Hello everyone. This is Tom Fox back for our afternoon session, and we have a session today that frankly, I don't think we talk enough about, and I've had the chance to preview it and it's gonna be a great session. It's with DJ Dante, and it's entitled, increasing Accessibility for Your Company, podcast, and other Content.

DJ has spent 20 years working in social services with diverse populations, focused on mental health, disability, and trauma. She has a bachelor's degree in psychology and attended graduate school for mental health counseling. She's a proud Air Force veteran. Thank you for your service. And she worked on C one 30 s in special operations, squadrant to recharge, relax, and self care.

She enjoys reading and being outside in the garden, out in the waters of her native state of Florida or state of Florida, and traveling and visiting museums. D dg. I'm really looking forward to your presentation, so I'm gonna turn it over. Thank you so much, Tom. I appreciate that wonderful introduction.

So kind and happy that you could. Introduce me. It's wonderful to be able to work with you, and I'm very excited to talk today and give a little bit of information and hopefully excite and empower people to really prioritize accessibility as they continue to create content, make their podcasts and their business, and their companies and their organizations, and just all around in general, because this really is for everyone.

As you can see on my screen, I have. Quote here that I love Deborah Ru. I'm not really sure, but she's still around. She does amazing work. Accessibility allows us to tap into everyone's potential and it's really important because really accessibility is for everyone and it's really not optional anymore.

So I really wanna encourage everyone. I'm gonna might repeat myself on some of these things, but that's okay. Again, it's really about how we. Take progress over perfection. I know we say that a lot in this business about what we need to do. So again, I'm gonna second that feeling about increasing our progress.

And that's gonna be through accessibility in this session. So this is gonna be for punk company podcast. I live stream normally I'm gonna try. Do some examples about my live streaming, but I will, I also research some information for podcasting and then I'll just talk about general, like content, like promotional stuff, graphics, stuff like that.

Thank you again for that wonderful introduction. I'm dj, I'm with Silver Fox Talks. It's the moniker, the brand. You can find me on social media through that. And yes, I love live streaming, so I help people livestream. Produce, get a strategy together. I'm also a speaker and a social advocate just because of my passion in social services and working with individuals with disabilities my whole career.

And I was well, an Air Force veteran. I appreciate that so much. And our great country. So we're gonna start with disability rights movement because fundamentally, this is where it all began. We all hear horror stories of what had happened in the past, individuals who had disabilities who just were not considered of health of to be a part of the population.

So the Civil Rights Act really started in 1964 that led to section 5 0 4 of the Rehabilitation Act, and that wasn't until 1973. Then it wasn't until 1988, which I think 88 isn't even that far away, but some people, we have some young instructors and session leaders today, speakers. So I remember 88 that people with disabilities was actually included in that act.

And the American With Disabilities Act became law. It finally became law in 1990 when p. Bush Senior signed it and I just wanna give a shout out to Judith Hum. She is an advocate and a speaker. If anyone's seen Crip Camps on Netflix, she was part of that film and she has projects and she's just a wonderful resource.

So I love her work. So to get everybody pumped up and engaged and hopefully excited about what we're gonna do today, I've prepared some fill in the blank. We're gonna start with number one, and we're gonna be blanking a lot here. Number one, accessible content is blank, and blank. You're gonna find these throughout the slides and throughout the presentation, so keep your eye out for yellow and highlighted.

I try to make it visually so it kind of people can follow along, makes it easier, again, more accessible to anyone. Number two, blank provides guidelines on digital accessibility. Number three. Audio and video content should include blank and blank. Some of you might already have some answers forming in your minds, and that's great.

That means that you're already ahead of the curve and you know what we're gonna talk about. And you hopefully have already started to think about this or consumed some of this implemented some of this without even knowing. Actually with intention. This one doesn't really make sense, but you're gonna find it along my slides.

It should be viewable and actionable by blank methods. So that's, we're talking about content, right? Content should be viewable and actionable by blank methods. And number five, accessibility is blank's responsibility. I think that's fun, and I think it's really important, and I've already actually said that one.

