

STEP 10: Promote and Market Your Accessibility

Guidance on Public Information and Marketing

How to Write and Speak about People with Disabilities and Older Adults

Suggestions for Creating a Public Information and Outreach Checklist

Tools for Effective Communication in Promotional and Marketing Materials

Best Practices — Marketing and Publicity

Guidance on Public Information and Marketing

For patrons and visitors with disabilities the option to participate in a cultural event should be based on choice and not limited by lack of access.

Evaluate your organizations marketing plan to see that it promotes your accessibility.

Central to your outreach, public information, and marketing is **communicating to the public about the accessibility of your facility, program and services.**

Informing the public about the accessibility of your facility and programs is one way to communicate to people with disabilities that they are welcome.

The use of **appropriate terminology** and **disability etiquette** communicates respect and a positive attitude that is welcoming to people with disabilities.

In addition to physical access to programs, **auxiliary aids and services provides effective communication and makes programs accessible and enjoyable to everyone.**

Plan to provide an opportunity for a patron or visitor with a disability to request the auxiliary aid or service that suits their needs. For example, not all persons who are blind use Braille as their primary form of communication. Whereas one person who is blind might request a Braille program, someone else may prefer an audiotape.

Ensure that your staff is trained as to the location, usage and maintenance of auxiliary aids such as assistive listening devices in order that they are available and in good working order when requested.

Modify your marketing plan as needed improvements or accessibility projects are completed to inform and advertise your organizations accessibility.

Web sites should also contain information about the accessibility of arts and humanities facilities and programs. Accessible Web site design benefits everyone. Sites are easier to navigate and information is easy to locate.

Use your advisory committee to assist you in your outreach to the disability community and provide recommendations on your marketing and publicity materials.

See also: Step 4: Creating an Advisory Group or Committee.

Design for Accessibility: A Cultural Administrator's Handbook: Chapter 5
(<http://www.arts.gov/resources/Accessibility/DesignAccessibility/Chapter5.pdf>)

How to Write and Speak About People with Disabilities and Older Adults

People with disabilities and older adults, like other underserved groups, are actively seeking full civil rights including participation in the arts as creators, audiences, staff, board members, panelists, volunteers, teachers and students.

The way you portray people in what you write or say may enhance their dignity and promote positive attitudes. For example, **refer to a person first, rather than a disability; this emphasizes the person's worth and abilities.**

Politically correct vocabularies are constantly changing. . . but the following five "NEVER USERS" are here to stay!

1. **NEVER USE the word "handicapped";** the word is disability.
2. **NEVER USE a disability as an adjective.** It is not a blind actor, but an actor who is blind. The focus should be on the person, NOT the disability.
3. **NEVER USE "special";** this separates the individual from the group. You do not require information regarding "special needs of the group," but "needs of the group." No "special" tours, but tours that include people with disabilities.

4. **NEVER USE euphemisms**, such as "physically challenged," "handi-capable," etc.; these suggest that barriers are good or that disabilities exist to build the person's character. The person has a disability.
5. **NEVER USE "clumping" or labels: "the disabled"; "the blind"; "the deaf"; "A.B.s" (able-bodied); "T.A.B.s" (temporarily able-bodied); or "normal."** Labeling people is never acceptable. Able-bodied is a relative, judgmental term. "Normal" is acceptable when applied to statistical norms and averages only.

Affirmative	Negative
<ul style="list-style-type: none"> • People with disabilities • A disability 	<ul style="list-style-type: none"> • The handicapped • The impaired • The disabled • The unfortunate
<ul style="list-style-type: none"> • Person without disabilities • Non-disabled person 	<ul style="list-style-type: none"> • Able bodied • Normal person • <i>This implies a person with a disability is not normal.</i>
<ul style="list-style-type: none"> • Person who is blind • Person who is partially sighted or has low vision 	<ul style="list-style-type: none"> • The blind
<ul style="list-style-type: none"> • Person who is deaf • Person who is hard-of-hearing 	<ul style="list-style-type: none"> • The deaf or deaf mute • Suffers a hearing loss • <i>"Suffers" dramatizes a disability.</i>
<ul style="list-style-type: none"> • Person who uses a wheelchair • Person with limited mobility • <i>People use wheelchairs for mobility and freedom</i> 	<ul style="list-style-type: none"> • Wheelchair bound • Confined or restricted to a wheelchair • Cripple
<ul style="list-style-type: none"> • Person who has muscular dystrophy • Person who has multiple sclerosis • Person who had polio 	<ul style="list-style-type: none"> • Stricken by MD • Afflicted by MS • Polio victim • <i>"Stricken," "afflicted," and "victim," all imply helplessness, and emotionalize and sensationalize a person's disability.</i>
<ul style="list-style-type: none"> • Person who does not speak • Non Verbal 	<ul style="list-style-type: none"> • Dumb • Mute
<ul style="list-style-type: none"> • Person with epilepsy • Person with a seizure disorder 	<ul style="list-style-type: none"> • Epileptic
<ul style="list-style-type: none"> • Person with learning disabilities 	<ul style="list-style-type: none"> • The learning disabled
<ul style="list-style-type: none"> • Older person • Older adult • Mature adult 	<ul style="list-style-type: none"> • The aged • The elderly • Senior citizen

