



STATION PLAYBOOK

A national initiative that uses the power of public media to promote inclusion, spotlighting the lived experiences of people with disabilities and important disability issues, including education, healthcare, housing, employment and more - through television, radio, news, community events and digital media.

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WELCOME

According to the CDC, one in four American adults identify as having a disability. Move to Include™ is your station's opportunity to reach people with disabilities — as well as their families, friends, caregivers, neighbors and communities — in a way that makes a true impact.

Founded and supported by WXXI in New York, Move to Include™ uses the combined power of broadcast and digital platforms, along with special events and partner support, to encourage viewers, listeners and community members to embrace diverse abilities and weave accessibility into the fabric of daily life.

Throughout this document, we've outlined how to bring Move to Include™ to life at your organization. We've also included real-life station case studies to showcase the work other stations are doing and the lessons they've learned.

However you choose to implement Move to Include™, the project staff is here to support your work with promotional materials, content, guidelines for production efforts, accessibility checklists for events and much more. As a cohort, we'll also be encouraging stations to share ongoing best practices and work together.

Just remember: Inclusion and accessibility take time and every station is unique.

“As a professional in the I/DD field and a mom to an autistic kiddo, I feel this movement is huge. I am always looking for stories to share to end stigma regarding disabilities. Everyone deserves to be treated with dignity and respect. I feel this movement will continue to educate the community.”

- Move to Include™ Feedback Survey

WELCOME CONTINUED

How you and your station choose to incorporate Move to Include™ into your current work and future projects will depend on several factors, including staff capacity, your individual community's needs, and financial support. However you implement Move to Include™ locally, the national project team is here to support your team's efforts.

The guiding principle of Move to Include™ is "Nothing About Us Without Us"

- Bring in the disability community while the initiative is still in its prospective stage. Taking time to build trust is paramount.
- Host listening sessions with your partners and members of the disability community to inform your work.
- Involve the community in content creation and production, event planning and execution, engagement, and promotion.
- Meet people with disabilities where they are.
- Ensure your staff and station are physically and intellectually prepared to work with people with disabilities, both on- and off-site.
- Lean on the surveys, training and thought leadership provided by the team at Move to Include™ to inform and educate your staff and station leadership.

"As a disabled person myself with a partner with autism, it was refreshing and exciting to watch representation on the screen that we felt represented ourselves - rather than watching abled bodied people pretend to be disabled, we were watching disabled people be their authentic selves on the big screen"

- Move to Include™ Feedback Survey

WELCOME CONTINUED

Success Can Come Down to Partners: In many public media programs, we lean on partners to help us create content. In Move to Include™, your partners are there to help you understand the needs of the disability community, inform your work all along the way and assist you with outreach and communications.

Start by researching the disability communities in your region. Then, using that research, identify two to three key partners and focus on creating those relationships. As your work grows, you can build a committee to include additional community stakeholders who can help with research, ideation, project planning, promotions, outreach and more. *Remember that not every region's partnership opportunities are the same.*

We are Here to Help: While every station's program looks different, you're not alone when it comes to Move to Include™. In addition to one-on-one and cohort support, the national team at WXXI will also provide:

- Branding Assets
- Programming Recommendations
- Production Playbook
- Guidance on Event Accessibility
- Impact Tracking and Analysis



ZOOM IN

The producer responsible for showcasing stories of diversity and inclusion at WXXI learned the immense value of building genuine partnerships with community organizations. The producer's relationship with the program coordinator at a local disability advocacy organization evolved from conducting one-off interviews into an ongoing collaboration. The program coordinator became familiar with the producer's storytelling goals and would proactively recommend compelling talent and events that aligned with the station's segments. This taught the producer to invest time in fostering reciprocal partnerships based on trust and mutual understanding, which led to authentic storytelling, more impactful segments and social change.

MAKING THE CASE

Supporting your local Move to Include™ work is going to take the support of your staff at all levels, but especially your leadership team. Although the day-to-day work doesn't necessarily include your CEO or General Manager, that person needs to be willing to commit the staff and time you need to be successful. They may also need to be present at listening sessions, partnership meetings, support fundraising efforts and work to incorporate Move to Include™ content into your work on air and online. Essentially, your leadership team needs to demonstrate that they support Move to Include™ both at your station and in the community, and having that conversation early makes a difference.