Number six, accessibility drives blank and blank in technology. And it's really important because technology is what we do. This is fundamental to our jobs, our careers, our businesses, our companies. So again, accessibility affects everyone. It's part of everyone, and it really does drive technology. So we're gonna go ahead and start with what really is accessible content.

What do we mean when we say that is usable content? It's consumable content, and it's a functional content by as many people as possible. Not one group, not a few groups, but as many people as possible. So that's always fundamental to think about when you're creating content is a usable, consumable and functional for everyone.

Individuals can equally wanna perceive. They wanna understand, they should be able to navigate and interact with your content equally. So that's really important. And that moves us into how do we know what to do, when to do it, what's gonna give us those guidelines? And those guidelines are set by the web accessibility initiative, where it has strategies, standards, and resources to make the web accessible for people with disabilities.

So we're gonna just talk a little bit about this as well. This is really important, fundamental guideline for everyone to have. So I wanna encourage everyone to write that down. Take note of that. Check out their website. And go look through whatever information suits you and in your job when it comes to content creating, building the digital accessibility.

The digital information, the digital content that you're gonna create cuz it's there. So the Wacog provides 2.1, I should say. The Waco 2.1 provides the guidelines for digital accessibility. I'm just gonna give a quick photo here. This is a screenshot where I took what was really important to the today's conversation in today's session because I wanted to give you a visual so you can go and again, check out their website.

You have an introduction section, you can check out audio, and we're gonna go through these again, creating high quality audio recording. It gives you tips on that techniques and really what you should follow the guidelines for that. To use low background audio. Again, that's gonna be something that comes up and podcasting.

Everyone knows how important audio quality is to be clean, to be even. So that's important with recording and post production. As a speaker, as a host, you wanna speak clearly. And slowly. Now that's something I struggle with. So you know, I struggle and I'm like slow down in my brain. But I think that's just part of it.

I think we all struggle with different things and that might be one that's pretty common, but I think it's important that we all speak clearly, speak slower, more effective. This also gives people time to process the information, so that helps people with cognitive disabilities that are trying to access your information.

And we're gonna talk a little bit about that too. Again, using clear language and avoiding, providing the redundancy for sensory characteristics. So in audio, I think we all can think of what those would be when you're trying to story tell or when you're trying to create. Dynamic for your podcast.

Now with video, which is more of what I do, I like to tell my friends this cuz I have one live streamer that has very intense movement in their videos. So it's always like you tone it down a little bit that might cause a seizure for somebody, or at least put some sort of warning there or trigger there.

So people are aware that they could expect that because that's important. That's considerate the visibility of the speaker, making sure we're visible, we're clear. Overlays we wanna watch out for. We wanna try to plan for sign language. Yes, this is important, goes into budgeting. Everyone in their company and their organizations should allow a lot certain funds for accessibility, for events to make sure that you're covering accessibility into the protocol, into the processes.

So planning for sign language and as content creators, visual content creators as I am. Planning for that visual description of the information, and we're gonna talk a little bit about that. So a quick visual descriptor of me. I'm dj, I'm a brunette Latina. I have olive skin. I'm wearing a black shirt with a little bit of silver.

My name's Silver Fox talk, so my hair is long brunette with silver streaks and it is natural. So that would be a visual description of me that can help someone if they're low vision. Blind just different types of visual impairments for that particular video information. Okay. Let's keep going along.

So we're just gonna start with basics when, again, we're gonna hammer into these because it's really important and just fundamental. So we're gonna go with co-schedule. The color, I'm sorry, the color contrast. Is important. Text and font size and backgrounds. This is really important for people to understand when they're creating their content.

The color, something that I struggled with because I, we all have our preferences when it comes to our brand color and the image that we're trying to portray, the audience we're trying to attract. So colors are important when it comes to branding, but it's also important to consider the contrast when you're making those promotional materials, when you're making your.

