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## PRWeek US Awards 2020: The Winners

The best campaigns, leaders and agencies are celebrated for the 21st straight year.

July 30, 2020

### NONPROFIT WINNER:

Miami Lighthouse for the Blind and Visually Impaired and Finn Partners

### CAMPAIGN NAME: Seeing 2020 Clearly

More than 12 million Americans are blind or visually impaired and shut out from information on the web that is readily available to everyone else. Most of them are voters who want to know more about the candidates and their proposed policies. So when it came to election time, many felt short-changed when making voting decisions.

With the first Democratic presidential primary debate scheduled for June 26, 2019, it was a prime opportunity to break through. Virginia Jacko, the first blind CEO of Miami Lighthouse for the Blind and Visually Impaired, believed website accessibility is this generation's wheelchair ramp, so the association took action.

The group's IT team (most of whom are blind) analyzed the websites of all presidential candidates for accessibility to those who are blind and visually impaired.

The report uncovered staggering oversights: none of the candidates had websites that were fully accessible or Americans with Disabilities Act (ADA) compliant. Candidates were then ranked in order of accessibility based on 10 criteria.

The organization also issued a challenge for all candidates to ensure their websites were fully ADA compliant and put an accessibility statement on their page.

Before the third debate in September, the group found that the majority of candidates, except two, had updated their sites.

The story broke on Time.com the morning of the first debate. By October, Finn secured 40 top-tier news articles.

**We are thrilled to report that PRWeek, a top trade publication in the communications field, has awarded Miami Lighthouse and FINN the award for "Best in Nonprofit" campaign. PRWeek refers to the awards as the "Oscars of the PR industry."**

