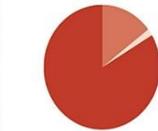- 18 to 24 - 17.3%
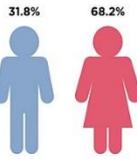- 25 to 34 - 27.4%
- 35 to 44 - 22.1%
- 45 to 54 - 17.9%
12-17 · 18-24 · 25-34 · 35-44 · 45-54

Pins by Method
- Repin
- Pinmarklet
- Other

Gender Breakdown
31.8% · 68.2%
68.2% of users are women

Facebook Fans
97% of fans are women

Pinterest has more than these combined.
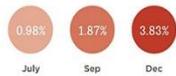Pinterest · LinkedIn · Google+ · YouTube
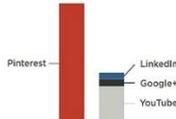
Referral Traffic Percentages
- Pinterest - 3.6%
- Youtube - 1.05%
- Google + - 0.22%
- LinkedIn - 0.2%

Apparel Retailer Referral Traffic
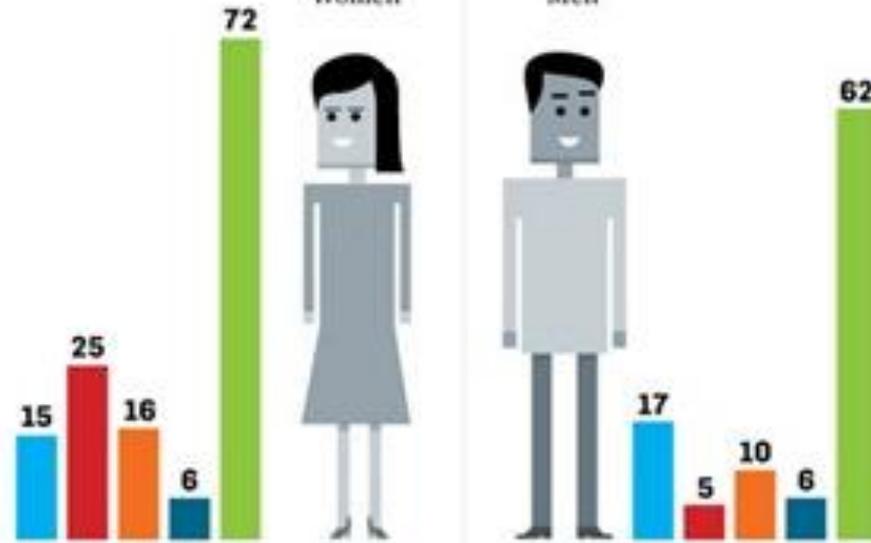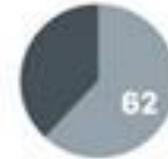0.98% July · 1.87% Sep · 3.83% Dec
Rose 289% from July - Dec. 2011

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networking tools (%)

Totals	Twitter	Pinterest	Instagram	Tumblr	Facebook
67%	16%	15%	13%	6%	67%

Gender
Women are five times as likely as men to use Pinterest

Women 71 · Men 62

Women: 15 · 25 · 16 · 6 · 72
Men: 17 · 5 · 10 · 6 · 62

Age

edia-user-demographics.ing
32

Videos

My name is Christine Kim,
CK for short,

- How to videos
- Testimonials
- Interviews
- "In Action" videos
- Link it: Twitter
- Where to post: Website, Blog, Facebook, YouTube,
- ASL Videos [Florida Registry of Interpreters for the Deaf (FRID)](http://www.fridcentral.org/) http://www.fridcentral.org/

Partnering with for Profits

- Corporate adoption/giving to an

  accessible program
- Community organizations that can partner with you to provide an experience like
  - –Dining in the Dark events
  - –Outdoor/Tourist Experience companies to create a day of events

Events like wheelchair yoga in the garden

Partnerships

- Clubs like Rotary, Lions (vision) Elks Masons etc.

- Self directed endowment funds

- Groups like the Hillsborough County Children's Board – programs, equipment, etc.