Podcasts logo or your own logo considering the text you're using. Saner as opposed to Sarah is always preferred and of course, font size. My my slides are about 18 font for each one to 20 font because it's bigger. The 12. I think when we're kids, we tend to say, Point font is normally what we use, but it's really encouraged to use larger fonts.

14 or 16, at least. If you're doing some promotionals, it's easier for the eye and it's easier for people with vision impairment. So that's more for the visuals. And of course, the backgrounds. I already alluded to a little bit about watching for our backgrounds, making sure that the video doesn't move automatically.

That might be a trigger, especially if they have like sensory issues, but being mindful of our backgrounds. As you see I said cossack schedule when we started, but this goes back to descriptive alternative texts. I think that this is something that we've all already heard and hopefully are implementing, so it's not something I have to really get deeply into.

But using descriptive alternative texts means really providing that visual image or description for the image that you're gonna push out. So even in your email listings and your funnels, Where it has an image, you wanna add that alternative text of what it is. Take a moment. It can get, you can start doing some shortcuts where you can copy and paste because certain alternative texts might be similar.

When you're creating an image, so if you're working in Canva or whatever tool you use to create your images you can usually just understand that you're gonna have to create an alternative visual description for that. What does that look like? You just start preparing your mind to understand that this is gonna have to be described somehow.

And I think as podcasters that's a skill you already, innately have. because you're have to trying to story tell through audio only. So you have to use expressive language, descriptive language, colorful language. So it's the same thing for alternative text. So it should be I would say it might be a little bit easy for podcasters.

Next one I added was Camel case. This is just a easy, quick one when we're making our pose, when we're putting out there on the internet, using those hashtags that we all want. It is easier to read when you use the Camel case. Developers or some people use a Pascal case, I think it's also called, but that's capitalizing the first letter of each word because it's easier on the eye.

This helps people with reading disabilities. It helps. People with cognitive disabilities, it helps people with different types of impairments. So Camel case in itself is very helpful and it's easier on the brain. So we're not trying to figure out what we're reading and using our brain as much.

It's just easier to read and that helps everybody. And accessibility, again, is supposed to it's for everybody. It's supposed to help everybody. So we're gonna keep going before I go off on a tangent. audio and video content should include those captions and transcripts. Now this is something, because I put it as a basic, it's fundamental.

I think we've all heard this in hopefully previous sessions, other conferences, how important it is to include captions and transcripts, whether you're making short form videos, TikTok tos, reels putting captions in there, not really depending on the software or the social media. That you're using and transcripts.

I think we're gonna talk a lot more about transcripts. I loved that the previous presenter, Danielle, she brought it up when she was talking about discoverability in her presentation. And that is so true because in accessibility, those transcripts really do help with seo. It really does help for. The spiders and the crawlers to find this information that is tucked away in an audio file that they have no access to.

So it's really important that we really take that into consideration and understand the value of transcripts, not only for the consumer, but for yourself. And I like to tend to think like even when most podcasters have different platforms that they record on and they do their interviews and. If you use Zoom, you know that they just implemented the transcribing or the transcripts.

So right there, if you've already began to use it. And I hope everyone's already implemented using the transcription in their Zoom. They've already went in there, they've already preset that, so it's available to anybody that is attending their workshops. That's attending anything that they're doing because it should be available.

It shouldn't be something that we ask for, but readily available. So again, with the transcript, whatever you're using, hopefully they already provide a set of transcripts. Another tool that I love is script. So if anybody knows the script, it's just based on text, and that for me works because. Come from an audio background or making videos so much.

So for me, I feel more comfortable in a Word document, text format if I'm working on videos or editing, and it just makes it so much easier for me. But that moves us into viewable and actionable by an alternative method. So when you have our audio or we have our video and it includes a caption or includes those transcripts, whether it be a text document, an s r T file, Anything that is available as an alternative, it really helps so many people because they, again, can consume it and however it works for them.