Affirmative	Negative
<ul style="list-style-type: none"> • Person of short stature • Little people 	<ul style="list-style-type: none"> • Dwarf • Diminutive person • Midget
<ul style="list-style-type: none"> • Person who lives in a nursing home or long-term care institution • Person who stays at home because of limited mobility, fragile health, etc. 	<ul style="list-style-type: none"> • The infirmed • The institutionalized • The homebound

See also: Step 4: Create an Access Advisory Committee- “Guidance for Writing and Speaking about People with Disabilities and Older Adults”.

Advertising Accessibility: Tips for Successful Marketing

(Based on a checklist developed by Lisa Thorson/Very Special Arts Massachusetts, 1990).

Advertising the physical access of a facility, program, or meeting should be included in your organization's overall public relations strategy and targeted to specific groups.

The following is applicable to all brochures, print ads, flyers, subscriptions, registration forms, and press releases:

1. Note wheelchair accessibility by using the wheelchair symbol, which indicates access for people with limited mobility. Use the symbol only if the facility and/or area is accessible to people using wheelchairs, including entrance, restrooms, assembly areas, etc. (See below : Tools for Effective Communication and Promotional Marketing Materials).
2. If the entrance is accessible but restrooms are not, you can use the text
 - Wheelchair accessible entrance; inaccessible restrooms.
3. For ticket orders and subscription series, indicate if wheelchair accessible or non-step seating is available. Include a floor plan with designated wheelchair-seating areas and the universal access symbol.
4. Include the following on registration forms:

Please check below any accommodations you may require, and return this form by [specify date]:

(Optional: Include your phone number so that a member of our staff may contact you.)

- Wheelchair accessible seating
- Wheelchair accessible room
- Wheelchair accessible transportation
- Accessible parking
- Print materials provided in large type
- Print materials provided in Braille
- Print materials recorded on cassette tape
- Assistive listening system
- Sign language interpretation
- Computer-Assisted Note taking
- Oral interpretation
- Personal assistance
- Vegetarian meals
- Kosher meals

Other (Please specify): _____

5. If events are sign language interpreted, include the interpreting symbol on all announcements.
6. When using access symbols, place them where general information is given about the organization or program. The symbols should be displayed prominently. Integrate symbols into the design of an ad, brochure, or flyer when possible.

If your organization has display materials and literature available, you may want to include signage that informs people about the access information that is available.

7. If access information or symbols are edited from ads, text, or press releases, follow up with the newspaper, magazine, or media outlet. Let them know that access information is as important as the phone number or address of your organization.
8. Using access symbols always works better than text that describes access.
9. In all ads, include a phone number for more information about accessibility next to the symbols (if it is different from the general number for information).
10. Include "TTY" and the symbol next to the number for deaf and hard of hearing people:
 - 555-1234 (TTY)

If the number is the same for general information:

- 555-1234 (Voice/TTY or V/TTY)

11. If a TTY is not available:

- 555-1234 (Voice only or V only)
- You may indicate your state's relay system 800 phone number.

12. If audio description and/or an assistive listening system is available, include the symbols for those, or this line of text:

- Assistive listening system is available.
- For more information contact 555-1234 (V/TTY).
- Audio description is available.
- For more information contact 555-1234 (V/TTY).

Important Considerations

1. Make sure that all box office personnel, ushers, and staff are familiar with your organization's overall physical access and access services.
2. Language: Use words that reflect dignity in reference to people with disabilities in flyers, press releases, radio and television ads, and live interviews that promote programs.

