

VPAT™

Voluntary Product Accessibility Template®

Version 1.3

The purpose of the **Voluntary Product Accessibility Template**, or **VPAT™**, is to assist Federal contracting officials and other buyers in making preliminary assessments regarding the availability of commercial “Electronic and Information Technology” products and services with features that support accessibility. It is assumed and recommended that offerers will provide additional contact information to facilitate more detailed inquiries.

The first table of the Template provides a summary view of the Section 508 Standards. The subsequent tables provide more detailed views of each subsection. There are three columns in each table. Column one of the Summary Table describes the subsections of subparts B and C of the Standards. The second column describes the supporting features of the product or refers you to the corresponding detailed table, e.g., “equivalent facilitation.” The third column contains any additional remarks and explanations regarding the product. In the subsequent tables, the first column contains the lettered paragraphs of the subsections. The second column describes the supporting features of the product with regard to that paragraph. The third column contains any additional remarks and explanations regarding the product.

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Name of Product: Vocus Public Relations Edition for 508 Accessibility

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Summary Table

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<i>Criteria</i>	Supporting Features	Remarks and explanations
Section 1194.21 Software Applications and Operating	Supported	Please see attached VPAT

Systems		
Section 1194.22 Web-based Internet Information and Applications	Supported. Vocus provides a version of its Public Relations software that supports accessibility technology. To gain access to the 508 version of the software, one can access a link at the top right of the login page noted as Accessibility Version.	If subscribed to the Professional Edition of the software, the 508 versions include access to a Media Contacts Database, Media Outlets Database, Activity Management, Project Management, News Database and Opportunities. For those subscribed to the Enterprise Edition, all the above features of Professional are included, along with Individuals and Organizations, as well as Collateral Management.
Section 1194.23 Telecommunications Products	This section does not apply to Vocus Public Relations	Vocus does not consider it a Telecommunications Product
Section 1194.24 Video and Multi-media Products	This section does not apply to Vocus Public Relations	Vocus does not consider it a Video and Multimedia Product
Section 1194.25 Self-Contained, Closed Products	This section does not apply to Vocus Public Relations	Vocus does not consider it a Self Contained and Closed Product
Section 1194.26 Desktop and Portable Computers	This section does not apply to Vocus Public Relations	Vocus does not consider it a Desktop and Portable Computer Product
Section 1194.31 Functional Performance Criteria	This section does not apply to Vocus Public Relations	Vocus does not consider it a Functional

		Performance Product
Section 1194.41 Information, Documentation and Support	Supported	Please see attached VPAT

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Section 1194.21 Software Applications and Operating Systems – Detail

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<i>Criteria</i>	Supporting Features	Remarks and explanations
(a) When software is designed to run on a system that has a keyboard, product functions shall be executable from a keyboard where the function itself or the result of performing a function can be discerned textually.	Supported	Keyboard access is provided throughout Vocus Public Relations. Application allows the navigation of menu options via the [Tab] key.
(b) Applications shall not disrupt or disable activated features of other products that are identified as accessibility features, where those features are developed and documented according to industry standards. Applications also shall not disrupt or disable activated features of any operating system that are identified as accessibility features where the application programming interface for those	Supported	Vocus Public Relations does not interfere with either the operating systems' accessibility features nor the accessibility features of other

accessibility features has been documented by the manufacturer of the operating system and is available to the product developer.		applications.
(c) A well-defined on-screen indication of the current focus shall be provided that moves among interactive interface elements as the input focus changes. The focus shall be programmatically exposed so that Assistive Technology can track focus and focus changes.	Supported	
(d) Sufficient information about a user interface element including the identity, operation and state of the element shall be available to Assistive Technology. When an image represents a program element, the information conveyed by the image must also be available in text.	Not Applicable	
(e) When bitmap images are used to identify controls, status indicators, or other programmatic elements, the meaning assigned to those images shall be consistent throughout an application's performance.	Not Applicable	
(f) Textual information shall be provided through operating system functions for displaying text. The minimum information that shall be made available is text content, text input caret location, and text attributes.	Supported	
(g) Applications shall not override user selected contrast and color selections and other individual display attributes.	Supported	Vocus Public Relations does not override user settings
(h) When animation is displayed, the information shall be displayable in at least one non-animated presentation mode at the option of the user.	Not Applicable	
(i) Color coding shall not be used as	Supported	Vocus Public

the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.		Relations does not use color as an only mean to convey information.
(j) When a product permits a user to adjust color and contrast settings, a variety of color selections capable of producing a range of contrast levels shall be provided.	Not Applicable	Vocus Public Relations does not allow user to modify text formatting.
(k) Software shall not use flashing or blinking text, objects, or other elements having a flash or blink frequency greater than 2 Hz and lower than 55 Hz.	Supported	No blinking text is utilized in Vocus Public Relations
(l) When electronic forms are used, the form shall allow people using Assistive Technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	Supported	All form controls have text labels. Form elements have labels associated with them in the markup.