We can think about ourselves sometimes when we're doing a million things and sometimes we wanna watch a video, but we can't listen to it. But we wanna like not miss something. So we wanna wish the captions were so we could at least read it. So we can follow along. Just things like that. So it really is important to have different alternative methods because it's helpful to everyone.

So you just have to figure out in your processes how you're getting those transcripts, how you're gonna be producing them, getting them ready to send out when you're publishing your content. And I already said this, offering the options and the different formats. Again, I can't say that enough. Having it in a text file and a Word document in a Google Doc, something that they can download so they can put through their own assistive devices.

And another thing is interoperable. You want it to be user friendly. It's again, content creators. And as people in this industry, we know how important it is for our software to work together and to be oh, what's the word? But to be connected, right? To have To be linked. So you want it to be interoperable like Zapier, right?

That provides just connecting one software to another. So we can just cut out all that time and save ourselves. So it's the same thing. You want it to be interoperable for them as well. So you options to do that. Okay. Woo. I'm talking a lot, but I hope this is helping. We're gonna keep moving along to key accessibility considerations.

Now, this is for podcasters. I found this on one of my resources when I was doing preparation for this. So we're gonna move into a website. I think this is standard and fundamental and this helps anybody. I have some friends that you know have They've developed their websites, and I'm helping her to understand a little bit more how important accessibility is in her business.

When you're providing a service or you take people's money, this should be fundamental and implemented into your business. It's encouraged. Of course, this is encouraged to your, keep your website simple. Have a nice consistent layout, easy to read. Write one heading, H one one. Big heading. H. But those H three and I think Yost, if WordPress, I think that was referred to before.

Again, it helps with discoverability, it helps with the crawlers, but again, it really does help keep your organized, your content organized as well for accessibility purposes, which is so important. and descriptive links. Yes. So nobody likes to click on a link where they don't know where they're gonna end up.

They don't white like the seat like an other or whatever. That's not the best example, but you understand A descriptive link really helps someone understand where they're gonna be going when they click on that link. No one likes to jump on a link that takes you somewhere you don't know, and then you have another window.

In the background. So it's really important that we use descriptive links as well. It's just quick, easy and it helps again with seo. So focus keyboard focus, I said that backwards, but it's really knowing where that tab goes. Making sure that our website, we can use it with anything without the mouse, without the tab key and our keyboards or other devices like voice recognition devices.

I know I use voice recognition a lot to do things. I think we all have an Alexa somewhere. Use to help us out. And so it's just that kind of technology that we use now that really was originated through the need for people with disabilities to be able to engage. And so now everyone uses it and it's just makes life so much easier for everybody.

And then the other one is forms. So forms would be the other thing on your website. There's so many other things, not the other thing. But again, this is just a small snippet of what's out there to keep everybody understanding. Key accessibility considerations. Okay. Number, let The next one we're gonna go with media players.

Media players. You want them accessible in HTML five format. I don't, I'm not a developer. I don't know how this stuff works, but I read that and I thought it would be really important to put in there. This is something I think most of us can understand is those labels and controls, making sure they're visible, making sure that they're there.

With the speed control. Sometimes we wanna speed things up, sometimes we wanna slow things down, and that's also important for accessibility. The pause and the skip button, the skip intro. And one great tip is avoiding the autoplay. That's really helpful to people with disabilities, Who has been through it.

When you're on a website and some ad starts and you have no idea where it's coming from, you cannot find what video out of the 10 15 video links or videos playing on that website on your phone. It's horrible. Nobody likes that. And then if the volume's up too loud, that's, it's just not nice. It's not cool.

It's not cool. So avoiding autoplay is just really something simple and key, and we're gonna hammer it again. Transcripts and captions. , complete and corrected. This is something I gotta work on. I know. I gotta work on it. Again, progress over perfection, but complete and corrected transcripts, captions, making sure they're in there using those softwares that you use.

