



Unlocking Accessibility

Lessons Learned from the
Cablecast WCAG Journey


In a nutshell..

Title II of the ADA requires state and local governments to make sure that their services, programs, and activities are accessible to people with disabilities. **Title II applies to all services, programs, or activities of state and local governments**, from adoption services to zoning regulation. This includes the services, programs, and activities that state and local governments *offer online and through mobile apps.*




State and local government size	Compliance date
<i>0 to 49,999 persons</i>	April 26, 2027
<i>Special district governments</i>	April 26, 2027
<i>50,000 or more persons</i>	April 24, 2026





State and local governments that contract with other entities to provide public services for them (like non-profit organizations that run drug treatment programs on behalf of a state agency) also have to make sure that their contractors follow Title II.





WCAG

Web Content Accessibility Guidelines

Levels

- A - Priority 1 - MUST
- AA - Priority 2 - **SHOULD (ADA Target)**
- AAA - Priority 3 - MAY



Examples



Contact Us

Call Us [330-438-2668](tel:330-438-2668)

Email Us: ccstv@ccsdistrict.org

Connect With Us



1.4.1 Use of Color (A)



Examples

Search by Title

Search

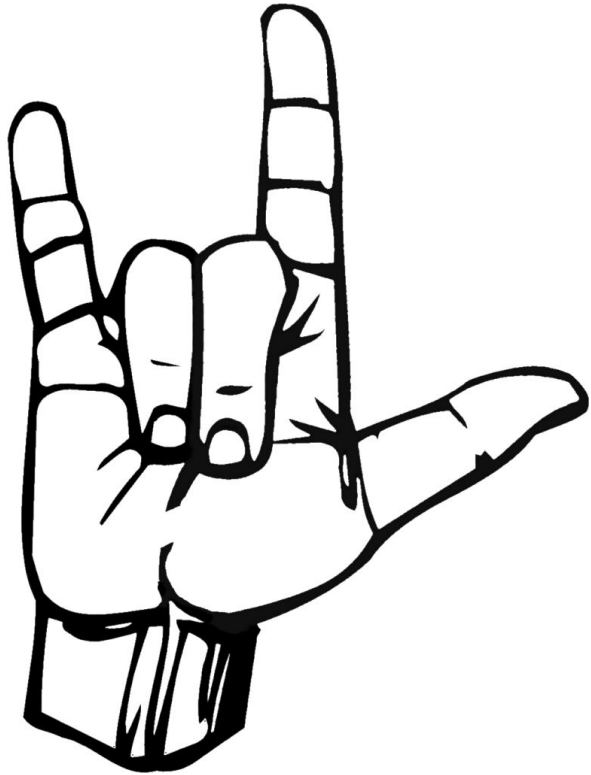
Watch

1.4.3

Contrast Minimum (AA)



Examples



1.2.6

Sign Language
(Prerecorded) (**AAA**)



There are a lot of requirements...



- 1.2.1 Captions (Prerecorded)
- 1.2.2 Captions (Prerecorded)
- 1.2.3 Audio Description or Media Alternative (Prerecorded)
- 1.2.4 Captions (Live)
- 1.2.5 Audio Description (Prerecorded)
- 1.2.6 Audio Description (Prerecorded)

- 1.3.1 Meaningful Sequence
- 1.3.2 Meaningful Sequence
- 1.3.3 Sensory Characteristics
- 1.3.4 Orientation
- 1.3.5 Identify Input Purpose
- 1.3.6 Identify Purpose
- 1.4.1 Use of Color
- 1.4.2 Audio Control
- 1.4.3 Contrast (Minimum)
- 1.4.4 Resize text
- 1.4.5 Images of Text
- 1.4.6 Contrast (Enhanced)
- 1.4.7 Low or No Background Audio
- 1.4.8 Visual Presentation
- 1.4.9 Images of Text (No Exception)
- 1.4.10 Reflow
- 1.4.11 Non-Text Contrast
- 1.4.12 Text Spacing
- 1.4.13 Content on Hover or Focus
- 2.1.1 Keyboard
- 2.1.2 No Keyboard Trap
- 2.1.3 Keyboard (No Exception)
- 2.1.4 Character Key Shortcuts
- 2.2.1 Timing Adjustable
- 2.2.2 Pause, Stop, Hide
- 2.2.3 No Timing
- 2.2.4 Interruptions
- 2.2.5 Re-authenticating
- 2.2.6 Timeouts
- 2.3.1 Three Flashes or Below Threshold
- 2.3.2 Three Flashes
- 2.3.3 Animation from Interactions
- 2.4.1 Bypass Blocks
- 2.4.2 Page Titled
- 2.4.3 Page Order



But wait...



