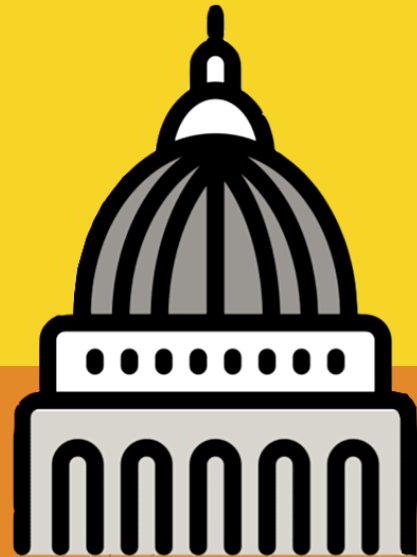


UW-MADISON SJMC



MADISABILITY PRESS KIT

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PRESS RELEASE



UW-Madison Students Amplifies Disabled Voices on Campus Community and Beyond
~Madisability Publication~

FOR IMMEDIATE RELEASE
DEC. 15, 2021

Contact: Marissa Mortenson
Media liaison
mamortenson@wisc.edu

Madisability

Madison, WI—University of Wisconsin-Madison students at the School of Journalism and Mass Communication have created a digital publication that is concerned with covering issues people with disabilities face, both on campus and in the city of Madison. “Disabled people are forgotten, if not explicitly excluded, from spaces both physical and digital. We wanted to change that, at least on our campus,” said Joyce Riphagen, managing editor of Madisability.

The team consists of a group of 19 students from Journalism 335 who felt that disabilities were underrepresented within local Madison news coverage. Through research and storytelling, these students highlight the issues that people with all kinds of disabilities, both physical and invisible, encounter on a daily basis within the Madison community.

Riphagen said, “Our goal with this project was to increase awareness, and to reduce the stigma associated with disability, both in our readers and writers.” The team hopes that Madisability will widen the scope of disability understanding and help others recognize that accessibility is a topic everyone should work to improve upon, as nearly everyone will experience disability within their lifetime. The promotional content is set to be released with the main website on Dec. 15th.

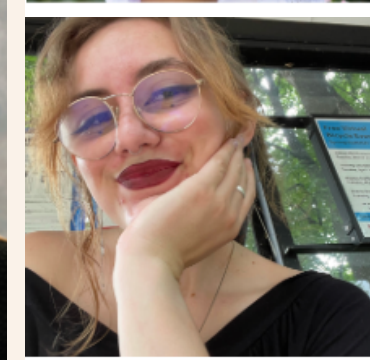
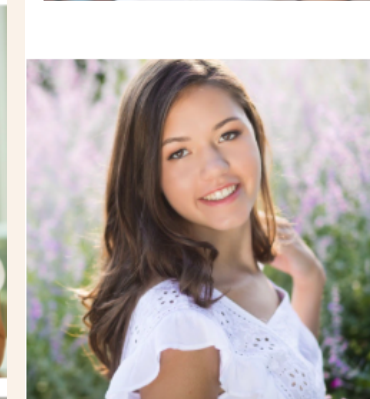
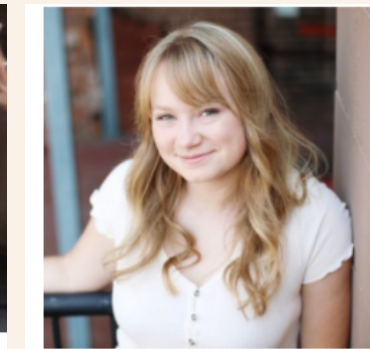
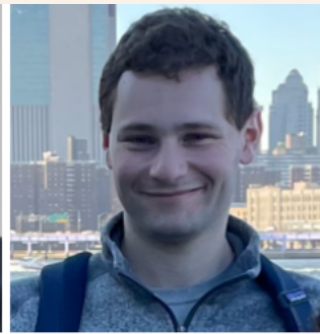
For more information, press only:
Madisability
madisability@gmail.com
Madison, WI., USA