You need to be able to make the case for their support of Move to Include™. To drive that conversation with your General Manager, CEO or leadership team, we've put together a variety of discussion points:

- Explain the mission and goals of Move to Include™ and how it aligns with the station's commitment to diversity, equity, inclusion, accessibility and belonging and discuss the benefits it could bring to the community.
 - How do you think Move to Include™ could help us better serve people with disabilities in our community?
 - What opportunities does this initiative present in terms of programming, partnerships, engagement and fundraising?

- Review the proposed scope of the initiative and the estimated budget and resources needed, such as staff time. Explain why this level of commitment is recommended.
 - Does committing X budget and Y staff time seem feasible for the scope proposed?
 - What factors did you consider when arriving at this recommended scope?

- Highlight the role Move to Include™ can play in your DEIAB initiatives.
 - How can this program position us as a champion of inclusion and accessibility?

MAKING THE CASE CONTINUED

- Emphasize that this initiative will positively impact organizational culture over time, but it requires sustained effort.
 - How prepared are you to dedicate the time and resources needed to see this through beyond an initial phase?
 - What kind of ongoing commitment can you make to maintaining focus on inclusion and accessibility long-term?
 - How will you convey to staff the importance of keeping inclusion top of mind over time rather than treating it as a short-term initiative?

- Move to Include™ offers station leadership a way to break down any current silos between departments.
 - Are there current models set up to support this cooperation?
 - Is this an opportunity for staff members to showcase leadership capabilities?

- Move to Include™ is designed to help bring new partnerships to your station.
 - What do these potential partnerships look like and how can they benefit the station as a whole?
 - Ask station leadership to host a broader discussion on the value of community partnerships and what they mean for the future success of the organization.

New initiatives can be a point of stress for station leaders — they have to analyze the impact on station goals and fundraising efforts while communicating with stakeholders. It's important that your leadership team understands how this initiative can positively impact your station and what it will take to be successful. If you have any concerns or challenges as you meet with those leaders, the Move to Include™ team is here to support you.



Image Description: A group of individuals stand in a circle to review professional documents. There are two women and three men, one of which is seated in a wheelchair.

A SNAPSHOT OF THE DISABILITY COMMUNITY



1 in 4

Americans identify as having a disability (CDC, 2023)



13.9%

of Americans with disabilities have a cognitive disability (CDC, 2023)



12.2%

of Americans with disabilities have a mobility disability (CDC, 2023)



20 Million Households

have at least 1 disabled family member (WHO, 2023)



66 Percent of Audiences

are unsatisfied with current representations of disability and mental health in film and TV (Inevitable Foundation, 2024)



4.1 Percent

of programs feature disability themes (Nielsen, 2022)

PREPARING YOUR STAFF

Once you have the buy-in from your leadership team, it's time to prepare your staff. While a deliberate planning process is important for any major project, it's critical for Move to Include™. You will need time to prepare your staff, offer training, connect with your community, set goals and, in some cases, even implement new policies and procedures. If you have any concerns or challenges as you meet with those leaders, the Move to Include™ team is here to support you.

Define Staff Roles:

- Appoint or hire a Project Lead. This person should be the main Move to Include™ point person. Depending on your station's investment in the initiative, this can be a full-time role or can be assigned to an existing staff member.
- The Project Lead will work with department heads to identify point people from each department to form a core team that meets regularly.
- The core team will be tasked with implementing day-to-day activities within their departments. Each person should be assigned clear ownership for specific goals and tasks.
- Be sure the committee and its leaders have the authority to hold colleagues accountable to agreed upon expectations.

“(Move to Include™) made me realize how much I didn't know about the lives of people with disabilities ... It really was life-changing for me.”

- Move to Include™ Feedback Survey

PREPARING YOUR STAFF CONTINUED

Create Station Buy In:

- At a meeting with key staff stakeholders, discuss how all departments will be involved and the entire station will benefit from this project. It is important that all staff and departments understand that this will be a team effort and a team benefit.
- Discuss concerns out in the open and make it a priority to address them honestly. Team members may come to the table with mixed past experiences or very personal connections to the topic. Make yourself available to answer all the questions.
- Discover personal connections to this work within your organization. Personal passion and connection will increase team understanding and organizational energy.
- Define the “why” for your organization so everyone knows why you are a Move to Include™ station and what it will mean for your community.