**Don't Fear!
There are Tools.**





web accessibility evaluation tool

The following apply to the entire page:

en

Watch

Search by Title Search

aria-label="Watch Live Stream"

aria-label="Global"

aria-labelledby="carouselLabel" tabindex="0"

aria-label="Stop Automatic Slide Show"

tabindex="0"

Code

Summary

Errors 0

Contrast Errors 0

Alerts 1

Features 43

Structural Elements 20

ARIA 98

View details

Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility.

Schedule

Time	Event
11:00 AM	Cable HotDish- Season 2...
11:30 AM	The Dayton Scene Radio...
12:00 PM	Who We Are: Harbor Media...
12:30 PM	2023 4th of July Road Race

1.

<https://wave.webaim.org/>





WAVE

web accessibility evaluation tool

<https://wave.webaim.org/>

1.

powered by [WebAIM](#)
web accessibility evaluation tool

Styles: OFF ON

Summary

Summary Details Reference Order Structure Contrast

0 Errors	0 Contrast Errors
1 Alerts	43 Features
20 Structural Elements	98 ARIA

[View details >](#)

Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility.

powered by [WebAIM](#)
web accessibility evaluation tool

Styles: OFF ON

Details

Summary Details Reference Order Structure Contrast

- 1 Alerts
 - 1 X Redundant link
- 43 Features
 - 38 X Null or empty alternative text
 - 2 X Form label
 - 1 X Skip link
 - 1 X Skip link target
 - 1 X Language



ARC TOOLKIT

ARC Toolkit

Version: 5.7.5

Run tests All topics

Only Show

Errors Alerts Best Practices

Highlight Other tools

Topic			
<input checked="" type="checkbox"/> Total	0	57	1
Audio / video / multimedia	-	-	-
Content adaptability	-	-	-
<input checked="" type="checkbox"/> Contrast	0	54	0
Custom widgets	-	-	-
Errors / status	-	-	-
Order & focus	-	-	-
Images	-	-	-
Keyboard	-	-	-
<input checked="" type="checkbox"/> Interactive controls	0	3	1
Page navigation & language	-	-	-
Parsing	-	-	-
Pointer / motion	-	-	-
Repetitive content	-	-	-
Sensory	-	-	-
Structure & semantics	-	-	-
Dynamic changes & timed behavior	-	-	-
Usability / Best Practice	-	-	-

Results by messages

View by elements

[Get help fixing these errors](#)

- 54 Alert(s) Unable to determine text contrast against image background
- 3 Alert(s) Accessible text does not contain visible text
- 1 Best Practice(s) `aria-hidden` used



How & What Is Cablecast Doing?



Web Acc Eval Tools



The screenshot shows the WAVE web accessibility evaluation tool interface. At the top, it says 'WAVE powered by WebAIM web accessibility evaluation tool'. Below that, there is a toggle switch for 'Styles' set to 'OFF'. The main section is titled 'Summary' and contains a navigation bar with tabs: Summary, Details, Reference, Order, Structure, and Contrast. The Summary tab is active, displaying a grid of six categories with their respective counts and icons:

Category	Count
Errors	89
Contrast Errors	6
Alerts	115
Features	6
Structural Elements	112
ARIA	27

At the bottom of the summary section, there is a button labeled 'View details >'.



How Was
Cablecast Doing?



~Not so Fast~

WAVE powered by [WebAIM](#)
web accessibility evaluation tool

Styles: OFF ON

Details













Summary Details Reference Order Structure Contrast

89 Errors


- 86 X Linked image missing alternative text
- 1 X Missing form label
- 1 X Language missing or invalid

<https://ccstv.ccsdistrict.org/CablecastPublicSite/show/6201?site=1>

The following apply to the entire page:

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CANTON CITY SCHOOLS TELEVISION
Canton Schools Public Site | 2022


Search by Title 


Schedule

- 1: Child & Adolescent Behavioral He...
- 5: Child & Adolescent Behavioral He...
- 9: Child & Adolescent Behavioral He...