For more information on Product:
<https://madisability.journalism.wisc.edu/>



MEET THE TEAM

Madisability Team: (members listed left to right, top to bottom) Abriella Thiel, Caitlyn Halfon, Justin Alpert, Carlos Dávalos, Allyson Fergot, Rachel Clark, Caroline Brown, Isabella Byrne, Grace Houdek, Gillian Rawling, Erin Gretzinger, Lila Szyryj, Daniel Tabaska, Sally Reed, Joyce Riphagen, Matt Blaustein, Matt Hermann, Jamie Randall, Marissa Mortenson, Shannon McManus, (not pictured: Rebecca Kite).



LETTER FROM THE EDITOR

Originally, getting the class to cover disability as our final topic was a hard sell.

Our writers were wary - we had just two weeks to produce a fully realized site, and many of them had no prior experience writing about disability issues. The terrain was unknown, and we wanted to do the topic justice.

Ultimately, we decided that the biggest injustice we could commit in our coverage of disability issues was not covering them at all. Despite a recent rush of exposure due to the success of the #FreeBritney movement, disability issues are rarely covered in local, regional or even national news. Disabled people are forgotten, if not explicitly excluded, from spaces both physical and digital. We wanted to change that, at least on our campus.

UW–Madison has a student body of 43,000, just .08% of which is currently registered with the McBurney Disability Resource Center. More students, too, have undiagnosed disabilities, meaning they can't get accommodations from the McBurney Center and are not represented in the .08%. This population of students is important — they're our peers, our friends, our TAs — they're an integral part of campus life. Treating disabled students as an alien population ignores the valuable contributions they make to our campus. Besides that, it ignores their humanity.

Our team did a fantastic job seeking out and covering the experiences of various students, staff and faculty members. However, we recognize that we've barely scratched the surface. Disability extends to every part of campus and city life, and there are scores of stories to tell.

Our goal with this project was to increase awareness, and to reduce the stigma associated with disability, both in our readers and writers. We wanted to increase compassion, to increase understanding and support for disabled students on campus. Everyone learned new things in the process of reporting, which, as we see it, was a massive success.

We hope these stories inspire you to continue seeking out information, and that we as reporters can continue to expand our horizons and use our work to foster change and inclusivity.

- Joyce Riphagen, Managing Editor.