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***Section 1194.22 Web-based Internet
information and applications – Detail***

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<i>Criteria</i>	Supporting Features	Remarks and explanations
(a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	Supported	Vocus Public Relations does not use logo or images in the

		508 version of its software. It has alternate text.
(b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.	Not Applicable	Vocus Public Relations does not include multimedia elements.
(c) Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.	Supported	Vocus Public Relations does not convey information by way of color codes
(d) Documents shall be organized so they are readable without requiring an associated style sheet.	Supported	
(e) Redundant text links shall be provided for each active region of a server-side image map.	Not Applicable	Vocus Public Relations does not use image maps.
(f) Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.	Not Applicable	Vocus Public Relations does not use image maps.
(g) Row and column headers shall be identified for data tables.	Supported	
(h) Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.	Not Applicable	Vocus Public Relations does not utilize data tables that have two or more logical levels
(i) Frames shall be titled with text that facilitates frame identification and navigation	Not Applicable	Vocus Public Relations does not utilize frames in its 508 version.
(j) Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and	Supported	No elements on the page flicker at a rate of 2 to

lower than 55 Hz.		55 cycles per second, thus reducing the risk of optically induced seizures.
(k) A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.	Supported	All text is either directly accessible to assistive technologies and the keyboard or an alternative method of accessing equivalent functionality is provided (e.g. a standard link).
(l) When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by Assistive Technology.	Not Applicable	
(m) When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).	Supported	Vocus Public Relations does not use applets, plug-ins or other applications in its 508 version
(n) When electronic forms are designed to be completed on-line, the form shall allow people using Assistive Technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.	Supported	All form controls have text labels. Form elements have labels associated with them in the markup.
(o) A method shall be provided that permits users to skip repetitive	Supported	A link is provided to skip

navigation links.		over lists of navigational menus or other lengthy lists of links.
(p) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.	Not Applicable	Vocus Public Relations requires no time limits on responses

Note to 1194.22: The Board interprets paragraphs (a) through (k) of this section as consistent with the following priority 1 Checkpoints of the Web Content Accessibility Guidelines 1.0 (WCAG 1.0) (May 5 1999) published by the Web Accessibility Initiative of the World Wide Web Consortium: Paragraph (a) - 1.1, (b) - 1.4, (c) - 2.1, (d) - 6.1, (e) - 1.2, (f) - 9.1, (g) - 5.1, (h) - 5.2, (i) - 12.1, (j) - 7.1, (k) - 11.4.

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Section 1194.23 Telecommunications Products ***– Detail***

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<i>Criteria</i>	Supporting Features	Remarks and explanations
(a) Telecommunications products or systems which provide a function allowing voice communication and which do not themselves provide a TTY functionality shall provide a standard non-acoustic connection point for TTYs. Microphones shall be capable of being turned on and off to allow the user to intermix speech with TTY use.	This section does not apply to Vocus Public Relations	
(b) Telecommunications products	This section does not	

which include voice communication functionality shall support all commonly used cross-manufacturer non-proprietary standard TTY signal protocols.	apply to Vocus Public Relations	
(c) Voice mail, auto-attendant, and interactive voice response telecommunications systems shall be usable by TTY users with their TTYs.	This section does not apply to Vocus Public Relations	
(d) Voice mail, messaging, auto-attendant, and interactive voice response telecommunications systems that require a response from a user within a time interval, shall give an alert when the time interval is about to run out, and shall provide sufficient time for the user to indicate more time is required.	This section does not apply to Vocus Public Relations	
(e) Where provided, caller identification and similar telecommunications functions shall also be available for users of TTYs, and for users who cannot see displays.	This section does not apply to Vocus Public Relations	
(f) For transmitted voice signals, telecommunications products shall provide a gain adjustable up to a minimum of 20 dB. For incremental volume control, at least one intermediate step of 12 dB of gain shall be provided.	This section does not apply to Vocus Public Relations	
(g) If the telecommunications product allows a user to adjust the receive volume, a function shall be provided to automatically reset the volume to the default level after every use.	This section does not apply to Vocus Public Relations	
(h) Where a telecommunications product delivers output by an audio transducer which is normally held up to the ear, a means for effective magnetic wireless coupling to hearing technologies shall be	This section does not apply to Vocus Public Relations	