Positive Example: (in radio spot) The Breed's Hill Theatre Company is wheelchair accessible. Several performances are ASL interpreted. For more information about performances contact 555-1234 Voice/TTY.

Negative Example: The Breed's Hill Theatre Company is handicapped accessible and performances are interpreted for the deaf.

3. Work with your public relations staff, advisory boards, and volunteers to do targeted advertising to older adults and people with disabilities. Some resources include:

- Newsletters that target people who are older and/or people with disabilities
- Social service and community organizations that work with older adults and people with disabilities
- Advocacy and recreational organizations whose membership is primarily made up of people with disabilities and their friends and families
- Schools, colleges, and parent groups
- Radio reading service
- Radio or television shows
- Web sites that advertise accessible events or services

Suggestions for Creating a Public Information and Outreach Checklist

A Public Information and Outreach Access Checklist may combine the following sections of the “Arts and Humanities Accessibility Checklist” (See Step 6):

Print Materials includes ways to make publicity brochures, programs, and other print materials available to people who cannot read traditional print. (“Arts and Humanities Accessibility Checklist” Section O)

Marketing includes ways to reach and interest people with disabilities. (“Arts and Humanities Accessibility Checklist” Section Q)

Meetings includes considerations for assuring that a meeting site is fully accessible. (“Arts and Humanities Accessibility Checklist” Section P)

Programs and Presentations includes the full range of communication techniques necessary to make presentations accessible.

In addition, if food or drinks are being served, **Food Service** (“Arts and Humanities Accessibility Checklist” Section J) should be included. Use **Media** (“Arts and Humanities Accessibility Checklist” Section P) if slides or other audio visuals will be presented.

See also: [Promoting and Advertising Your Accessibility](http://nadc.ucla.edu/Promoting.htm) (<http://nadc.ucla.edu/Promoting.htm>) or a marketing and publicity checklist.

Tools for Effective Communication in Promotional and Marketing Materials




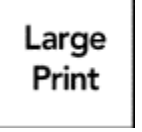





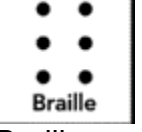


Writing and Reporting About People with Disabilities

[Guidelines for Reporting and Writing about People with Disabilities \(2001\)](http://www.lsi.ku.edu/lsi/internal/guidelines.html) (<http://www.lsi.ku.edu/lsi/internal/guidelines.html>). are available from the on the Research and Training Center on Independent Living (RTC/IL) Web site: These guidelines help you make better choices in terms of language and portrayal of people with disabilities. Examples are provided of how to use appropriately utilize people first language as well as do’s and don’ts regarding the portrayal of people with disabilities.

Disability Access Symbols

The 12 following symbols developed by the Graphic Artist Guild may be used to promote and publicize accessibility of places, programs and other activities for people with various disabilities. These symbols are intended to help you advertise your access services to customers, audiences, staff and other targeted publics. Advertisements,

newsletters, conference and program brochures, membership forms, building signage, floor plans and maps are examples of material that might display these symbols. You are encouraged to place these symbols next to the relevant information in all publications and media. These symbols may be downloaded on the [Graphic Artist Guild's](http://www.gag.org/resources/das.php) Web site (<http://www.gag.org/resources/das.php>)

 <p>Access for individuals who are blind or have low vision.</p>	 <p>Assistive listening Systems</p>	 <p>Closed Captioning</p>
 <p>Access Print (18 pt. or larger)</p>	 <p>Sign Language Interpreted</p>	 <p>Audio Description</p>
 <p>Open Captioning</p>	 <p>Telephone Typewriter (TTY)</p>	 <p>Accessibility</p>
 <p>Braille</p>	 <p>Volume Control Telephone</p>	 <p>Information</p>

Producing Documents in Accessible Formats

Printed materials can present a barrier to individuals with visual, cognitive or learning disabilities. Alternative formats such as Braille, large print, audiotape, or computer diskette are some of the available formats for making print accessible. All publications distributed by arts and humanities organizations should indicate the available alternative formats.

Example: This publication is available in alternative formats upon request.

Example: We print materials in alternative media. You can get written material in Braille, audiocassette tape, or enlarged print form.

Example: This document is available online, in print, large print, Braille or on cassette tape.

[A Guide to Making Documents Accessible to People Who Are Blind or Visually Impaired](http://www.acb.org/accessible-formats.html) (<http://www.acb.org/accessible-formats.html>), published by the American

Council of the Blind

1155 15th St. NW, Suite 1004

Washington, DC 20005

Phone: (202) 467-5081

Fax: (202) 467-5085

Internet: <http://www.acb.org>

Email: info@acb.org.

