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## Mascot Media Accessibility Compliance Statement

At Mascot Media, we are committed to ensuring that our websites and digital assets are accessible to individuals with disabilities. Our goal is to enhance the **user experience for all visitors**, including those who rely on assistive technologies such as screen readers, keyboard navigation, and voice recognition software.

We continuously monitor accessibility standards and strive to implement best practices to improve usability and compliance with the **Web Content Accessibility Guidelines (WCAG) 2.1 Level AA**.

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### ◆ Accessibility Features Implemented

Mascot Media has proactively made several enhancements to ensure that our websites are **inclusive and ADA-compliant**. Below is a list of key accessibility features we have implemented:

#### 1. Expanded Alternative Text for Images

- **All non-decorative images** now include **descriptive alt text** to support screen readers.
- Graphics, logos, and event banners include **meaningful descriptions** to ensure visually impaired users receive the same information as sighted users.

#### 2. Keyboard Navigation & Focus Indicators

- Our websites are **fully navigable using only a keyboard**.
- **Clear focus indicators** are added to buttons, links, and interactive elements to enhance visibility.

#### 3. Accessible Carousels & Navigation

- **Carousel controls (Next/Previous buttons)** are now **keyboard-focusable** and support **Enter & Spacebar** activation.
- ARIA labels (aria-label) provide **contextual descriptions** for carousel navigation buttons.

#### 4. High-Contrast & Color-Accessible Design

- We ensure that text and UI elements **meet WCAG contrast ratio standards**.
- Color is **not the sole means of conveying information**, reducing barriers for colorblind users.

## 5. Screen Reader Compatibility & ARIA Enhancements

- We incorporate **ARIA landmarks** (role="navigation", role="region") for improved structure.
- **ARIA labels and live regions** provide dynamic updates for screen reader users.

## 7. Automated & Manual Accessibility Testing

We use a combination of **automated tools and manual evaluations** to validate accessibility compliance:

**WebAIM Contrast Checker** – Ensures proper text-to-background contrast.

**Wave Tool by WebAIM** – Identifies accessibility issues and improvements.

**W3C CSS Validator** – Checks for compliance with modern web standards.

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### ◆ Compliance Status

Mascot Media is **partially conformant** with **WCAG 2.1 Level AA**. This means that while we strive for full compliance, some elements may not yet fully meet accessibility standards due to the nature of certain third-party contributions.

### Known Limitations

#### Image Alt Text

While we provide fields for alternative (alt) text on all image uploads, some user-generated content may not include descriptive text. In these cases, we implement fallback alt attributes based on available metadata (e.g., article titles). Clients are responsible for entering meaningful alt text during upload.

#### PDFs and Document Accessibility

We allow schools to upload PDF, DOCX, and other document formats. Our system provides guidance on accessibility (including tagging, logical reading order, and selectable text), but we cannot guarantee that all uploaded files are fully compliant. Responsibility for ensuring document accessibility lies with the uploader.

#### Color Contrast

Mascot Media tests color contrast using each school's selected brand colors to meet WCAG 2.1 AA requirements. However, schools may override default settings or apply custom branding, including text overlays on images. These choices may reduce contrast and readability. We encourage schools to follow accessibility best practices and are available to assist upon request.

### Third-Party Integrations

Some schools integrate with third-party tools (e.g., ticketing systems, external media hosts, forms). These platforms are not managed by Mascot Media and may not meet the same accessibility standards. We advise schools to validate all third-party tools independently for compliance.

### Custom Code or Embeds

Occasionally, schools may embed custom HTML, JavaScript, or iframe content into their sites. While our CMS offers safe defaults, we cannot audit or ensure accessibility for code added manually by school administrators or contributors.

We are actively working to address these areas and encourage content contributors to follow accessibility best practices.

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### ◆ Commitment to Continuous Improvement

Accessibility is an **ongoing effort**, and we are always looking for ways to enhance the experience for all users. If you encounter **any accessibility barriers**, or have suggestions for improvement, we welcome your feedback.

✉ **Contact Us:** [questions@mascotmedia.net](mailto:questions@mascotmedia.net)

🌐 **Learn More About WCAG Standards:**  
<https://www.w3.org/WAI/standards-guidelines/wcag/>

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### ✅ Summary of Improvements

| Feature                      | Description   |
|------------------------------|---|
| <b>Alt Text</b>              | Expanded and more descriptive alternative text for images.  |
| <b>Keyboard Navigation</b>   | Fully accessible via keyboard with clear focus indicators.  |
| <b>Event Carousels</b>       | Fully navigable via keyboard with enhanced ARIA labels.     |
| <b>High Contrast Design</b>  | Meets WCAG contrast ratio guidelines for readability.       |
| <b>Screen Reader Support</b> | Improved ARIA implementation and semantic HTML.             |
| <b>Ongoing Testing</b>       | Regular assessments using WebAIM, WAVE, and W3C validators. |

| Feature | Description |
|---------|-------------|
|---------|-------------|

**Planned Improvements:**

**Skip to Main Content" functionality** to allow keyboard users to bypass navigation and go directly to page content.

**Expanded alternative access to social media feeds** by providing direct links instead of embedding continuous scrolling feeds, ensuring users can navigate without unnecessary interruptions.