Whatever you use in your processes, in your production, in your creative. Processes. Yes. And we like it. Identifying those speakers, making sure we're putting in those sounds. The timestamps. That always helps. I think chapters are now very important. Again, that also helps with seo, but it helps people understand and make it accessible where they need to go get the information quickly, efficiently, effectively.

You don't lose time a. That I've always used is the two click method. I'm just going off here, but a two click method, it should, you wanna get somewhere in two clicks, right? One, two. You don't wanna be jumping through five, six clicks to figure out, and then you're just so sidetracked, distracted, and you forgot what you were doing.

I think that's something we can all relate to. So these three are the key considerations you wanna think of in your podcast and your processes when you're creating, when you're recording. Producing when you're post production, when you're publishing, and I think a lot of these other speakers in sessions really talk more into detail about website and media players and all the other wonderful things about podcast, but to stay focused on accessibility.

For your due diligence, this is, you know what you can do. Knowing where your label's at, knowing where your controls are at, understanding where you can tell people where your transcripts are at. Check the link here for the transcripts of here's their downloadable over here. Even if you say it in your audio podcast, it helps a person understand.

That there's another option. So I use YouTube. YouTube has its own little fair share of op, but I just put a picture in there because it helps understand what the captions and the transcriptions and the playback speed and all that stuff. But I'm working on it too. Okay. So we've talked a lot and I'm gonna keep going and I might speed up.

I don't even know how I'm doing on time, but we're gonna keep going. How can we increase accessibility of the podcast? Gonna hammer it again. Get to know your tools, the softwares, the platforms, those media player controls, the buttons, the functions all the, your podcast, wherever you're shooting out your work to, wherever you're publishing to.

You should know what is available and how it's gonna help your buyer, your lead, your consumer, whoever you're trying to attract to get whatever it is that you're trying to attract your business. So again, ensuring complete, accurate, and corrected transcripts and including the speaker identifications and those audio descriptions and slowly clear and simple language is always preferred.

This, again, easy for podcasters, so this is great. Right inside the wheelhouse of. People in this industry. Okay. And planning and accounting for visual descriptions. So again, I think we already touched on this is important. We as podcasters, I think that it's important that you already do this naturally.

You already have to be creative in these descriptions to create what you're creating. So it's important that you can also do it in your processes to make sure that it's as accessible to everyone. When they're gonna consume it and when they're gonna use it, we're gonna find it. And Danielle also referred to this when the metadata it's just common to understand your metadata and how it helps get our podcasts out there, our work out there, my livestream out there, just using the richest metadata you can, putting in as much as information as you can in there.

Accessibility tools and screen readers and whatnot and type of devices can find it through the metadata as well. So I'm gonna get a little technical even though I'm not, but I like Evo Tara. I actually, he was on a live stream with my friend Juan recently, and then I ended up finding him because I was doing, again, research for this presentation.

And he has that wonderful podcast, pontifications, and he has specifically a series for this. So it's the YouTube video on how to make accessible podcast audio in five easy steps. And I'm like, I have to share this. I have to. I have to share it. So hopefully someone that's a little bit more on a technical level that likes to create will understand this.

So I'm gonna stop with number. Start with his first step. He said noise removal. We all want nice, clean, crisp audio. We all are working towards the best high quality that we can. So removing the dog barks and the garage garbage truck that's driving by in the background or whatever's going on.

So really removing that noise in itself makes your podcast more accessible for people with low hearing. As well. Another thing that may be familiar to many of you is controlling the dynamic range. So I know when I speak, my voice can shoot up. It can be loud, it can be high pitched, it can be screechy. And then sometimes my guest is very quiet and they don't know.

They're not really have a good mic. They're having problems, they're struggling. For a livestream, we don't have the wonderful ability to go back and control the dynamic range like podcasters can. So in itself, that's something, an advantage that podcasts have that you can be able to do that. And these are the references that he used.

Recommendations, so I put those in there as well. Next thing would be equalizing an evening, the sound to your podcast. I guess that kind of goes with the dynamic range, but when you add in music and you're adding other things in there, whether it's like a prerecorded intro or a soundbite that somebody gave you from another piece, so you have to put it all together and try to clean it up as most best as possible and compressing it after you've done all that, compressing it into.

