

Accessibility

Broadcasters have invested in providing accessible information across all platforms for their audiences, an effort that takes on added importance in a crisis.

As part of our service to our communities, the National Association of Broadcasters considers how broadcasters can continue to make content accessible to everyone. Here are five aspects to accessibility that could enhance your station's content:

1. *EXPANDED NEWS COVERAGE*

Some stations have added expanded coverage on air, online and on social media, including specials or breaking news updates to address viewer concerns. This expanded coverage reflects broadcasters' commitment to providing their audiences vital, timely information. Consider a half-hour special featuring medical professionals that allows viewers and listeners to ask common questions.

2. *CRAWLS*

Crawls provide vital opportunities to update rapidly evolving situations, share school and organization closings and give the public information about station resources online and on social media.

3. *MANY SCREENS*

Use all platforms to deliver timely information. Stations can provide coverage of the coronavirus on their websites, mobile apps, streaming apps and social media live streams, reaching their audience on every device they use. Remind your viewers of your continuing coverage on all screens, including social.

4. *CLOSED CAPTIONING*

Investment in closed captioning represents a strong commitment to a significant portion of your audience. Broadcasters can take this time to talk with closed captioning providers and to thank sponsors of this service. Remind your audience how to turn on closed captioning to see what is said.

5. *TRANSLATED CONTENT*

While broadcasters can't provide all of the station's content in every language, stations can discuss what vital content can be shared in other languages that are prevalent in your community and work with partners to provide this. Ask state agencies if they have translated any of their advisories and recommendations into other languages that you can post on your digital platforms.