Bulldog Nation Sports

Show All...

 Code





What We Did



Rebuilt with accessibility in mind



Got an Independent Expert Audit / Review



Received a VPAT for our customers



Accessibility Audit



Shopped around to a few vendors



Quotes ranged from \$13k to \$30k



Can depend on the size of the site



30-60 day turnaround time





Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance	Remarks and Explanations
1.1.1 Non-text Content (Level A)		
1.2.1 Audio-only and Video-only (Prerecorded)		
1.2.2 Captions (Prerecorded) (Level A)		
1.2.3 Audio Description or Media Alternative		
1.3.1 Info and Relationships (Level A)		
1.3.2 Meaningful Sequence (Level A)		
1.3.3 Sensory Characteristics (Level A)		
1.4.1 Use of Color (Level A)		
1.4.2 Audio Control (Level A)		
2.1.1 Keyboard (Level A)		
2.1.2 No Keyboard Trap (Level A)		
2.1.4 Character Key Shortcuts (Level A 2.1 and 2.2)		
2.2.1 Timing Adjustable (Level A)		
2.2.2 Pause, Stop, Hide (Level A)		
2.3.1 Three Flashes or Below Threshold (Level A)		
2.4.1 Bypass Blocks (Level A)		
2.4.2 Page Titled (Level A)		
2.4.3 Focus Order (Level A)		
2.4.4 Link Purpose (in Context) (Level A)		
2.5.1 Pointer Gestures (Level A 2.1 and 2.2)		
2.5.2 Pointer Cancellation (Level A 2.1 and 2.2)		
2.5.3 Label in Name (Level A 2.1 and 2.2)		
2.5.4 Motion Actuation (Level A 2.1 and 2.2)		
3.1.1 Language of Page (Level A)		
3.2.1 On Focus (Level A)		
3.2.2 On Input (Level A)		
3.2.6 Consistent Help (Level A 2.2 only)		
3.3.1 Error Identification (Level A)		
3.3.2 Labels or Instructions (Level A)		
3.3.7 Redundant Entry (Level A 2.2 only)		

Voluntary Product Accessibility Template





[Company] Accessibility Conformance Report Revised Section 508 Edition

(Based on VPATSM Version 2.0)

Name of Product/Version:

Report Date:

Product Description:

Contact Information:

Notes:

Evaluation Methods Used:

Applicable Standards/Guidelines

This report assess the degree of conformance for the following accessibility standard/guidelines:

Standard/Guideline	Included in Report
Web Content Accessibility Guidelines 2.0	Level A (Pass) Level AA (Pass) Level AAA (Fail)
Revised Section 508 standards published January 20, 2017 and corrected errors 21-2018	Pass

Verint's Product Accessibility, "Template" and "VPAT" are registered service marks of the Information Technology Industry Council (ITIC).

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Accessibility Conformance Report





The Easy

1.1 - Text Alternative

Cablecast - Ray's House
Main Menu

ShowID: Assigned after save [Edit Show Info](#) ▶ Internet Video ▶ Text Tracks ▶ DSK

Title
Enter Show Title

CG Title
Enter CG Title

Reels - (1 reel, TBT 00:00:00)

Reel 1 - 00:00:00
LIVE
Add Reel

Bibliographic Info

Local ID
Enter Local ID

Event Date
11/17/2024

Project
Select... New

Category
Select... New

Producer
Select... New

Comments
Enter Comments

Thumbnail

Upload

Alt Text
Enter Alt Text for Thumbnail

CG Exempt

Allowed Air Dates

Start
mm/dd/yyyy

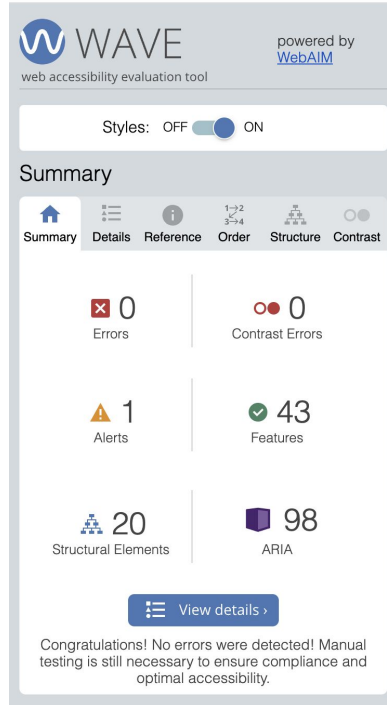
End
mm/dd/yyyy

Create Cancel Clear

- Links
- Images
- Controls
- Inputs
- Buttons



1.4.3 - Contrast (Minimum)



