

Audiology Awareness Campaign

3008 Millwood Ave.
Columbia, SC 29205

A SPECIAL THANK YOU.....

The AAC board of directors would like to thank:

- **KRIS ENGLISH** for her dedication and contributions to the AAC during the four years she served as a board member.
 - Other past board members for their hard work, **BOB KEITH** and **BOB GLASER**.
 - **STEVE MOCK**, winner of the ADA Wernick award and the winner of the 2001 AAC silent auction raffle at the ADA convention, who generously donated both to the campaign.
 - **HOWARD GUTNICK**, webmaster of the AAC website 1999-2002.
 - **JANET MCGUIRE** who distributed earplugs on behalf of the AAC to World Trade Center crews.
 - **BOB DISOGRA** for securing **DAVE MARCIS**, NASCAR driver, as a spokesperson for the AAC.
 - Volunteer audiologists who have answered over 2200 consumer questions on our website since it began January 1998: **HOWARD GUTNICK, MELANIE HERZFELD, DEBORAH PRICE, CHARLES BERLIN, PAUL DYBALA, H. GUSTAV MUELLER, KRIS ENGLISH, RICHARD CARMEN, LEE HAGER, JANET MCGUIRE, GLEN MEIER, JOAN BESING, KATHY LANDAU GOODMAN, SHEILA PRATT AND ALAN DESMOND**.
 - Audiologists contributing articles to the website: **GLEN MEIER, DEBORAH PRICE, LINDA HOOD, CHECK BERLIN, DENNIS HAMPTON**
 - Editors of the consumer education booklet: **GAIL GUDMUNDSEN, KATHY LANDAU GOODMAN, KRIS ENGLISH, NANCY VAUSE and ALICE HOLMES**.
 - **GN RESOUND** for arranging for AAC to distribute free earplugs and buttons at the Superbowl along with "Elmo the Ear" and arranging for media coverage.
 - **AEARO CORPORATION** for donating earplugs.
 - **PHONAK** and **SIEMENS** for printing our consumer education booklet.
 - **STARKEY, GN RESOUND**, and **PHONAK** for sponsoring our website.
 - **OTICON** and **GN RESOUND** for printing this newsletter.
- We are successful because of you, your support, your contacts, and your ideas. Please keep them coming. We love hearing from you. You've made the program a success and we need your involvement.



**AUDIOLOGY
AWARENESS
CAMPAIGN**

In PHILADELPHIA

**Stop by Booth # 1109
at the
American Academy of
Audiology Convention
April 18 – 20, 2002**



Audiology Awareness Campaign

Spring, 2002 Volume 1, Issue 1

Editors: Kathy Landau Goodman, Au.D. and Kris English, Ph.D.

What is Audiology Awareness? YOU ARE!

If you are an audiologist, then you are part of the **Audiology Awareness Campaign**. Representatives from five national audiology organizations, including: Academy of Dispensing Audiologists, American Academy of Audiology, Academy of Rehabilitative Audiology, Educational Audiology Association and Military Audiology Association formed the original board of directors of the Audiology Awareness Campaign Foundation.

The current board of directors includes:

Kathy Landau Goodman, Au.D. – Chairperson

Col. Nancy Vause, Ph.D. – Military Audiology Association


Alice Holmes, Ph.D. – Academy of Rehabilitative Audiology

Cynthia Earle, Au.D. – Academy of Dispensing Audiologists®

Mary Whitaker, MS. – Educational Audiology Association

Delbert Ault – National Association of Future Doctors of Audiology

The AAC advisory board consists of: Charles Berlin, Fred Bess, Marion Downs, James Jerger, Sergei Kochkin, Ross Roeser, Glen Tecker and Gail Gudmundsen.



If you think your
hearing has changed,
you're probably right.
If you think no one else has noticed,
you're probably wrong.

Use Your Head Once a Year.

Annual hearing checkups will answer the question, "Is my hearing changing?"
Schedule your appointment today and
keep the lines of communication open with your friends and family.

Hear Today. Hear Tomorrow.

©1999 Audiology Awareness Campaign  **AUDIOLOGISTS**
Caring for America's Hearing

www.audiologyawareness.com

(Print Your Personal Office Information Here)

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A MESSAGE FROM THE CHAIRPERSON

KATHY LANDAU GOODMAN, Au.D.

We are delighted to bring you the first edition of the Audiology Awareness Campaign (AAC) newsletter.

AAC remains dedicated to make Audiology a household word by informing the public about the value of hearing health care provided by Audiologists. In this newsletter you will learn who we are, what we've done and how you can support AAC's efforts!

This newsletter facilitates our ability to share AAC's news, ideas, and to spark collaboration between audiologists! During these times of uncertainty, I believe it is more important than ever to reach out to one another as professionals. Our world has changed. Every person in this country was affected by events at home and around the world, including our patients. Americans' reevaluated the importance of family time making "listening" more critical than ever! Working together we can help our patients enjoy family communication and make Audiology a household word!