That file that you want. Now, I know a little bit about compression, but not a lot. But I think as I move forward in my own journey and my own search for more learning and becoming better at this in itself, I know that these are things that I'm gonna start implementing as I create my first podcast. So really understanding the mixing and the mastering now.

If someone could clarify export at minus 16 lus, that would be great. I think in his video, in the podcast, he said, if your provider, if your platform, if your system does not export at minus 16 lus, you should get a different one. And I thought that was hilarious, but very interesting. So hopefully that will help somebody at, might help me in the future as I.

Okay. Hope you guys like that. So I started to add a little bit of the typology of podcasts because I wanted to acknowledge the different types of podcasts that there are. So you have to really look for what's gonna work for you, for your business, for your company, and again, what the mission is like, what's the purpose of the podcast, but.

Really, again, taking all these tips and these strategies and these techniques and implementing it into your podcast for your business, for your company and for your branding, cuz that is part of your branding. So we'll probably talk a little bit more about that too. So that is from, I would like to say the creator standpoint, but again, if we look at it from the consumer standpoint, it's important to understand that there's just so many different for them to listen to.

Different players. And so you need to know each one. You need to figure out where you like to, which ones you're pumping out, publishing to , and really where is everybody listening from and making it most inclusive for them, making things, your podcasts, your funnels, your whatever, your website most accessible to everyone.

So again, I'm not gonna get into it, but it helps you understand like there's just so many and it is a lot of work, but once you're implementing it into your process, it will get easier just like anything else. So I can only assume that everybody's just only asking why, but why though?

And that is a great question too. And I'm gonna answer this in one slide. This is it, just one slide. Because accessibility is everyone's responsibility. I've tried to hit a home run with that point, and I'm gonna give you a few more bullets if I haven't convinced you on how to be more accessible and to how to really understand why accessibility is important and how it benefits everyone, right?

So it expands your audience. I think we all want that. More customers, more clients, more consuming of our amazing hard content that we take so much time and dedication to. The next one would be this increases your brand's value, your company's value. You fill in the blank, your organization's value.

Okay, that's really important, and we've touched on this already too. It aligns with SEO and increases the searchability. So that's already in itself so worth the of implementing and really finding ways to put these strategies into your content creation as soon as possible. Now, we're gonna get a little emotional, a little bit more.

Softer. Okay. Cause this impacts lives, right? The impact that we can make on lives when someone has access to the information you're sharing, access to your business, access to what you have to offer. You can, you're making an impact on lives. You're giving other people opportunities. And yes, it increases your social responsibility.

You are being a better socially responsible company brand person. So that's really important and I think that is something that is important to acknowledge and say, and that. Hopefully it makes you understand wow, yeah, that's true, right? It increases that social worth. I'm sure monetarily now I'm not gonna get into numbers.

I'm not a numbers person, but I'm sure that someone could bust out some statistics on how it really does increase financially and socially the worth of your brand. I would love to see some studies on that in the future. . And of course, the credibility that you achieve, that you get, that you receive as being inclusive and really paying attention and understanding the importance of accessibility in your content, in your podcast, in what you are creating for the masses or for your audience.

Because we're all individuals with different needs and different disabilities. We know someone that may have a disability. Get caregiver to someone with a disability, and we can all understand the stress and the difficulties that already come with different aspects of having those different needs.

So in your podcast, in your content, in your processes, in your publications, and whatever it is that you're making for that purpose, it's gonna create. And really give people the opportunity to get what they need, how they need it, and I think that's really important and. I had to say this one. I didn't, I, I used to have a slide that had some legal examples of things, but I decided not to do it into this one.

But it really does reduce mitigations. We can all put in our little search engines. Companies have had problems because they were lacking the accessibility tools, right? To provide captions or a transcript. You just wanna really take that seriously and you don't ever want it to get to that point.

