

Hearing Health Foundation

Prevention | Research | Cure



Keep Listening
TV PSA CAMPAIGN



About Hearing Health Foundation

Hearing Health Foundation (HHF) is the largest nonprofit funder of hearing and balance research based in the United States. For more than 60 years, HHF has awarded scientific research grants to foster the development of cochlear implant technology, more effective hearing aids and successful ear surgeries, and ultimately a cure for hearing loss which affects nearly 50 million Americans.

HHF partners with and funds innovative scientists who work to prevent, treat, and ultimately cure hearing loss, tinnitus, and other hearing and balance related conditions. We do this through our research grants programs.

We also promote hearing health, and the importance of protection, to prevent hearing problems before they occur.

To learn more please visit hhf.org/KeepListening.



Learn more about Hearing Health Foundation

[HHF.ORG/KEEPLISTENING](https://www.hhf.org/keeplistening)



FACEBOOK



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Dear Public Service Director,

Noise-induced hearing loss is a growing public health threat in the United States. And most people don't know about it. As many as one in four people—from teens to older adults—already shows signs of hearing loss from excess noise exposure. Too loud sound can also trigger tinnitus, or hearing a continuous ringing or buzzing sound, sometimes to the point where it takes over everyday life.

Hearing is a sense that is always on, but unfortunately most of us take our hearing for granted. While concerts and sports arenas are obviously noisy venues, so is the clamor of everyday life. Hearing loss from noise can be subtle and gradual and we may not notice it until a hearing problem or a ringing in the ears can't be ignored.

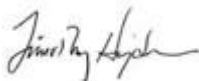
The damage can also go way beyond our hearing. Untreated hearing loss and tinnitus is tied to depression, cognitive decline, even dementia. Hearing loss that is unaddressed also impacts the heart—when we feel stress from noise, that can elevate our blood pressure. Healthy hearing is essential to our well-being. And hearing loss caused by noise is *entirely preventable*.

Hearing Health Foundation (HHF), a 501(c)(3) nonprofit organization, aims to prevent and cure hearing loss and tinnitus through groundbreaking research and by promoting hearing health. HHF is the largest U.S. nonprofit funder of hearing and balance research, awarding research grants to foster the development of cochlear implant technology, more effective hearing aids, successful ear surgeries, and ultimately toward a cure for hearing loss.

We hope that you will help inform your audience about the importance of taking care of one's hearing by airing the new PSAs "**Real Talk on Hearing Loss**" (:60), "**Prevention Is Worth a Thousand Cures**" (:30), "**Protect Your Ears**" (:30), "**We Want People to Be Aware**" (:30) and "**Wear Earplugs**" (:15). In these PSAs, people from various walks of life share their stories about noise-induced hearing loss and how it has affected their lives. The PSAs, which have **no end date for use**, also encourage viewers to visit hhf.org/KeepListening for more information about how they can protect their hearing.

Thank you in advance for your support and consideration.

Sincerely,



Timothy Higdon
President & CEO,
Hearing Health Foundation

Real Talk on Hearing Loss

Noise-induced hearing loss is the invisible public health threat that most people don't know about. Hearing Health Foundation is kicking off a major culture shift around the way we think about hearing, and protecting it.

To learn more, please watch our new PSA below titled "**Real Talk on Hearing Loss**" (:60). Also available for use are PSAs in :30 and :15 lengths. We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.



"Real Talk on Hearing Loss" (:60)	
1. Shot of Erin speaking.	<p><u>MUSIC UP AND UNDER</u></p> <p><u>ERIN O/C:</u> If I could go back in time, and have a conversation with my younger self, I would probably tell her that she's not invincible.</p>
2. Shot of Chris speaking.	<p><u>CHRIS O/C:</u> I would have paid attention to it, for sure; because it would have saved what hearing I had left at the time.</p>
3. Shot of Mike speaking.	<p><u>MIKE O/C:</u> When I was 19 and I was going to shows, I was not thinking about permanent hearing loss.</p>
4. Shot of Collins speaking.	<p><u>COLLINS O/C:</u> I had woofers inside my car. My dad used to say, 'Hey man, I hear you coming down the street. You're gonna, you're gonna go deaf.' I'm like, 'Gah, come on old man, you don't know what you're talking about.'</p>
5. Shot of Erin speaking.	<p><u>ERIN O/C:</u> Sometimes my kids are having a conversation with me and that ringing starts in my ear, that high pitched noise — they're talking to me, and I hear their voice, but I can't focus on what they're saying.</p>

"Real Talk on Hearing Loss" (:60 continued)	
6. Shot of Collins speaking.	<u>COLLINS O/C:</u> I don't want people to be afraid, I want them to be aware...you know, I wasn't aware.
7. Shot of Mike speaking.	<u>MIKE O/C:</u> I have a lot of regret about not protecting my ears sooner.
8. Shot of Collins speaking.	<u>COLLINS O/C:</u> Wear earplugs or wear headphones that actually protect, minimize the sound that's going inside your ears.
9. Shot of Chris speaking.	<u>CHRIS O/C:</u> Protect your ears, at all times no matter what.
10. <u>GRAPHIC:</u> Hearing Health Foundation logo hhf.org/KeepListening	<u>CHRIS V/O:</u> <i>It's not something you can get back. Once it's gone that's it.</i> <u>FADE SOUND AND PICTURE OUT</u>

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://psaconnect.c360m.com/hhf/>

These PSAs have no end date for use.

Real Talk on Hearing Loss (:60)
Prevention Is Worth a Thousand Cures (:30)
Protect Your Ears (:30)
We Want People to Be Aware (30:)
Wear Earplugs (:15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas via email at sthas@360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service

Cincinnati Service Center
CINCINNATI OH 45999-0038

In reply refer to: 0255879370
Mar. 30, 2021 LTR 4168C 0
13-1882107 000000 00

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BODC: TE

HEARING HEALTH FOUNDATION
575 8TH AVE RM 1201
NEW YORK NY 10018



003137

Employer ID number: 13-1882107
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Mar. 23, 2021, about your tax-exempt status.

We issued you a determination letter in May 1958, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

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