- Partner with Gluten Free product providers, sporting goods, headlights of flashlights

you can help

Sensory Friendly Theatre

Give Back

reel movies for real needs
lights up. volume down. hearts open.

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The State Organization on Arts and Disability

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Partnering: Don't just take – Give!

- Public park projects
- Health campaigns
- Society
- Retailers
- Service Providers- fashion show in Museum
- Subculture Meetings
- Maker's meeting

Kids will leave their mark with or without the arts.

The Choice is Art.

www.thechoiceisart.org

Discover arts programs in your community.
Learn about the value of the arts in your child's life.
Support and protect the arts in Arizona.

Arizona Commission on the Arts

the choice is art

arizonaartshare

Grants and other sources

- Miami Dade County Department of Cultural Affairs The Audience Access (AUD) Grant Program is designed to provide funding to promote and help pay for arts program ADA/access technology http://miamidadearts.org/audience-access-aud-grants-program#sthash.MGpBNi7R.dpuf

- Biggest Giving day for fundraising Giving Tuesday- December http://community.givingtuesday.org/News
  - Total charitable giving through PayPal in the month of December 2013 reached $142.7 million dollars, a 36% increase from the month of December 2012! http://community.givingtuesday.org/Page/LogosandTool kits

- Knight Foundation Awards www.knightfoundation.org

- Autism Speaks community chapter grants (small, but non-matching)

NEW AND UNDER DEVELOPMENT!
VSA Florida will be providing small grants for programs designed for students with disabilities in the arts. Applications are due online by September 15th and work must be completed by May 15th.

VSAFL also hosts a number of recognition programs that the organizations can nominate students with disabilities that they work with.

www.vsafl.org

www.woundedwarriorproject.org/

http://arts.gov/ grants

Crowdfunding Success Stories

Set a smart funding goal- realistic budget

Make an effective pitch, engaging- use video Make your team visible, show passion about making it a reality

Keep it short

Focus your message on that you are solving a problem

Propose why you are better- emphasize better features

Rewards/perks get creative- patrons earn perks

Patrons can be included in the ideation and design of proposal

Prelaunch: use mailouts, bluffing, social media platforms to promote ideas up to six months before launch

Track and listen to feedback- send surveys

Send personal emails, keep them personal, humble, why project is important

Make it easy- click one button

- Innovative idea
- Community benefit
- Worthwhile cause
- Visual
- Interactive
- Solve a real problem- (1-2 sentences)
- Do your homework- get public input- be ready
- Learn from successes and failures
- clarity and transparency about the project or idea

Thank you participants!

- Slides, transcript, and additional materials will be made available at http://www.florida-arts.org/resources/accessibility/

- All registered participants will receive a follow-up email with links and additional information.
  Please fill out our follow-up survey!

CULTURE **BUILDS** FLORIDA

FLORIDA DEPARTMENT *of* STATE
DIVISION *of* CULTURAL AFFAIRS

™

Join the Florida Division of Cultural Affairs in partnership with VSA Florida for

SUCCESSFULLY ACCESSIBLE

A LUNCH HOUR WEBINAR SERIES

This series of webinars will help arts and cultural organizations to successfully design, create and implement accessible programming, events and environments for their patrons. Each session will include DCA staff and guests who can provide information and experience on the importance of making the arts accessible to all Floridians. There will be time for questions and answers.

JOIN US ON THE FOURTH WEDNESDAY OF EVERY MONTH THROUGH JUNE:

January 22nd, 12:00pm – *Engaging Audiences & Patrons through Accessibility Symbols*

February 26th, 12:00pm – *Making Your Marketing Materials Accessible*

March 26th, 12:00pm – *Making Your Online Marketing Accessible*

April 23rd, 12:00pm – *Thinking Outside the Box: Partnering & Funding for Accessibility Efforts*

May 27th, 12:00pm – *Inclusive Tourism and Tourism Marketing of Accessibility*

June 25th, 12:00pm – *Accessibility and New Audiences: Marketing Locally*

Each session's resources and transcripts will be made available online after each webinar at florida-arts.org/resources/accessibility.