Description: This document is available online, in regular print, large print, Braille, or on cassette tape.

Association of Science Technology Centers

[Accessible Practices, Print Material: Large Print](http://www.astc.org/resource/access/pmlp.htm)

(<http://www.astc.org/resource/access/pmlp.htm>)

Contains guidance on how to produce material in large print.

Internet: <http://www.astc.org>

National Center for the Dissemination of Disability Research

[NCDDR guidelines for User-Friendly Materials and Alternate Formats](http://www.ncddr.org/du/products/ufm/ufm.html)

(<http://www.ncddr.org/du/products/ufm/ufm.html>)

This document reviews strategies for disseminating alternative formats to increase the accessibility of information.

Internet: <http://www.ncddr.org>

Manuscripts, Signage and Labeling

Example of Poor Signage/Labeling:

Subscriber Benefits

- *Special Savings for all performances*
- *Reserved Seating in the best available seats*
- *First Renewal Options for choice seats*
- *Ticket Exchange Privileges for other performances*
- *Convenient Free Parking in front of the theater*

Services and Facilities

- *Physical Accessibility. The theater features accessible parking, entrances, restrooms, telephones, and seating.*
- *Listening System. Theatergoers may enjoy the free infrared listening system from any seat.*
- *Audio Description. Audience members may enjoy free broadcast descriptions of the action.*

Can you read the above? Many will find it illegible. Attractive lettering is not always legible and even harder to read when poor lighting is a factor (e.g., in exhibit areas, lobbies, and dim theaters). As you can see, it is important to keep the following factors in mind when creating signage:

- **Paper:** Use pale paper with dark lettering for high contrast (a minimum of 70% contrast).
- **Font Style:** Sans serif or simple serif fonts are best (italic lettering may be hard to read).
- **Font Size:** Twelve point is standard for manuscripts (small lettering can strain the eyes) and eighteen point is the minimum for labeling and signage.

Example of Good Type Presentation:

Subscriber Benefits

- **Special Savings** for all performances
- **Reserved Seating** in the best available seats
- **First Renewal Options** for choice seats
- **Ticket Exchange Privileges** for other performances
- **Convenient Free Parking** in front of the theater

Services and Facilities

- **Physical Accessibility.** The theater features accessible parking, entrances, restrooms, telephones, and seating.
- **Listening System.** Theatergoers may enjoy the free

infrared listening system from any seat.

- **Audio Description.** Audience members may enjoy free broadcast descriptions of the action.

Accessible Web Design

In the age of computers, the Internet has become one of the most effective marketing and publicity tools for cultural organizations. Many arts and humanities organization have developed Web sites to highlight and publicize their programs and projects. Websites also serve as a great outreach and communication tool. It opens the doors to different communities to be involved in the arts and humanities, such as person who lives in a nursing home or long-term care institution or person who stays at home because of limited mobility, fragile health, etc. Thus, it is imperative that all arts organizations Web sites be made accessible to audiences and artists of all abilities.

Designing Accessible Web Pages for the Internet

There many resources you can use to design an accessible Web site or to add accessibility features to an existing Web site. The following are some resources you can use.

W3C has also developed web accessibility guidelines. These guidelines explain how to make **Web content** accessible to people with disabilities. The guidelines are intended for all **Web content developers** (page authors and site designers) and for developers of authoring tools. To view the guidelines go to their Web site at:

(<http://www.w3.org/TR/WCAG10/>)

[Designing Accessible Web Pages for the Internet](#) is an annotated bibliography produced by the National Arts and Disability Center (<http://www.nadc.ucla.edu/dawpi.htm>). The bibliography contains information on the following topics: Why Make a Web Site Accessible; How to Create an Accessible Web Site, Evaluating Your Sites Accessibility; Access in Action: Examples from the Arts. Included are examples of accessible arts sites.

The [Association of Science-Technology Centers](#) has a useful web resource about making Web sites accessible on their page [Accessible Practices: Web Page Design](#) (<http://www.astc.org/resource/access/webdesign.htm>).

Best Practices -- Marketing and Publicity

Example: Hospital Audiences, Inc. produces an online [Accessibility and Senior Discount Searchable Database](http://www.hospaud.org/database/intro.htm#) of New York City (<http://www.hospaud.org/database/intro.htm#>). The accessibility for each facility is detailed with descriptions of its physical access [i.e., box office, seating, restrooms, parking] and the auxiliary aids and services provided.