The screenshot displays the WAVE web accessibility evaluation tool interface. At the top, it shows the WAVE logo and the text "powered by WebAIM" and "web accessibility evaluation tool". Below this, there is a toggle switch for "Styles" set to "ON". The main section is titled "Summary" and contains a navigation menu with options: Summary (selected), Details, Reference, Order (with sub-options 1-2 and 3-4), Structure, and Contrast. The summary area is divided into six categories, each with an icon, a count, and a label:

Category	Count
Errors	0
Contrast Errors	0
Alerts	1
Features	43
Structural Elements	20
ARIA	98

At the bottom of the summary area, there is a "View details" button and a congratulatory message: "Congratulations! No errors were detected! Manual testing is still necessary to ensure compliance and optimal accessibility."



1.3.1 - Info & Relationships



YourTown TV Search Watch

Search Results Displaying 1 - 50 of 205 results.

1 2 3 4 5 »

Pittsfield City Council Meeting 6/25/24
cc 02:35:00
"...meeting is I think nine November, not our next meeting, but where we're gonna go over this again, uh we're gonna we're gonna take up the continued uh plan review. Um So that's moving on tomorrow night, we have a planning board meeting, I think there..."

2023 Hometown Media Awards Ceremony
cc 02:00:00
"...meeting coverage awarded for programming that helps citizens understand and follow local government meetings. In the category of government meeting coverage, access center professional. The hometown goes to John Funar from City of Pasco Television for the project titled City of Pasco City Council and welcome to City of Pasco..."

YOURTOWN ZONING COMMISSION
YourTown Zoning Commission Meeting - April 26 2023
City of YourTown Zoning Commission meeting on Wednesday April 26, 2023 Meetings City of YourTown City of YourTown Zoning Commission meeting on Wednesday April 26, 2023 City of YourTown Meetings City of YourTown Zoning Commission meeting on Wednesday April 26, 2023 4/26/2023 12:00:00 AM 3300 YourTown Zoning Commission

YOURTOWN CITY COUNCIL MEETING
YourTown City Council Meeting - April 25 2023
City of YourTown City Council meeting on Tuesday April 5, 2023 Meetings City of YourTown City of YourTown City Council meeting on Tuesday April 5, 2023 City of YourTown Meetings City of YourTown City Council meeting on Tuesday April 5, 2023 4/25/2023 12:00:00 AM 3300 YourTown City Council

- Hierarchy
- Labels
- Screen Reader Support





The Tedious







1.4.5 - Images of Text

Public Domain Movies: S... CMJ Banjo Boys Santa Fe Bandstand: Ho... The Cinemaniacs - 12/1...





Arts & Culture

Showing 4 of 8

			
Vela: Okefenokee Swam...	The Power of Communit...	Timeline: Cape Ann- Ann...	The Color of Light: Ralph...





Government Meetings

Showing 4 of 8

			
YourTown City Council M...	Pasadena City Council M...	YourTown School Board ...	YourTown Selectboard M...

Religion & Spirituality

Showing 4 of 5

			
Mike Stern Concert - Gol...	A Downeast Christmas	My Christmas Wish	Embracing One Another ...

