



## Accessibility Features in This Voter Guide

*The Democratic Party of Wilson County reference for what we built into the 2026 Voter Guide, and why. Covers the accessible PDF/Word edition and the separate plain-text edition.*

| Feature                                   | What we did                                                                                                                                                                                                 | Why it matters                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Real heading styles</b>                | Every section title uses Word's built-in Heading styles, not just bold text.                                                                                                                                | Screen reader users can jump section-to-section by heading instead of reading the whole document straight through. This also builds the clickable outline/bookmarks in the PDF.                                                                                                                                                                                                                                                         |
| <b>Descriptive link text</b>              | Every link names its destination — e.g. "Roy Cooper for Senate — campaign website" instead of "Website," and each candidate's Facebook link is unique instead of three identical "Campaign Facebook" links. | Screen readers can list all links on a page out of context. Generic or duplicate link text ("Website," "Click here") gives no way to tell links apart.                                                                                                                                                                                                                                                                                  |
| <b>Image alt text</b>                     | The party logo has a written description of what it shows (a blue donkey silhouette inside a red-and-white ring of stars).                                                                                  | Screen readers announce this description aloud, so a person who can't see the image still knows what it is.                                                                                                                                                                                                                                                                                                                             |
| <b>Tagged table headers</b>               | Both data tables (the amendments summary and the dates-to-remember sheet) have their header row marked as a header row, not just formatted to look like one.                                                | Screen readers announce the correct column name as you move through each cell, and the header row automatically repeats if the table spans a page break.                                                                                                                                                                                                                                                                                |
| <b>Color contrast checked (WCAG AA)</b>   | Every text color and background combination in the guide was measured against W3C's WCAG AA contrast standard.                                                                                              | Ensures text stays readable for people with low vision or color blindness, not just readers with typical color vision.                                                                                                                                                                                                                                                                                                                  |
| <b>Headings stay with their text</b>      | Section titles are set to stay attached to the paragraph that follows them.                                                                                                                                 | Prevents a heading from being stranded alone at the bottom of a page, separated from the content it introduces.                                                                                                                                                                                                                                                                                                                         |
| <b>Plain-text edition (separate file)</b> | A second edition in two files: the original .txt (zero formatting) and a companion PDF that mirrors the same linear content, but adds real Heading tags and a clickable bookmark outline for navigation.    | The .txt file works reliably with screen readers, older devices, and email programs that strip out formatting. The companion PDF keeps that same plain, color-free, table-free look, but its heading tags and bookmarks let a screen reader or keyboard user jump straight to a section instead of reading straight through — both stay separate from the styled version because they serve a different, more basic compatibility need. |
| <b>Document title in file properties</b>  | Each PDF's file properties (not just the visible cover page) include a real title, e.g. "Democratic Party of Wilson County Voter Guide — 2026 General Election."                                            | Screen readers announce this title when the file opens. Without it, some screen readers and PDF viewers read the filename aloud instead, which is often a jumbled mess of characters.                                                                                                                                                                                                                                                   |
| <b>Large print (18 pt type)</b>           | Body text and headings throughout the guide are set no smaller than 18-point type, well                                                                                                                     | 18 point is the size widely recommended for large-print accessible materials, letting voters                                                                                                                                                                                                                                                                                                                                            |

| Feature | What we did                                                | Why it matters                                                                                                                                                                                |
|---------|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | above the 10–12 point size used in most printed documents. | with low vision, macular degeneration, or other visual impairments read the guide without a magnifier — in line with ADA effective-communication expectations for accessible voter materials. |

**A note on formats:** the styled PDF and Word file carry every feature above, confirmed by checking the PDF's internal tag structure, not just how it looks on screen. The plain-text edition now ships as two files: the original .txt (no formatting at all,

for maximum compatibility with old devices and email clients that strip formatting) and a companion PDF that keeps that same plain, unstyled look, no color, no shading, no visual tables while adding real heading tags and a bookmark outline so screen reader and keyboard users can navigate it directly.

**Note:** Portions of this voter guide were generated or edited with the assistance of artificial intelligence. All AI-assisted content was reviewed prior to publication

**Questions about accessibility in this guide?** Contact the Democratic Party of Wilson County: [wilsondems@gmail.com](mailto:wilsondems@gmail.com)