Best Practices- Audience Information Letter



June 14, 2001

Dear Access Audience Member:

La Jolla Playhouse's Department of Education and Outreach, through its Access Performance Program, is dedicated to providing performances of our main stage productions for patrons who have special needs. The Playhouse provides services at these performances for audience members who are deaf, hard-of-hearing, blind or low-vision.

P.O. BOX 12039
LA JOLLA
CALIFORNIA
92039

The Access Performance of Michael Ondaatje's **THE COLLECTED WORKS OF BILLY THE KID**, directed by Kate Whoriskey and Des McNuff, with music by Des McNuff, is **Saturday, June 23rd at 2:00 pm in the Weiss Forum**.

ADMINISTRATION
(858) 550-1070
FAX
(858) 550-1075
BOX OFFICE
(858) 550-1010

This performance of THE COLLECTED WORKS OF BILLY THE KID will be audio described for blind and low-vision patrons. It will not be ASL interpreted.

E-MAIL
ljplayhouse
@ucsd.edu

Tickets are extremely limited and subject to availability. We encourage our Access Audience members who are interested in this performance to call the box office to reserve your tickets in advance. Access tickets are offered at a discounted rate of \$10.00. Assisted hearing devices for the audio description and for enhanced hearing are available at no extra charge. You may reserve two tickets by calling The Playhouse's box office at 858-550-1010, or through our website at www.lajollaplayhouse.com.

WEB SITE
www.lajollaplayhouse.com

PLEASE NOTE: THE COLLECTED WORKS OF BILLY THE KID is for mature audiences only. It contains violence, partial nudity, adult language and sexual situations. We should also caution you that gunshots, strobe lights and smoke are used in this production as well.

The next ASL Interpreted show is THE LARAMIE PROJECT in the Weiss Theatre on August 18th.

We wish to continue to expand this program. We hope you will lend your support by attending and telling a friend.

Reserve your tickets today!

See you at the Playhouse!

Holly MacDonald
Access Coordinator

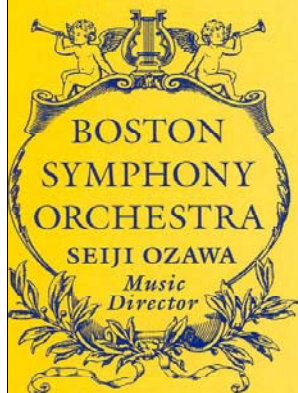
Enc: flyer
brochure

SAN DIEGO'S LA JOLLA PLAYHOUSE
AN ARTISTIC AND EDUCATIONAL RESOURCE FOR THE COMMUNITY SINCE 1947

B O S T O N

S Y M P H O N Y

O R C H E S T R A



**ACCESS GUIDE
FOR PATRONS
WITH DISABILITIES**



(Boston Symphony Orchestra cont...)



On behalf of the Boston Symphony Orchestra, I am pleased to welcome members of the disabled community to our beautiful concert hall. Although the original building is nearly 100 years old, substantial efforts have been made to increase its accessibility for our patrons with disabilities.

In recent months, we have created wheelchair-accessible seating in various areas of Symphony Hall, and conducted sensitivity training for all of our ushers and waitstaff. We have purchased and installed a multi-channel assistive listening system, a TDD/TTY at SymphonyCharge, and a public TTD/TTY phone outside the Hatch Room, near the Cohen Wing entrance.

Our future plans include completing a comprehensive signage project, offering various print items in alternate formats, and creating an accessible box office.

It is our hope that this access brochure will help make your BSO experience a truly pleasurable one. We thank you for your continued interest and patronage.