Greatest Hits

Showing 2 of 2



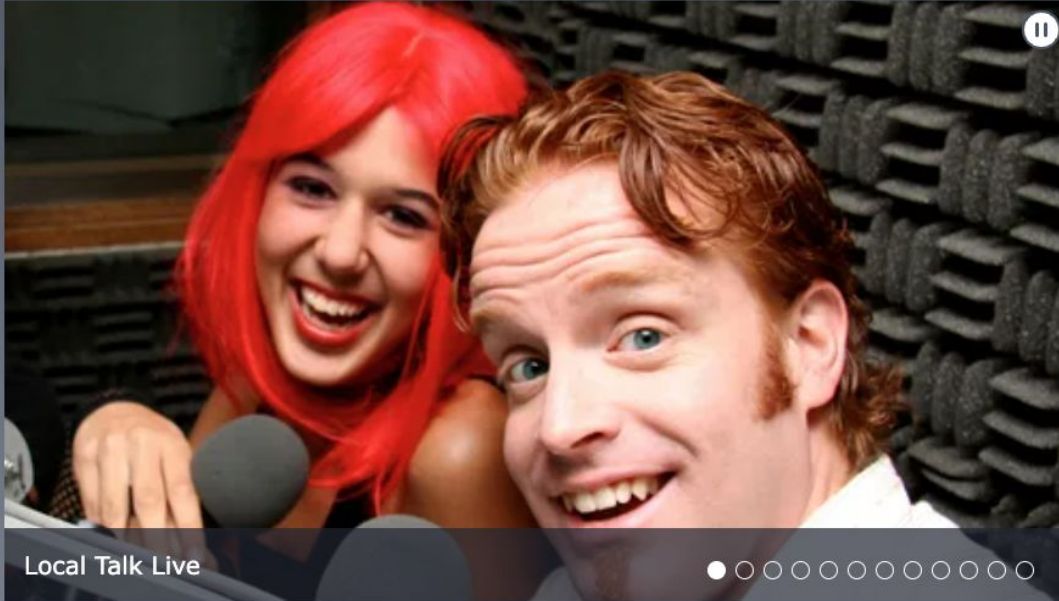
4.1.2 - Name Role Value



Search by Title

Search

Watch



Local Talk Live



Schedule

- 12:00 PM Who We Are: Harbor Media Stand Up
- 12:30 PM 2023 4th of July Road Race
- 01:00 PM The Nine Circles of Mortgage Hell: Part 1
- 01:30 PM This is Eden Prairie Local News
- 02:00 PM Beyond Ocean and Main - August 2023
- 02:30 PM Best of CTN 2023
- 03:00 PM Be In The Know - County Government
- 03:30 PM A Revolutionary Minute

See the entire schedule





The Hard

1.2.3 Audio Description or Media Alternative (Prerecorded)

The screenshot displays the 'YourTownTV' website interface. At the top, there is a search bar with 'HUDSON' entered and buttons for 'Search' and 'Watch'. Below the search bar, the page title is 'Pittsfield City Council Meeting 6/25/24'. To the right of the title are social media share buttons for Facebook and X. The main content area is divided into two columns. The left column contains the official agenda for the 'CITY OF PITTSFIELD REGULAR MEETING' held on June 25, 2024, at 6:00 p.m. The agenda includes items such as 'Roll Call', 'Proclamation in recognition of the Pittsfield High School Baseball Team', and 'Approval of the June 11, 2024 minutes'. The right column features a video player showing a live stream of the meeting, with a play button overlay. Below the video player are navigation tabs for 'DETAILS', 'CHAPTERS', 'SCHEDULE', and 'DOWNLOADS'. Further down, the 'Event Date' is listed as '6/25/2024 12:00:00 AM' and a 'Description' states that the stream is live on Tuesdays.

About YourTownTV

YourTownTV is the live streaming video channel of Cablecast Community Media using the thoughtfully designed Cablecast Automation system running on our powerful VODStream hardware solution. YourTownTV demonstrates the power of the software as well as the quality of video even

Contact Us

Call Us: 1-866-866-4118
Email Us: sales@cablecast.tv

Connect With Us

- WCAG 2.1 AA mandates descriptive audio for pre-recorded content
- Unlike captions, descriptive audio is still very expensive



