

# Disability media information sheet



Arts Access® Aotearoa  
WHAKAHAUHAU KATORA O HANGA

This information sheet will help you understand what disability media is, how to develop a disability media contact list and appropriate ways to submit material to get your event or organisation publicised among the disabled community.

## > Other online resources: [A List of Media and Promotional Opportunities](#) | [Print and Publication Guidelines](#)

### How is disability media defined?

Disability media is print, radio, television or online media (websites, blogs, social networks), either targeted to the disabled community or focused on disability issues. Mainstream media, organisations and individuals may also be interested in hearing about and promoting accessible arts events.

Disability media can be:

- disability-focused but not aligned to any particular organisation: e.g. *One in Five* programme on Radio New Zealand
- disability media aligned to a particular organisation or disability group: e.g. newsletters and publications generated by disability advocacy organisations (e.g. IHC's Hot Issues e-newsletter)
- disability information and resource-based media: e.g. What Everybody Keeps Asking about disability information (WEKA), [www.weka.net.nz](http://www.weka.net.nz)
- disability media aligned to particular community groups: this is media generally focusing on activities or events of interest to a particular group: e.g. the Deaf Society of Canterbury, [www.canterburydeafclub.org.nz](http://www.canterburydeafclub.org.nz)
- blogs, social media or websites of individuals: e.g. [www.lowvisionary.com](http://www.lowvisionary.com).

Disability organisations and community groups can be formed around either a specific disability as a way to network and provide information, or as a general disability rights and advocacy service. Organisations or groups may be formed around some or all of the following aims:

- advice and/or provision of services
- policy development
- support and information networks
- social and leisure opportunities
- learning opportunities and/or training services
- advocacy.

Each disability organisation or community group will have different ways of communicating with their members and constituency (e.g. printed and email newsletters, radio programmes, online information). You will communicate most successfully with these organisations and groups if you are able to identify their aims and constituencies and target your information accordingly.

### **Why communicate with the disability media?**

An estimated 660,300 people (17% of the population) reported that they experienced disability in the 2006 Statistics New Zealand survey. Many disabled people are involved in the disabled community; have an interest in disability advocacy issues; and may belong to one or more groups or organisations formed by and for disabled people.

Communicating with disability media ensures you will be reaching large sections of the disabled community through a medium that people are interested in and are loyal to. Word-of-mouth in the disabled community is also an important tool to spread your message.

### **Developing a disability media contact list**

Each organisation should develop a disability media list that reflects their own programmes.

In developing an effective media list, you will need to identify disability organisations and community groups in your area. You should also identify disability media that has a national focus and any international media that may be appropriate for your publicity.

To identify disability groups in your local area, a good starting point is to contact the New Zealand Federation of Disability Information Centres ([www.nzfdic.org.nz](http://www.nzfdic.org.nz)). The Arts Access Aotearoa website lists additional media and promotional opportunities as it finds out about them.

## Some guidelines for the submission of material

General media and publicity guidelines apply. In addition:

- If you are submitting information about the experience of disability or about a disabled person, don't replicate out-of-date, patronising or disrespectful portrayals: e.g. that all disabled people are "suffering", and passive, or that a disabled person who achieves something is therefore special and exceptional.
- Use language that is appropriate, non-offensive and inclusive.
- Send information in a format suitable for the person/people you're sending it to. For example, people working with the blind or vision impaired community may need information sent to them in large print, an accessible Word document or in an audio format.
- Include information on access to venues or events.
- Include information on any services you are providing for disabled people: e.g. NZSL interpreted tours or audio described performances.
- Provide more than one way for the disability media to contact you: remember that not everyone is able to communicate via telephone.
- Ensure that any images you provide have a full, descriptive caption.
- Don't assume that the disability media will only be interested in stories or features directly related to disability: like any other group, disabled people have a wide variety of interests.



For the full picture about arts and accessibility in New Zealand, you can download *Arts For All | Ngā toi mo te katoa*, published by Creative New Zealand in partnership with Arts Access Aotearoa, 2009.

> [www.artsaccess.org.nz/index.php/arts-and-disability](http://www.artsaccess.org.nz/index.php/arts-and-disability)

Arts Access Aotearoa acknowledges Accessible Arts ([www.aarts.net.au](http://www.aarts.net.au)) for the use of its resources in developing these guidelines.