Sincerely,

*Kenneth Haas
Managing Director*






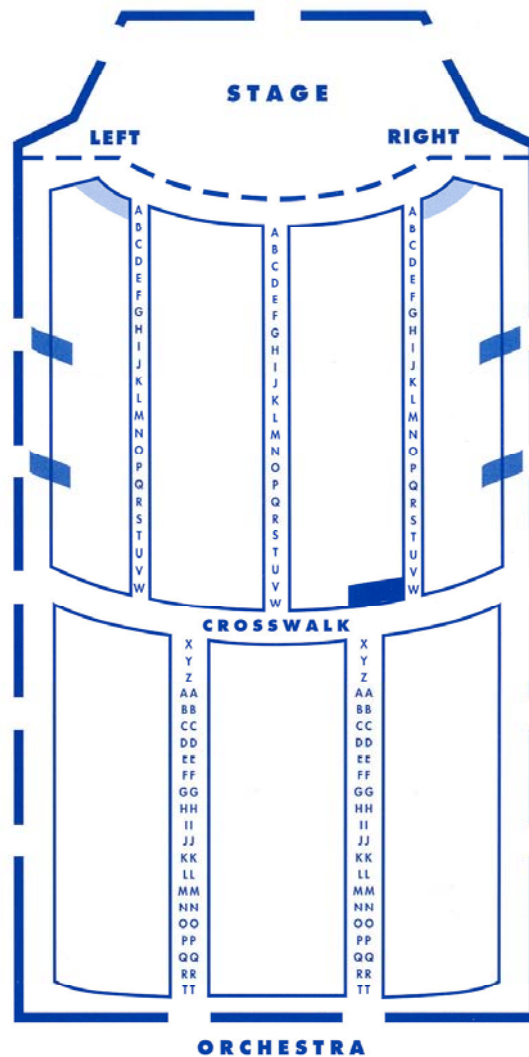
Symphony Hall Seating Plan

Accessible seats are located on the orchestra floor. One companion seat is available for each accessible seat. Requests for additional companion seating should be made in advance by calling SymphonyCharge at (617) 266-1200 (Voice) or (617) 638-9289 (TDD/TTY).

Access for patrons with disabilities at Symphony Hall is an ongoing effort. In our desire to improve Symphony Hall facilities and programs, we strongly encourage you to call or write us with your comments, questions, and/or suggestions at:

Access Service Center
Carol Passarelli
Boston Symphony Orchestra
301 Massachusetts Avenue
Boston, MA 02115
(617) 638-9346

-  1st price-Orchestra
-  2nd price-Orchestra
-  5th price-Orchestra



Symphony Hall Service Information

ACCESS SERVICE CENTER

Symphony Hall Access Service Center is located at the Cohen Wing entrance to Symphony Hall on Huntington Avenue. The center dispenses assistive listening headsets and receivers, alternate format materials, as well as other medical equipment. The Access Service Center staff also assist patrons on an as-needed basis.

TELEPHONES

Accessible telephones are located on either side of the Hatch Room on the orchestra level. The pay Telecommunication Devices for the Deaf (TDDs)/Tele-Typewriters(TTYs) are located outside the Hatch Room as you enter from the Cohen Wing on the orchestra level.

ELEVATORS

Public elevators are available in Symphony Hall. There is an elevator located near the Cohen Wing entrance to Symphony Hall that will bring you to the orchestra level of Symphony Hall. The glass elevator outside the Hatch Room on the Mass. Avenue side of Symphony Hall can be used to reach the unisex accessible restroom on the first-balcony level.

RESTROOMS

Accessible restrooms are located in the Cohen Wing just inside the Huntington Avenue entrance. Patrons will find accessible features such as stalls, urinals, sinks, mirrors, and paper towel dispensers in the accessible bathrooms. There is also one unisex accessible bathroom on the first balcony-level.

ASSISTIVE LISTENING DEVICE

Headsets and multi-channel receivers for a Phonic Ear FM sound-enhancement system are available free of charge at the Symphony Hall Access Service Center located at the Cohen Wing entrance on Huntington Avenue. Either a driver's license, credit card, or deposit is required to ensure return of equipment. Patrons who choose to bring their own headset and receiver may access the FM frequencies on 74.725 MHz (channel #35) or 75.225 MHz (channel #37).

LOUNGES

Accessible drink service counters are available in the Hatch Room on the Orchestra level. Patrons with disabilities who require assistance at the drink service areas should notify the nearest Symphony Hall usher.

EMERGENCY EVACUATION PROCEDURES

Designated Symphony Hall ushers and security personnel have been trained in proper procedures for emergency preparedness. These designated staff members will have the primary duty of assisting patrons with disabilities to specific locations.