Establish Your Goals and Set Measurement Guidelines:

- Work with your project manager and station working group to set 1-year and 3-year goals for reach and impact.
- For reach, you can use the Move to Include™ tools to track:
 - Programming hours
 - Website visits
 - Viewers (if you have Nielsen)
 - Email campaign mentions
 - Social media impressions
 - Event attendance
 - Social media engagements
- For impact, you can use the Move to Include™ tools to track:
 - Attitudinal change through survey results
 - Feedback from events and listening sessions
 - Feedback received by staff

PREPARING YOUR STAFF CONTINUED

Connect with your Local Disability Community:

- In addition to working with your partners, research disability organizations in your area across different types of disabilities.
- Contact those organizations to introduce the initiative and invite them to listening sessions and send detailed follow up emails. Think through accessibility logistics for any meetings or listening sessions.
- Research and attend any local/regional disability rights conferences and resource fairs to connect with additional groups you may not have found through online research.
- Ask each participating organization to suggest others you should connect with to expand the partner network.
- Use the national Move to Include™ program calendar, which highlights awareness dates, events, and content plans, to connect with local partners and community members.



ZOOM IN

From the beginning of their involvement with Move to Include™, the Iowa PBS staff began learning about the level of diversity and intersectionality within each disability community. The producer of *The Life Autistic* set out to explore the world of autism through the experiences of a boy on the cusp of adulthood... until her listening session partners asked her to consider the complexities of autism spectrum disorder, the commonality of multiple disabilities, the level of care required for some people with autism, the intersectionality that race, class and gender, and the varying milestones in life – education, independent living, relationships, career, aging, the loss of family members, etc. It can be challenging for staff to know what they don't know and it's important to lean on training and resources from Move to Include™ and your partners.

PREPARING YOUR STAFF CONTINUED

Create an Accessibility Plan:

- Conduct audits of website, mobile apps, facilities and public assets with the help of the Move to Include™ team and resources. Present those findings to the station working group and leadership team.
- The station team should review and prioritize top ten accessibility fixes for the next 6 months based on findings and budget.
- Assign owners from IT, Facilities and other departments to implement fixes by specific target dates.
- Schedule annual re-audits by the consultant to maintain accountability as the budget allows.
- Do not use an “accessibility overlay” for your website or your app. These do not align with best practices and are often problematic in real-life use. For more information, please consult [this fact sheet](#) by leading accessibility professionals: <https://overlayfactsheet.com/en/>.



ZOOM IN

The Move to Include™ project coincided with Oregon Public Broadcasting’s first major website redesign and content management service update in more than ten years. Using the Website Content Accessibility Guidelines (WCAG) as their benchmark, they made accessibility a key feature of this effort. Those guidelines specify a number of standards for website elements, including font size and color, use of alt-text and page structure optimized for screen readers. They worked with a partner - and continue to work with a local vendor - to make sure the website continues to be accessible and functional for people with disabilities. The Guidelines, which can be found online at WCAG.com, are updated regularly, so stations will want to check the most recent documentation.

COMMUNICATIONS

Each station will develop their own communications plan for their Move to Include™ work. Even if your station is not producing original content, you will still want to share information on this initiative with your audiences and stakeholders.

Digital Outreach: We require a landing page for Move to Include™ content on your website, even if you're populating it with existing content from other stations, PBS and/or NPR. This gives you a consistent place to send visitors as you promote the initiative.

Traditional Outreach: Regularly airing broadcast spots about the initiative can help raise awareness without a huge staff commitment. We also recommend sending press releases and using your membership communications, especially if you have big events or shows coming up.

Partnership Outreach: If you have active partners, consider co-developing a promotional plan that works for everyone involved. By working together, you can elevate the program and minimize the effort required to get the awareness ball rolling.