provided.		
(i) Interference to hearing technologies (including hearing aids, cochlear implants, and assistive listening devices) shall be reduced to the lowest possible level that allows a user of hearing technologies to utilize the telecommunications product.	This section does not apply to Vocus Public Relations	
(j) Products that transmit or conduct information or communication, shall pass through cross-manufacturer, non-proprietary, industry-standard codes, translation protocols, formats or other information necessary to provide the information or communication in a usable format. Technologies which use encoding, signal compression, format transformation, or similar techniques shall not remove information needed for access or shall restore it upon delivery.	This section does not apply to Vocus Public Relations	
(k)(1) Products which have mechanically operated controls or keys shall comply with the following: Controls and Keys shall be tactilely discernible without activating the controls or keys.	This section does not apply to Vocus Public Relations	
(k)(2) Products which have mechanically operated controls or keys shall comply with the following: Controls and Keys shall be operable with one hand and shall not require tight grasping, pinching, twisting of the wrist. The force required to activate controls and keys shall be 5 lbs. (22.2N) maximum.	This section does not apply to Vocus Public Relations	
(k)(3) Products which have mechanically operated controls or keys shall comply with the following: If key repeat is supported, the delay before repeat shall be adjustable to at least 2 seconds. Key repeat rate	This section does not apply to Vocus Public Relations	

shall be adjustable to 2 seconds per character.		
(k)(4) Products which have mechanically operated controls or keys shall comply with the following: The status of all locking or toggle controls or keys shall be visually discernible, and discernible either through touch or sound.	This section does not apply to Vocus Public Relations	

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Section 1194.24 Video and Multi-media

Products – Detail

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<i>Criteria</i>	Supporting Features	Remarks and explanations
a) All analog television displays 13 inches and larger, and computer equipment that includes analog television receiver or display circuitry, shall be equipped with caption decoder circuitry which appropriately receives, decodes, and displays closed captions from broadcast, cable, videotape, and DVD signals. As soon as practicable, but not later than July 1, 2002, widescreen digital television (DTV) displays measuring at least 7.8 inches vertically, DTV	This section does not apply to Vocus Public Relations	

<p>sets with conventional displays measuring at least 13 inches vertically, and stand-alone DTV tuners, whether or not they are marketed with display screens, and computer equipment that includes DTV receiver or display circuitry, shall be equipped with caption decoder circuitry which appropriately receives, decodes, and displays closed captions from broadcast, cable, videotape, and DVD signals.</p>		
<p>(b) Television tuners, including tuner cards for use in computers, shall be equipped with secondary audio program playback circuitry.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(c) All training and informational video and multimedia productions which support the agency's mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(d) All training and informational video and multimedia productions which support the agency's mission, regardless of format, that contain visual information necessary for the comprehension of the</p>	<p>This section does not apply to Vocus Public Relations</p>	

content, shall be audio described.		
(e) Display or presentation of alternate text presentation or audio descriptions shall be user-selectable unless permanent.	This section does not apply to Vocus Public Relations	

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Section 1194.25 Self-Contained, Closed Products – Detail

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<i>Criteria</i>	Supporting Features	Remarks and explanations
(a) Self contained products shall be usable by people with disabilities without requiring an end-user to attach Assistive Technology to the product. Personal headsets for private listening are not Assistive Technology.	This section does not apply to Vocus Public Relations	
(b) When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.	This section does not apply to Vocus Public Relations	
(c) Where a product utilizes touchscreens or contact-sensitive controls, an input method shall be provided that	This section does not apply to Vocus Public Relations	

<p>complies with §1194.23 (k) (1) through (4).</p>		
<p>(d) When biometric forms of user identification or control are used, an alternative form of identification or activation, which does not require the user to possess particular biological characteristics, shall also be provided.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(e) When products provide auditory output, the audio signal shall be provided at a standard signal level through an industry standard connector that will allow for private listening. The product must provide the ability to interrupt, pause, and restart the audio at anytime.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(f) When products deliver voice output in a public area, incremental volume control shall be provided with output amplification up to a level of at least 65 dB. Where the ambient noise level of the environment is above 45 dB, a volume gain of at least 20 dB above the ambient level shall be user selectable. A function shall be provided to automatically reset the volume to the default level after every use.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(g) Color coding shall not be used as the only means of conveying information, indicating an</p>	<p>This section does not apply to Vocus Public Relations</p>	