SERVICE ANIMALS

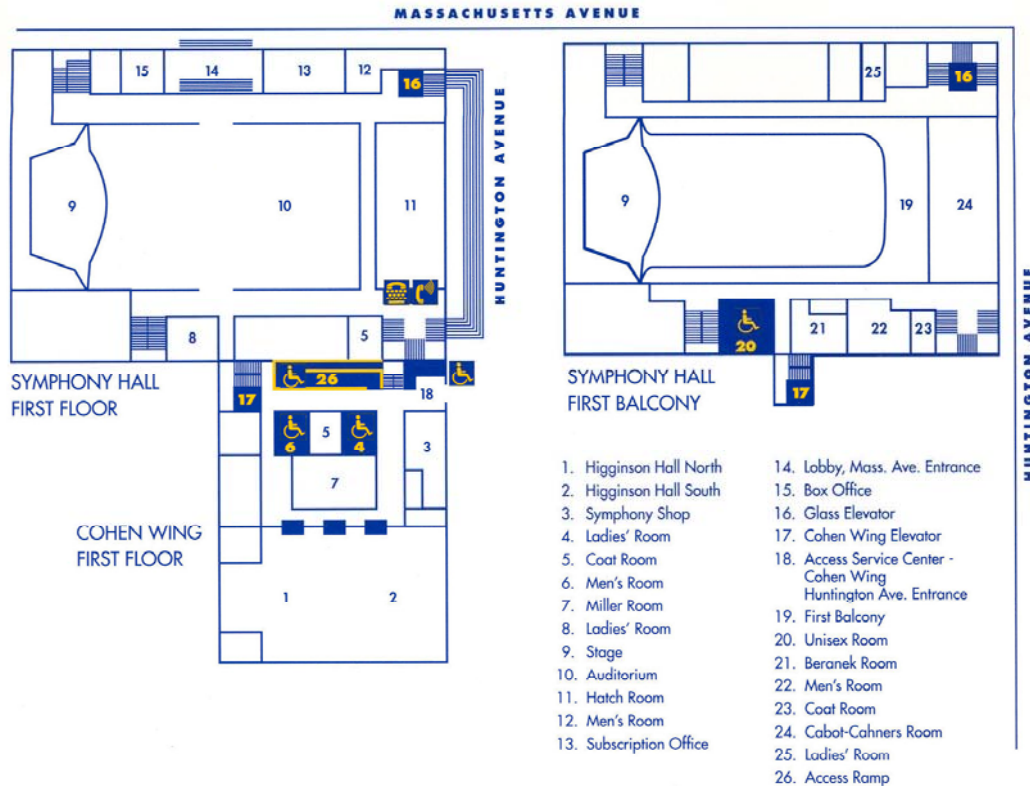
Although animals are not allowed in Symphony Hall, an exception is made regarding service animals for the disabled. Please contact SymphonyCharge (617) 266-1200 (Voice); or (617) 638-9289 (TTD/TTY), if any accommodations are required.

SMOKING

Smoking is prohibited inside Symphony Hall.

(Boston Symphony Orchestra cont...)

Symphony Hall Map



HOW TO GET TO SYMPHONY HALL

Symphony Hall is located at 301 Massachusetts Avenue at the corner of Huntington Avenue.

By Subway: Take the Heath Street/Brigham Circle ("E") Green Line train to the Symphony station, any other Green Line train to the Hynes Convention Center/ICA station, or the Orange Line to the Massachusetts Avenue station.

By Bus: Take the Massachusetts Avenue bus running from Harvard Square in Cambridge directly to Symphony Hall.

By Car: From the North: Take Route 93 South to Storrow Drive to the Fenway exit. From the South: Take Route 93 (the Southeast Expressway) to the Massachusetts Avenue exit. From the West: Take Storrow Drive to the Fenway exit or, from the Mass Pike Extension, take the Prudential Center/Copley Square exit. For further directions, call Symphony Hall at (617) 266-1492.

THE RIDE

The Massachusetts Bay Transportation Authority (MBTA) provides a van service, The Ride, for pre-registered passengers. For more information, please call the MBTA at (617) 722-5123 (Voice); or (617) 722-5415 (TDD/TTY).

ADDITIONAL FACILITIES

Food and Beverages: Available at the Bullard Tavern and the Grant Store, both accessible.



Lodging: Wheelchair-accessible rooms offered at the Old Sturbridge Village Lodges, subject to availability.



Assistive equipment available for hotel guests who are deaf or hard of hearing. For reservations call 508-347-3327 (voice), 508-347-2235 (TTY), or 508-347-3018 (fax).




Shopping: The Museum Gift Shop and New England Bookstore and the Grant Store are accessible.

Research Library: Located in the Administration Building. Accessible and open to the public Monday - Friday, 10:00 - 5:00.