ZOOM IN

Consistently talking about Move to Include™ will help raise awareness about the initiative. During the pilot, WCNY created "Move to Include Mondays," which included social media posts, broadcast shows, radio programs and more. There was inclusion programming on other days of the week as well, but the bulk of the activities were on Mondays. Their partners endorsed the brand approach, saying it made their promotional efforts easier and that it was well received by their staff and by the people with disabilities they serve.

DEVELOPMENT

The development team will be integral in the success of your Move to Include™ work. Keeping them regularly up to date on programming, events, and sponsorship opportunities will be key.

Membership and Development: Move to Include™ is an opportunity to show your donors, and future donors, the work you're doing in your community. You can insert Move to Include™ into your regular outreach, work with your communications team to create a promotional plan, and even include members in your listening sessions and events. Your members care about this work and it's important to keep them apprised.

Corporate Support: Companies in every community are working toward their own internal goals. The Move to Include™ initiative gives you a unique opportunity to ask your corporate underwriters to support disability-focused programs, events, listening sessions and other outreach opportunities.



ZOOM IN

WFYI invited its volunteers and staff to participate in Move to Include™ listening sessions. A long-time volunteer, now in her late 70s, described the advocacy she did on behalf of her son, who had Down Syndrome; a staff member spoke about caregiving as a part-time job, from an infant who required feeding every 90 minutes to helping an aged sibling who uses a wheelchair to get to family gatherings; a young staff member talked about how she cared for her dad while still in college. Each person detailed how much they needed to learn, the paperwork nightmares and the exhaustion. Each also told stories of victories, big and small. These stories are closer to home than you might think and could come up during the conversations with your supporters. It's important to be prepared.

EDUCATION

To make lasting change in your community, you have to include all ages in your outreach activities. Helping children understand what it means to be different has long been a PBS mission, but Move to Include™ can help you heighten those activities by bringing disability-focused content and learning to your PBS KIDS and education activities.

While some Move to Include™ stations are developing content for local educators and PBS LearningMedia directly or in conjunction with the production of new content, other are scheduling child-focused inclusion content, especially around subjects like bullying and emotional intelligence.

In addition to resources for teachers and parents, the Move to Include™ Collection on PBS LearningMedia, which can be found at pbslearningmedia.org, is also a great place to find professional development resources, both for educators and your station staff.



ZOOM IN

Oregon Public Broadcasting was able to tell powerful stories of people with disabilities as they experienced the breaking news events of 2020. The station staff explored how the increased use of face masks to reduce the risk of coronavirus exposure affects those who are D/deaf or hard of hearing. They talked to people with disabilities who were active in the nightly protests of police violence and racism in Portland. They spoke with a newspaper reporter about his coverage of the challenges facing students with disabilities in rural central Oregon, where access to qualified staff, challenges getting sufficient internet bandwidth, and language barriers have all had an impact on the remote learning environment. They also told the stories of families who were facing the prospect of evacuating their homes as wildfires drew near and the challenges that posed for people with disabilities.

EVENTS

Although listening sessions and events are a critical component of bringing people together, it can also be some of the most challenging work. The Move to Include™ is here to support you. Below are some things to consider as you plan your next gathering - whether its an internal business meeting or large community event:

American Sign Language Interpreters:

- Arrange for American Sign Language (ASL) interpreters for attendees who are D/deaf or hard of hearing.

Assistive Listening Devices:

- Offer assistive listening devices for those with hearing aids.

Braille and Large Print Materials:

- Provide event materials in Braille and large print for attendees.

Captioning and Subtitles:

- Provide CART (Communication Access Realtime Translation) or Open Captions for any videos or presentations.

Communication Preferences:

- Provide information through diverse communication channels and methods.
- Use plain language.



Image Description: Two individuals communicate via video chat on a computer using sign language.

EVENTS CONTINUED

Flexible Schedule:

- Plan for breaks and a flexible schedule to accommodate attendees' needs.
- When possible, provide the schedule in advance.

Guide Dogs and Service Animals:

- Allow and plan for attendees with guide dogs or service animals, including respite area with water and access to outdoor space.

Parking:

- Ensure there is accessible parking close to the entrance for attendees.

Quiet Spaces:

- Create designated quiet spaces for attendees who may need a break from sensory stimulation.

Restrooms:

- Check that restrooms are wheelchair accessible and have appropriate facilities.
- Prop any outside doors that are too heavy to be easily opened.