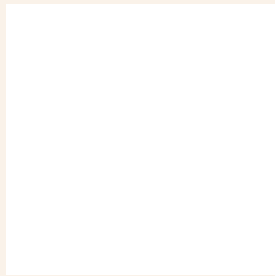
MEDIA + BRANDING

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SOCIAL MEDIA HANDLES

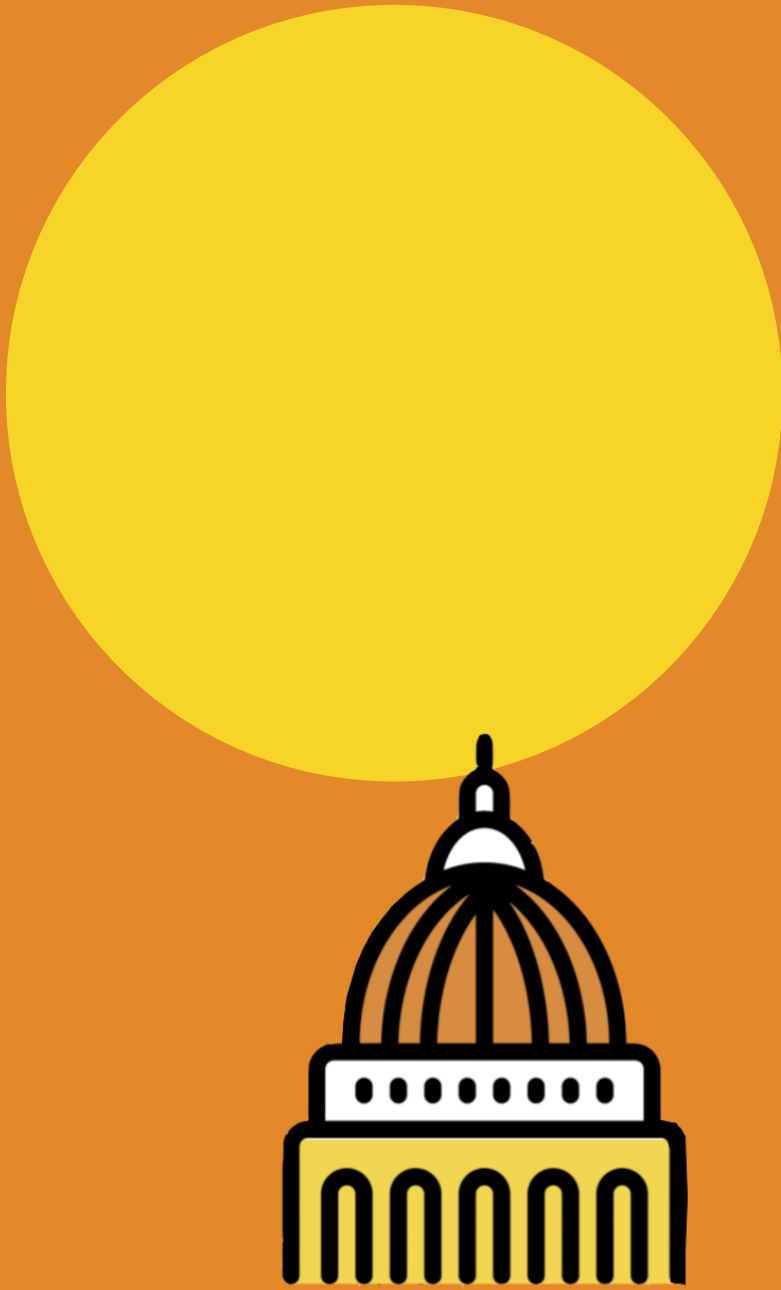
Instagram: @madisability 

TikTok: @madisability 

Twitter: @madisability1 

STORY BYLINES

- Two UW-Madison students discuss the importance of therapy dogs
- A disabled artist finds comfort and inspires others with her work.
- UW-Madison admissions process presents unique, unnecessary challenges for disabled applicants.
- A collection of helpful Madison resources for mental health issues and other disabilities.
- A list of different organizations offering support and community to disabled people.
- UW-Madison student battles debilitating disorder.
- McBurney Disability Resource Center provides invaluable aid to students with disabilities.
- Suffocating stigma keeps men from addressing mental health issues.
- The Special Olympics and UW-Madison maintain a precious relationship.
- UW-Madison students face obstacles, get medical care while rehabilitating from injuries.
- UW-Madison student group offers community for those with disabilities.
- Wisconsin students detail their experiences with learning disabilities.
- Women's health issues complicate the lives of college students.
- A handful of support systems for Madison residents with physical and/or mental disabilities.
- First-year basketball coach adjusts to his job and life in Madison.
- Blind student finds home in UW-Madison's dance department.
- A look at how Gordon Avenue Market caters to students with allergies.
- Students with undiagnosed disabilities struggle without proper support.
- Wisconsin junior challenges common perceptions of ADHD.
- People with disabilities stress the need for equal rights and treatment.
- A UW-Madison student discusses how the university accommodates his food allergies
- A Madison Metropolitan School Board and juvenile attorney discusses healthcare, accessibility and working with a disability.
- Making a living in America is difficult for many, but for disabled people it's even harder.
- Communications Manager of UW-Madison Facilities Planning and Management discusses how the new Letters and Sciences building will accommodate disabled students.



MADISABILITY

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