For the Safety and Comfort of All

- * Please do not approach, touch, or feed the livestock. Animals are unpredictable: horns, hooves, and teeth may cause injury.
- * Smoking, eating, and drinking are not permitted in buildings.
- * Pets taken into the Village must be leashed at all times. Except for service animals, pets must be carried if taken into buildings.
- * Please do not walk or climb on fences, walls, or trees.

Old Sturbridge Village is open year-round.
Please call for seasonal hours.

FOR MORE INFORMATION ON MUSEUM ACCESS, please contact the Access Coordinator at 508-347-3362, ext. 282 (voice), or 508-347-5383 (TTY ). Access information is also available at our site on the Internet: www.osv.org



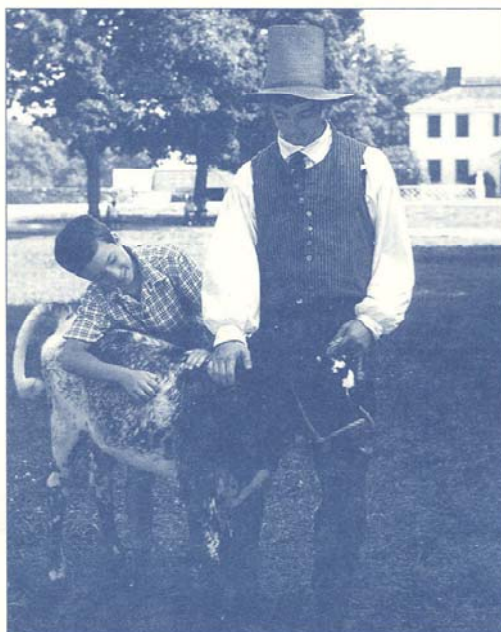
Accredited by the
American Association
of Museums



© Old Sturbridge Inc., 1999

Old Sturbridge Village

GUIDE TO ACCESS



**Please consult your Map Guide
for today's special activities.**

GENERAL INFORMATION

Old Sturbridge Village is an outdoor history museum and re-created New England town of the early 19th century. The Village covers over 200 acres and has more than 40 historic and reconstructed buildings. Unpaved roads lead to houses, farms, shops, mills, and gardens typical of 19th-century rural New England. Throughout the Village historically costumed "interpreters" demonstrate and discuss the daily life, work, and community celebrations of earlier generations.

Over one-half of our historic buildings have wheelchair-accessible entrances; interior access varies. The Village's unpaved roads are generally firm and stable. Most roads are level, with steeper grades located near the Bullard Tavern, Glass Exhibit, and Herb Garden. Longer, more gradual grades are located near the Visitor Center and Freeman Farmhouse. (See enclosed map.)

The **Visitor Center** is the main entrance for most visitors. Ticketing and information services, exhibition galleries, and a theatre are located here. Please begin your visit in the theatre with our 15-minute, captioned **orientation program**.

For the safety and comfort of all, please note the guidelines listed on the back of this brochure.

MUSEUM SERVICES



Parking: Designated  spaces are located near the Visitor Center and at the Education Building.

Accessible Rest Rooms: Located in the Visitor Center, at Bullard Tavern, near the Carding Mill, in the Fuller Conference Center, and in the Education Building.

Wheelchairs: Available for loan at the Visitor Center and at the Education Building. Reservations welcome.

Strollers: Available for rent at the Visitor Center. Adapted strollers for children with disabilities are allowed in all buildings.



Telephones: Located outside the front entrance of the Museum Gift Shop (two phones with volume control) and on the lower level of Bullard Tavern.



Orientation Program: Presented daily in the Visitor Center Theatre. Open captioned.



Assistive Listening System: Installed in the Visitor Center Theatre. Please pick up a personal receiver at the ticket desk.



Sign Language Interpretation: Available by request, with at least two weeks' advance notice. Please call 508-347-3362, ext. 282 (voice), or 508-347-5383 (TTY).

Sensory Opportunities: Available throughout the museum. Please ask our costumed "interpreters" about objects that can be handled.

Service Animals: Welcome in all exhibits. Water trough located near the Blacksmith Shop.

Horse-drawn Wagon: Provides transportation between the Bullard Tavern and the Blacksmith Shop. (Operating schedule varies seasonally.) Vehicle is equipped with a ramp; driver can provide assistance.

First Aid: Located behind Friends Meetinghouse. First-aid staff available during museum hours.