<p>action, prompting a response, or distinguishing a visual element.</p>		
<p>(h) When a product permits a user to adjust color and contrast settings, a range of color selections capable of producing a variety of contrast levels shall be provided.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(i) Products shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(j) (1) Products which are freestanding, non-portable, and intended to be used in one location and which have operable controls shall comply with the following: The position of any operable control shall be determined with respect to a vertical plane, which is 48 inches in length, centered on the operable control, and at the maximum protrusion of the product within the 48 inch length on products which are freestanding, non-portable, and intended to be used in one location and which have operable controls.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(j)(2) Products which are freestanding, non-portable, and intended to be used in one location and which have operable</p>	<p>This section does not apply to Vocus Public Relations</p>	

<p>controls shall comply with the following: Where any operable control is 10 inches or less behind the reference plane, the height shall be 54 inches maximum and 15 inches minimum above the floor.</p>		
<p>(j)(3) Products which are freestanding, non-portable, and intended to be used in one location and which have operable controls shall comply with the following: Where any operable control is more than 10 inches and not more than 24 inches behind the reference plane, the height shall be 46 inches maximum and 15 inches minimum above the floor.</p>	<p>This section does not apply to Vocus Public Relations</p>	
<p>(j)(4) Products which are freestanding, non-portable, and intended to be used in one location and which have operable controls shall comply with the following: Operable controls shall not be more than 24 inches behind the reference plane.</p>	<p>This section does not apply to Vocus Public Relations</p>	

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**Section 1194.26 Desktop and Portable
Computers – Detail**

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Criteria	Supporting Features	Remarks and explanations
(a) All mechanically operated controls and keys shall comply with §1194.23 (k) (1) through (4).	This section does not apply to Vocus Public Relations	
(b) If a product utilizes touchscreens or touch-operated controls, an input method shall be provided that complies with §1194.23 (k) (1) through (4).	This section does not apply to Vocus Public Relations	
(c) When biometric forms of user identification or control are used, an alternative form of identification or activation, which does not require the user to possess particular biological characteristics, shall also be provided.	This section does not apply to Vocus Public Relations	
(d) Where provided, at least one of each type of expansion slots, ports and connectors shall comply with publicly available industry standards	This section does not apply to Vocus Public Relations	

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Section 1194.31 Functional Performance

Criteria – Detail

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<i>Criteria</i>	Supporting Features	Remarks and explanations
(a) At least one mode of operation and information retrieval that does not require user vision shall be provided, or support for Assistive Technology used by people who are blind or visually impaired shall be provided.	This section does not apply to Vocus Public Relations	
(b) At least one mode of operation and information retrieval that does not require visual acuity greater than 20/70 shall be provided in audio and enlarged print output working together or independently, or support for Assistive Technology used by people who are visually impaired shall be provided.	This section does not apply to Vocus Public Relations	
(c) At least one mode of operation and information retrieval that does not require user hearing shall be provided, or support for Assistive Technology used by people who are deaf or hard of hearing shall be provided	This section does not apply to Vocus Public Relations	
(d) Where audio information is important for the use of a product, at least one mode of	This section does not apply to Vocus Public Relations	

operation and information retrieval shall be provided in an enhanced auditory fashion, or support for assistive hearing devices shall be provided.		
(e) At least one mode of operation and information retrieval that does not require user speech shall be provided, or support for Assistive Technology used by people with disabilities shall be provided.	This section does not apply to Vocus Public Relations	
(f) At least one mode of operation and information retrieval that does not require fine motor control or simultaneous actions and that is operable with limited reach and strength shall be provided.	This section does not apply to Vocus Public Relations	

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**Section 1194.41 Information, Documentation
and Support – Detail**

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Criteria	Supporting Features	Remarks and explanations
(a) Product support documentation provided to	Supported	Documentation can be provided for no additional expense by contacting us at the following numbers: http://www.vocus.com/content/contactus.asp

<p>end-users shall be made available in alternate formats upon request, at no additional charge</p>		
<p>(b) End-users shall have access to a description of the accessibility and compatibility features of products in alternate formats or alternate methods upon request, at no additional charge.</p>	<p>Supported</p>	<p>Documentation is available: http://www.vocus.com/content/accessibility.asp</p>
<p>(c) Support services for products shall accommodate the communication needs of end-users with disabilities.</p>	<p>Supported</p>	<p>Vocus provides support services via emails & phone calls. People with disabilities can choose a preferred way to contact support.</p>

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