Seating:

- Have flexible seating arrangements to accommodate various mobility needs.
- Ensure that individuals and their caregivers can be seated comfortably together.

Having WXXI as an experienced Move to Include™ station as the mothership was wonderful when we needed advice, guidance and assets.

*- Amy Shumaker,
Associate General Manager of Content, WGCU*

EVENTS CONTINUED

Sensory Considerations:

- Consider lighting and sound levels to make the event comfortable for individuals with sensory sensitivities.

Technology:

- Ensure that any technology used is accessible, such as websites, apps, and registration systems.
- Should meet or exceed current WCAG standards.

Transportation:

- Provide information on accessible transportation options to and from the event.
- If arriving by public transportation, include information on path from point of arrival (i.e. bus stop) to the venue.

Wheelchair Accessibility:

- Ensure that the venue is wheelchair accessible with ramps or elevators.
- Ensure all pathways are unobstructed.
- Have designated and easily accessible spaces for mobility aid users.



ZOOM IN

After reviewing the independent film *Give Me Liberty*, WXXI knew it was a perfect fit for a screening and panel discussion. The subject, Laura 'Lolo' Spencer, has ALS and uses a wheelchair. She also has an impressive YouTube and Instagram following. The station offered a free online screening of *Give Me Liberty* for one month and then hosted a panel discussion with Spencer and the filmmaker. WXXI attributes the success of the event and powerful, in-depth conversation about inclusion of people with disabilities in acting roles and the media to Spencer's participation. You can find her @itslololove on social and @sittingprettylolo on YouTube.

PROGRAMMING & PRODUCTION

Storytelling is at the heart of Move to Include™. Whether you're sharing national content, shows created by other stations or your own robust library of content, bringing those personal stories to your audiences is key.

Programming: Creating a content plan that creates space for Move to Include™ is the first priority, whether you have a television station, a radio station, or both. There are shows available through PBS, APT, NETA, NPR and the station exchange. Interstitials are also a powerful Move to Include™ tool.

Production: The easiest way to start Move to Include™ is to work disability-centric stories into your existing shows, perhaps by featuring a segment about a disability issue in your news broadcast or showcasing a story about a disabled artist in your arts show. Since launching, we've had stations showcase performances, dive into panel discussions, highlight individual stories through documentaries, explore the history of the Americans with Disabilities Act and much more. Lean on your partners to help you identify the stories you might want to tell — they are connected in ways most stations are not.

- Consider individuals' needs. Encourage staff to ask those with disabilities directly about resources they need to facilitate smooth interactions.
 - Work with partner organizations on how best to engage with participants and guests.
 - Ask guests ahead of time about their physical needs and any other supports they prefer, whether at the station or at a remote location. This will vary from person to person.
 - Ask guests if they will be accompanied by or will need a support person or animal in order to participate fully in a production, event, or listening session.

PROGRAMMING & PRODUCTION CONTINUED

- Don't put inclusion in a silo - integrate the work into all station activities.
 - Include people with disabilities on station boards and committees, e.g., Board of Trustees, Community Advisory Boards, Education Advisory Boards.
 - Make accessibility part of your station's work on diversity, equity, inclusion, accessibility and belonging.

- Think carefully about your timetable.
 - Allow more time than you think is needed for preliminary research and discovery on the basics.
 - Take time to understand language and ways of interacting with people with various disabilities.

- Be intentional about language and framing.
 - Focus on abilities rather than disabilities.
 - Focus on people with disabilities telling their own stories rather than on the station telling their stories for them.

- Document your work.
 - Document processes and content as you go to inform future inclusion work.
 - Use the Move to Include™ data tracking and reporting tools to show impact.
 - Create a proof of performance video or one pager to support fundraising efforts. Use the templates provided by WXXI or work with your team to develop your own.



ZOOM IN

At WXXI, they have learned that it is critical to ask questions of guests and subjects with disabilities about their needs and preferences, as well as provide everyone with logistics information, ahead of shoots. On one specific production, they made assumptions about the time needed to tape an interview with a subject who had an intellectual disability. After better understanding that this person would need more time to process the production information, needs and protocols of being on air - they were able to adjust the timeline.

QUESTIONS:

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