As the only consumer education campaign led by a coalition of audiology organizations, AAC has actively pursued its goals since 1995! With an extraordinarily small budget we have accomplished extraordinary visibility with an ad value of over \$600,000! What an investment!

This issue lists the many accomplishments made possible by generous donations of audiologists, organizations and hearing care sponsors.

At the end of the newsletter, you can see how you can help! We are positioned to move forward but need YOUR TIME and YOUR MONEY to spread the word about Audiology! Are you a part of this effort to educate the consumer and make audiology a household word? CALL NOW – Be a part of audiology history in the making!

Join us today.

When Will The Rest of The World Know Who We Are?

Our profession is largely unknown to the public, yet we aspire to be the first point of entry for hearing care. This goal will simply not be achieved until the general public associates audiology with hearing as readily as they do optometry with eyeglasses.

WHAT WILL IT TAKE TO ACHIEVE THIS LEVEL OF NAME RECOGNITION?

Nothing less than a full commitment from every practitioner to promote audiology. It would be a fatal mistake to rely only on organizational leaders or a rare reference on an ER episode. Basic marketing principles tell us that we must convey one simple message to the public, over and over and over again. To do so, we need to mobilize a concerted "professional will."

THE AUDIOLOGY MESSAGE TO THE PUBLIC MUST HAVE THREE COMPONENTS....

1. "Audiology is Hearing Care."
2. "Audiology is Hearing Care" that is conveyed by "one voice", a unified profession.
3. "Audiology is Hearing Care" that is conveyed by "one voice," hundreds and thousands of times.

HERE IS THE GOOD NEWS!

The mechanism to promote audiology already exists. For more than 7 years the Audiology Awareness Campaign has been laying the groundwork for you. Materials have been developed, and an Internet presence has been successfully established. As part of its development, AAC has worked hard to

create a comprehensive program which includes:

- A logo for the profession
AUDIOLOGISTS CARING FOR AMERICA'S HEARING
- A Campaign booklet and slogan
"LISTEN UP AMERICA... we hear you"
- Olympic billboard – How's your hearing? Ask an audiologist!
- Goodyear Blimp – How's your hearing? Ask an audiologist

The AAC Statement of purpose: "to promote the recognition of audiology as synonymous with hearing care by pursuing a unified vision for informing and educating the public about quality, cost effective audiology services."

AAC Vision Statement: To be the clearing house to promote the value of hearing care.

AAC Mission Statement: To educate the public about the value of hearing care.

AAC Strategic Objective: To motivate 5 million Americans with possible hearing problems to seek an audiologist for hearing health care.

WHAT HAS THE AAC ACCOMPLISHED?

- Granted 501- (c)(3) status
- Initiated hearing aid check-off program
- Developed consumer education booklet entitled "Listen up America ... We hear you". Thousands of booklets have been distributed to consumers. Booklets are available to audiologists for distribution.
- Nationwide Toll-Free Hotline (888) 833-EARS receiving over 5000 calls from over 500 cities nationwide

- Interactive Web Site
www.audiologyawareness.com.
The website includes:

A Consumer Question and Answer Board (answered over 2200 consumer questions to date)

Library of Articles

Find an Audiologist Section (audiologist database)

An Online Hearing Test

This site receives over 23,000 visitors per month and was recognized in the Hearing Journal by Dr. Roy Sullivan.

- Distributed over 40,000 free earplugs and "Get on the Right Track" buttons to consumers attending NASCAR Racing events, Superbowl, Gator Nationals and other sporting events.
- Arranged for local television, radio, and newspaper interviews with local audiologists promoting hearing health and audiology in Daytona, Dallas, Miami, Indianapolis, Las Vegas, Chicago, Atlanta, and the Poconos.
- A meeting with the former President of the United States regarding consumer hearing health.
- CNN Headline News interview with AAC Chairperson Kathy Landau Goodman, entitled "Should I have a Hearing Test?"
- Over 100 articles have been printed nationwide with messages about hearing healthcare. These articles have reached over 25 million readers. Some of the titles are:
"The AAC Helps America to Listen Up!"
"'Tis the Season for Entertaining... How to make Hearing Impaired Guests Feel Welcome."
"Hearing Protection Urged for Children at Races."

"When Should Hearing be Tested?"

- Developed 2 Public Service Announcements with NASCAR Legends, Richard Petty and Dave Marcis, promoting hearing health and the use of hearing protection.
- Promotional materials for audiologists including:
Consumer education
Booklets, Promotional posters, Promotional ad slicks
Camera ready logo sheets and 2 public service announcements
- Provided hearing protection to World Trade Center Relief Workers!

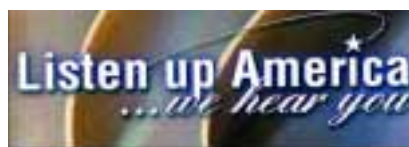


AAC PRIMED TO MOVE FORWARD

AAC has established two of the three marketing components:

- We have the message, "Audiology is Hearing Care."
- We have "one voice" as a coalition of professional organizations unified by the Audiology Awareness campaign.

