

Hearing
Health
Foundation

Prevention | Research | Cure



TV Public Service Campaign



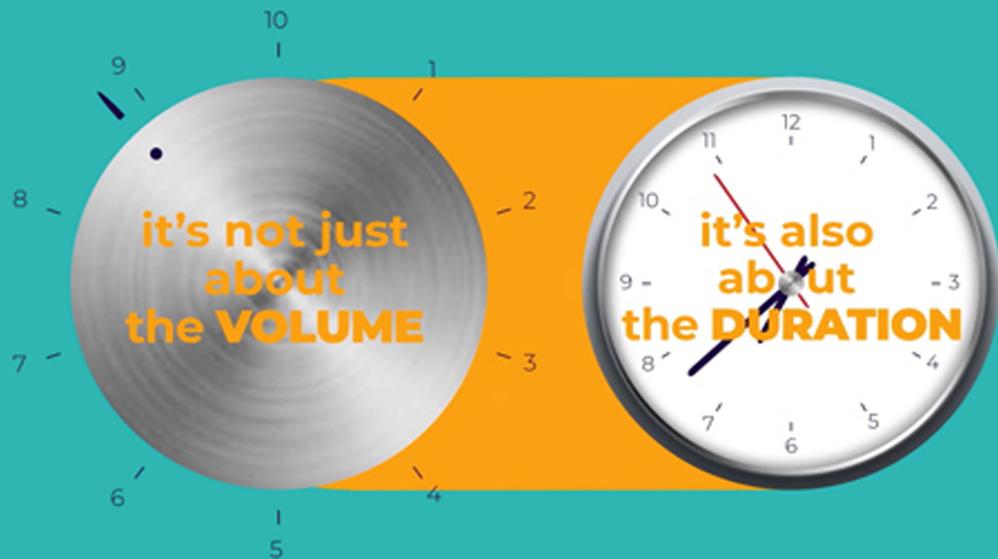
About Hearing Health Foundation

Hearing Health Foundation (HHF) is the largest nonprofit funder of hearing and balance research based in the United States. For nearly 70 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



FACEBOOK



BLUESKY



INSTAGRAM

Dear Public Service Director,

Life is fun. It's also loud. We live in a noisy world—whether by choice (concerts, sporting events, gaming), or not (landscaping equipment, construction, the subway). But hearing damage from excess noise is the greatest public health threat most people don't know about. Listening too loud for too long can lead to tinnitus (ringing in the ears) and permanent hearing loss. And damage to our ears can also go way beyond hearing: Untreated hearing loss is linked to depression, high blood pressure, balance issues, even cognitive decline. Healthy hearing means better overall health.

To hear all that we love—for life—we just need to listen responsibly. Once our hearing is gone, it's gone, and there are so many sounds we want to keep listening to, such as waves hitting the beach, conversations with loved ones, birdsong. The good news is that hearing loss caused by noise is entirely preventable through easy everyday habits.

Hearing Health Foundation (HHF), a 501(c)(3) nonprofit organization, aims to prevent and better treat hearing loss and tinnitus through groundbreaking research and by promoting hearing health. HHF is the largest U.S. nonprofit funder of hearing and balance science, awarding research grants to improve the understanding and treatment of hearing and balance conditions, ultimately toward a cure for hearing loss.

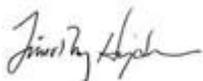
We hope that you will help inform your audience about the importance of taking care of one's hearing by airing HHF's new PSAs, "**Let's Listen Smart**" (:60, :30, :15). The PSAs highlight how when it sounds too loud, it is too loud, but that we can enjoy the concerts, nights out, and time with friends with safe listening tips: protecting ears with earplugs, taking breaks in quiet, and turning it down even a little to help save our hearing a lot. **These PSAs have no end date for use.**

This package also includes HHF's "best of" PSAs: "**What Is Your Favorite Sound?**" and "**What Are You Doing to Protect Your Hearing?**" (both :60), which are **available for use through September 30, 2027** and feature person-on-the-street interviews about healthy hearing. Also available for use are the PSAs "**Love Your Ears**" (:60), "**Listen Up People**" (:30), and "**Protect Your Ears**" (:30) all of which have **no end date for use.**

All of the PSAs 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

TV PSA SCRIPTS

"Let's Listen Smart" (:60)

NARRATOR V/O: Life is loud. It's also fun! Hearing Health Foundation wants us to listen responsibly, so we can hear all the things we love for life. Did you know that decibels measure sound intensity? But we just need to know that if it sounds too loud, it IS too loud, and this can permanently harm our hearing. And it's not just about the volume, it's also about the duration, or how long we're wearing headphones to listen to music or play video games.

So let's enjoy the concerts, the nights out, and the time with friends by listening smart. Let's protect our ears with earplugs. Earplugs are cool! And let's rest our ears by taking breaks in quiet, and we can turn it down even a little to help save our hearing a lot. Hearing Health Foundation wants us to keep listening to the sounds we love, for life. Learn more and get more tips at hhf.org/keeplistening.

"Let's Listen Smart" (:30)

NARRATOR V/O: Life is loud. It's also fun! Hearing Health Foundation wants us to listen responsibly, so we can hear all the things we love, for life. Let's protect our ears with earplugs. Earplugs are cool!

And let's rest our ears by taking breaks in quiet, and we can turn it down even a little to help save our hearing a lot. Learn more and get more tips at hhf.org/keeplistening.

"Let's Listen Smart" (:15)

NARRATOR V/O: Hearing Health Foundation wants us to keep listening to the sounds we love for life. If it sounds too loud, it IS too loud, and this can permanently harm our hearing. Let's turn it down even a little to help save our hearing a lot.

TV PSA SCRIPTS

"What Is Your Favorite Sound?" (:60)

NARRATOR V/O: Hearing Health Foundation wants you to protect your ears to keep listening. Let's go.

HOST O/C: What is your favorite sound?

GUEST 1 O/C: My favorite sound is the waves hitting against the beach.

GUEST 2 O/C: My favorite is actually to hear people talk.

GUEST 3 O/C: I really like birds, and I love waking up to them.

HOST O/C: Which of the three following events can be dangerously loud: a concert, a football game, or a monster truck rally?

GUEST 3 O/C: All of them.

HOST O/C: Ding ding ding ding! Hearing Health Foundation wants you to play a game of did you know?

GUEST 5 O/C: Okay.

HOST O/C: Did you know that hearing loss is permanent?

GUEST 3 O/C: No, I thought it was reversible... no?

HOST O/C: True or false, untreated hearing loss is linked to dementia.

GUEST 6 O/C: False.

HOST O/C: True.

GUEST 6 O/C: True, okay.

HOST O/C: Did you know that turning down the volume by just 3 decibels can lower the risk of hearing loss by half?

GUEST 7 O/C: Wow, that's incredible. I did not know that.

HOST O/C: Good to know, right?

GUEST 7 O/C: It's great to know.

HOST O/C: To keep listening, visit hhf.org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

"Let's Listen Smart" (:60, :30, :15)

No End Date for Use

"What Is Your Favorite Sound?" (:60)

"What Are You Doing to Protect Your Hearing Health?" (:60)

Good For Use Through September 30, 2027

"Love Your Ears" (:60)

"Listen Up People" (:30)

"Protect Your Ears" (:30)

No End Date for Use

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

Holly Mulé via email at hmule@c360m.com
or by phone at (212) 624-9196.

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

00010402

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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