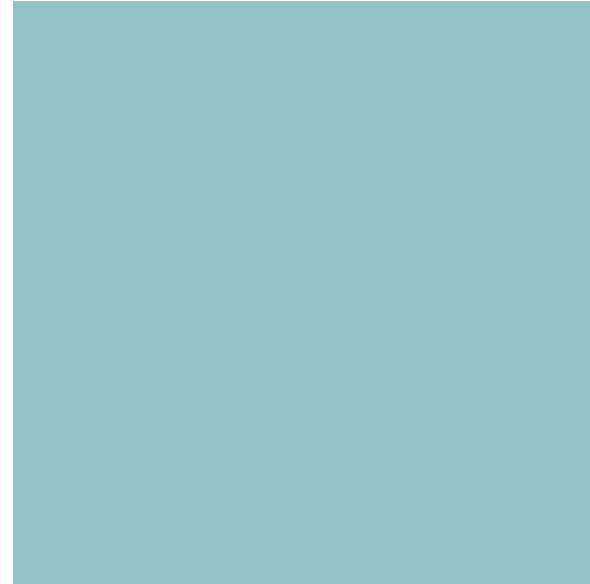
I Am Not A Lawyer

35.205 **Effect of non-compliance that has a minimal impact on access.**

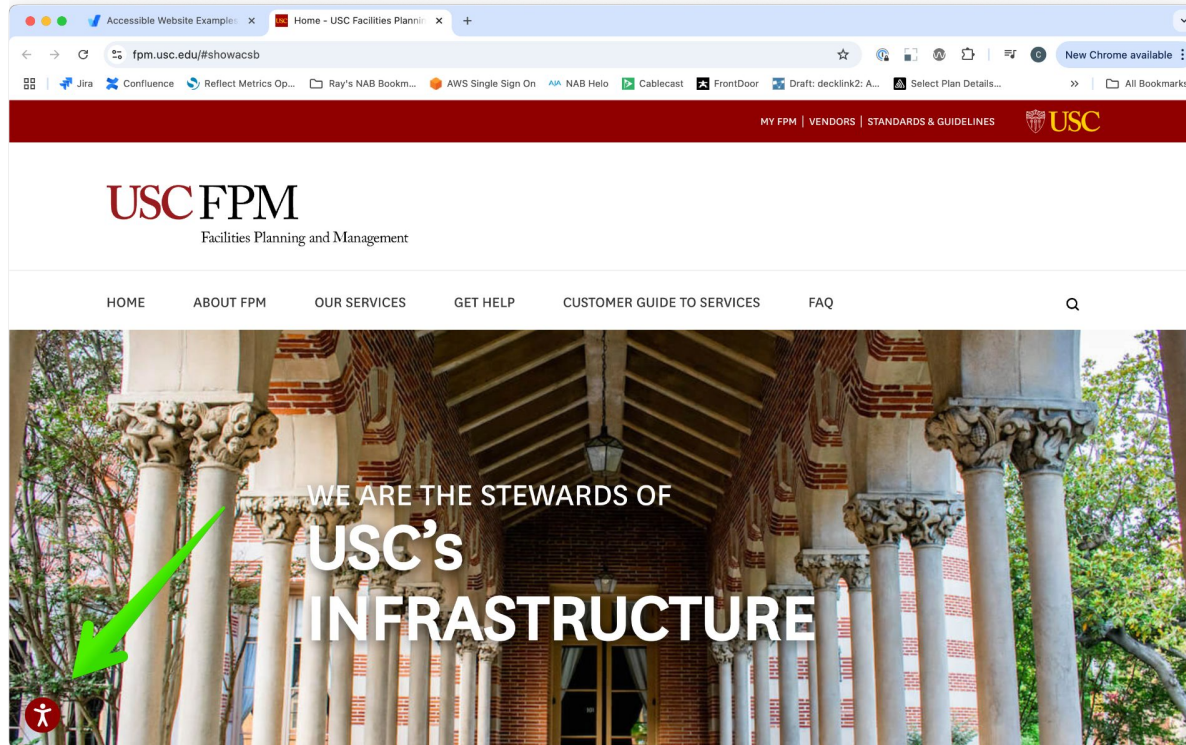
A public entity that is not in full compliance with the requirements of § 35.200(b) will be deemed to have met the requirements of § 35.200 in the limited circumstance in which the public entity can demonstrate that the noncompliance has such a minimal impact on access that it would not affect the ability of individuals with disabilities to use the public entity's web content or mobile app to do any of the following in a manner that provides substantially equivalent timeliness, privacy, independence, and ease of use:



VPAT - Got it!



Why Not Just Use An Accessibility Widget?



Why Not Just Use An Accessibility Widget?

Is there anything access Widget does not address?

accessWidget does not automatically create captions for **videos** nor remediate PDF or SVG formats as part of the standard subscription. They provide those services as dedicated projects with our professional services department.





What Should I Do?

Start Doing What You Can



- Closed Caption Your Content
- Attach Agendas / Minutes / Transcripts
- Fill In Alternative Text
- Check Your Site With Free Tools



Talk To Your Vendor(s)



- Do they have a VPAT / ACR
- Do you need additional features / products?
- What web accessibility practices does your web team already do?



A Success Story



- Customer got Randomly Audited by DOJ
- Installed New Internet Channel and Satisfied Concerns