Now, we must convey that message in countless ways. National multimedia promotions are tremendously expensive – and this is where we need your help!





WHAT YOU CAN DO

(Check Off as Many as Possible):



Order and display several “headphone” marketing posters. In addition to every audiologist’s office, we hope to have them posted in local libraries, school nurses’ offices, and waiting rooms for primary care physicians. The poster is 18 by 24 inches, and costs only \$10. Call 800-445-8629 to order. All proceeds go to the AAC.



Purchase “Listen Up America ... we hear you” Booklets which cover all aspects of hearing care. \$ 1 each or 10% off orders of 50 or more. Call 800-445-8629 to order now.



Enroll in the Internet referral system through the Audiology Awareness Campaign website, www.audiologyawareness.com. When consumers in your area are looking for an audiologist they can find you. This is a low-cost advertising venue. All proceeds go AAC. The cost is \$100 per year or \$200 for 3 years (discount for multiple office locations).



Visit www.audiologyawareness.com to see how it works, then call 800-445-8629 to enroll.



Sign up for the Hearing Aid Check-Off Program. This program provides dispensers with a way to donate \$1 from each hearing aid sale to the campaign. Your \$1 donation is then matched with a \$1 donation by participating manufacturers. Manufacturers participating include: GN ReSound, Siemens, Oticon, Unitron, and Phonak. Call 800-445-8629 to enroll now!



Contribute directly to the campaign. Please send your donation to: Audiology Awareness Campaign, 3008 Millwood Avenue, Columbia, SC. 29205. Your contributions are greatly appreciated.



Purchase or contribute items at our annual silent auction at the ADA convention. Call Pat Wolff at 800- 445-8629 with items you would like to donate.



If you use VISA/Mastercard in your practice through Omaha of Nebraska, ESCO donates a small percentage of purchases made to campaign. ESCO may be contacted at 800-992-3726.



Elite Physician Services donates a small percentage of each hearing aid financed through their company to the AAC. Elite Physician Services may be contacted at 877-354-8337.



If you buy hearing aids through AHAA (American Hearing Aid Associates) and are participating in the check-off program, AHAA will add a third dollar donation to campaign. AHAA may be contacted at 800-984-3272.

WHEN WILL THE REST OF THE WORLD KNOW WHO WE ARE?

The answer depends on the actions you take today! Take an important step toward securing the future of audiology by supporting the Audiology Awareness Campaign.

We know that if we work together and take ownership for our campaign, we will achieve our goals.

Consumers will:

- Be more aware of hearing health care.
- Know what an audiologist is.....
- Know when they should see an audiologist and ...
- Know where to find one.

We are all dedicated to making this a better world for those with hearing loss.

Together we are working to make “AUDIOLOGY” a household word.

Make a Donation* Today

Send a check to:

Audiology Awareness Campaign
3008 Millwood Ave.
Columbia, SC 29205

- | | | | |
|----------------------------------|-------|--|---------|
| <input type="checkbox"/> Partner | \$50 | <input type="checkbox"/> Bronze Benefactor | \$250 |
| <input type="checkbox"/> Sponsor | \$75 | <input type="checkbox"/> Silver Benefactor | \$500 |
| <input type="checkbox"/> Patron | \$125 | <input type="checkbox"/> Gold Benefactor | \$1,000 |

Name: _____

Address: _____

City/State/Zip: _____

Donation made in honor of: _____

The AAC is a 501 (c) 3 corporation.

*Donors or donor honorariums will be recognized in an upcoming newsletter.

MAIL OR FAX US YOUR FEEDBACK

1. Do you support a consumer awareness campaign managed by a coalition of Audiology organizations and audiologists?

☐ YES ☐ NO

2. Should AAC include other non Audiology member organizations (e.g., AHSA, NHCA, ASA, INCE, SHHH)?

☐ YES ☐ NO

Which ones? _____

3. I would like to see AAC focus on

4. AAC should feature which Audiology subtopics : Rank Order 1-8 with 1 as the most immediate!

- | | |
|-------------------------------------|--|
| <input type="radio"/> Pediatrics | <input type="radio"/> Cochlear Implants |
| <input type="radio"/> Amplification | <input type="radio"/> Classroom Noise |
| <input type="radio"/> Geriatric | <input type="radio"/> Educational Audiology |
| <input type="radio"/> Counseling | <input type="radio"/> Rehabilitation from HL |
| <input type="radio"/> (others?) | _____ |

5. Who should be involved in a marketing campaign for Audiology?

- | | |
|---|--|
| <input type="checkbox"/> Audiologists | <input type="checkbox"/> HA Industry |
| <input type="checkbox"/> Physicians | <input type="checkbox"/> Public Relations Firm |
| <input type="checkbox"/> All of the above | |

6. AAC should work with other consumer campaign representatives: (e.g., Wise Ears, ASHA, BHI,)

☐ YES ☐ NO

7. I have potential donors or campaign spokesperson

Contact me at: _____

Mail, Call or Fax responses and orders to:

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