There's lots of examples out there of even companies and something I didn't, but again, another. Tangent I was gonna go off of, but you wanna understand how it reduces those chances for mitigation. And again, allotting that money, allotting those fund to really take care of accessibility will pay off in the end because no one wants to have a lawsuit.

So it's again, it's not the one I wanna end on, but it is the one I wanna end on because again, it's a really important point to make. All right. Let's see if we can move on. So some of the resources I used in its presentation was the web, the W3C web accessibility initiative, great resource, basic guidelines there for you.

The Alley project is out there. Lots of good information that they are producing. They have YouTube videos. I love to be a part of that and who knows where the future. I found a lot of this information the University of Michigan, or I don't know, I'm in Florida, so I apologize for any Michigan fans, , but the library research guides were amazing and I really think podcasters should check out and look into that.

And, oh three play media. Let me go back. Replay media. Did it go. Through play media excellent resource. I love, they always usually pop up right at the beginning when I'm putting in like digital accessibility, but they have tons of information. They help you with captionings and transcribing and really finding all those tools you need.

And I didn't talk about tools, but we can talk about tools, right? I use, I already mentioned script. There's rev, rev.com. You can submit your files to. There's oter that you can use when you are already in the process of recording something. I used to use that with Zoom before Zoom actually had the transcribing.

Feature in there. So again, enable that if you haven't on your Zoom. But, and then the Bureau of Internet Accessibility I know the Alley Project and the Bureau of Internet accessibility do provide checklists that kind of help you. And I have one, I did one for my website to help me really understand those what I need to do to improve my accessibility on my website.

So I'm gonna give a couple of recommended podcast. That just really provide extra support and information on this. All rules, the digital accessibility podcast, the people behind a progress business disability forum and assistive technology update. Just, you can find whatever's gonna work for you.

I just encourage people to go out there and understand that there's just so many organizations and associations that are putting out the work and putting out the resources for individuals to move forward and make incorporate accessibility into their businesses and their processes. Another great quote I found by Sean Plot.

It says, accessibility drives traffic and growth in technology. That's a proven trend in technology, so I thought that was fun. I think that we can, I gave some couple of examples in today's presentation about like the Alexa and there's just so many products out there that we use nowadays that we don't even realize that originated because of people needing these devices.

To be able to communicate, right? So communicate, communication, being so fundamental to all of us however we communicate. Communication in itself is such a powerful thing, especially in podcasting because this is audio communication or speaking or you continue, when you're working in your companies and you're doing what you need to do, but having that accessibility to drive traffic and to drive growth, and it's.

Putting your technology or putting you ahead, right? Giving you the ability to reach out to more people. And it makes it just, it makes it great. It makes it great for everyone. Okay, here we go. So we're gonna go ahead and get to our answers for the fill in the blanks. I hope everybody caught them.

They weren't that hard, were they? They weren't that hard. They were pretty easy. Number one is accessible. Communication is consumable. Usable and functional. Don't forget that. So important. The Wacog 2.1 is what provides the guidelines for our digital accessibility. So again, there's a resource for everyone no matter what par of the process you are.

And I think we all knew this one from the beginning of this presentation. Audio and video content should include captions and transcripts. It is not optional anymore. This is not optional anymore. And I really wanna encourage everyone to really, take that as their own. And of course, viewable and actionable by alternative methods.

We want our content to be available. Optional forms so as many people can connect with us share with us, engage with us. Leave it at that. Okay. Accessibility is everyone's responsibility. I think I said that through and through this presentation, and it really is important to me. Again, working with people with disabilities for over 20 years, just watching how difficult it can be to access information, a sentence, get an answer for something, going through a website, and you can't find what you need.

I think we've all been in that situation where we get frustrated. So imagine for someone that has such barrier. Where their communication has different barriers in between just us that may abled, fully abled body that can just find it a lot quicker. And that's not to say that this is not time consuming because it is, it does take time.

And I think that's another very valid point I have to be honest about is allotting the time as well. Not only the finances or the money. Also the time for accessibility and where, how long it's gonna take to put that all text in there. How long is it gonna take to add that extra seo or make sure that the hashtags have the camel case because it's a little, it's a lot easier I think on the eye and it's just so helpful to everyone.

And then accessibility drives traffic and growth in technology. I think that is just absolutely truth. And we continue to move forward. Because of things like that where we are like, oh, we get an idea. This could be great. This could be, makes it easier for me. It makes it easier for us.

So in that sense, these amazing inventions come out. All right. Can Youj, while you're putting up these questions that people should be asking ourselves, could you maybe put them all on the screen? I've got a couple of questions I just wanna make sure we have time to ask you cause we've got a few minutes left on on our scheduled block here.

The first one was about dess and transcripts, especially those ai transcripts. And I know you mentioned that it is important for them to be edited and corrected, so they can be, more easily comprehended. Yeah. But because so many of the AI transcribers do have all these errors and mistakes, and not every business owner has the time where the finances to make those corrections, is it better to have no transcripts or to have unedited transcript?

I have an edited transcript. , so something is better than nothing. Okay. That's, it gives us a starting point. It gives us something there, but. Listen, sometimes you wanna find an intern or something that can go back and do that for you. Like something like that.

You can find the funds, find a grant, here's a little freebie. Find a grant to help you with your accessibility in your business or company. That's a really good idea. That's definitely what I think people should take on board, cuz that could be a really good way to to get that work.

Absolutely. Can it, I think it is, financially intimidating for some people to make these kind of changes as valuable as they believe it. Yeah. So there you go. I had another question is do you recommend a particular platform for integrating media onto websites? Is there one that you've used that you think is particularly good or has particularly great features for being accessible to users?

So if I'm using like a normal post that I might be, Posting across multiple. I use Buffer. I know I put co-schedule on there when it comes to live streaming for me. I started with Streamy Yard and then I went to Restream because I couldn't find captions and I was having problems and I think Zoom's trying to like live stream now.

Anyways, the point is you just wanna peek around and look to make sure that, again, you're understanding. You know how this is accessible and what, so it's not so time consuming and it's not so overwhelming. And hopefully again, time at the beginning, but it's, it pays off in the end. And for embedding a pod, a podcast onto a website, so like putting the is there a particular embed player that works really well or.

You know what? I don't know, but I use YouTube and bed player because YouTube has just all those functionalities and YouTube, Danielle hit it on the head. It's seo, it's attached to Google. It's where everybody goes for their videos in that sense. So you have such a higher chance of being found, of being discovered. When you're using that, but I use that as a great example because those are the things you wanna look for. But again, since it's live streaming and eventually if I'm making podcasts, it, there will be video podcasts. It would still be essentially the same. I like that. And that's yet another reason to put your podcast on YouTube, which we've all been saying for Request York really should be there.

We are at at our time, so I'd love for you to just remind everyone where they can connect with you, where they can attend one of your live streams and work with you in other ways. And I'm sorry I had to cut off your last slide there, but we we aren't running up on the time. I'm glad that I could build the time and just share all this information.

I appreciated the questions. I'm so appreciative. Again, I'm dj. You can find me@silverfoxtalks.com. That's my moniker. I use it everywhere, so I should be fairly easy. I didn't wanna put any differences and spelling. Just make it easy. Again, follow the guidelines that I try to establish, not only for sharing with others, but for myself, right?

We have to. Make sure that we're doing the work ourselves. No, I love that. Thank you so much for all of these tips and ideas that you've shared. I think, it's gonna be really interesting over the next little while to kinda, I know we'll be going over our processes now to see how this is being integrated and I encourage everyone else to do the same.

Dj, thank you again. This was fantastic. So glad you've been here. Thank you for sharing all this. Everyone. Check out silver fox talks.com and find you elsewhere. And we will see you all at the top of the hour for our next presentation with Stephanie. Figure about nurturing your audience.