

August 16, 2011

NBC News

Attention: Matt Lauer
30 Rockefeller Plaza
New York, NY 10112

Dear Mr. Lauer:

As president of the American Academy of Audiology, the world's largest professional organization of audiologists, I'd like to say "thank you" for your recent on-air article on hearing loss treatment and prevention options. The audiologist you worked with provided you excellent care and advice and by airing the piece, you likely helped many others who thought perhaps there was nothing that could be done for their hearing loss or nothing they could do to prevent hearing loss.

Our ability to hear and communicate with each other is so important for quality of life, by connecting us to each other whether at home or work or in social situations. By allowing your own situation to be discussed and options provided, you shed light on an issue that receives little public attention—in spite of the fact that our sense of hearing is a critical part of who we are as individuals.

Thanks again on behalf of all those individuals watching your show who now know that a hearing evaluation is an important component of their overall health care and, that by making an appointment to see an audiologist, those individuals will get the care they need.

It was also cool to see the face of hearing loss treatment and hearing loss prevention looking so young!!! Many people avoid hearing aids because they think hearing loss will mark them as old folks. Your piece on-air will do much to console people that hearing loss occurs at any age, not just when one is a senior citizen.

Please feel free to contact the Academy at any time so that we can be a resource for you and your producers. We work very hard to inform people about how easy it is to get the hearing care they need from their local audiologist, and we deeply appreciate your help in providing this information to the public.

We welcome you to link to our Find an Audiologist Directory on www.howsyourhearing.org (our consumer site) and to link to our many resources in celebration of October is National Audiology Awareness Month, on our audiology site, www.audiology.org/resources/consumer/audiologyawareness.

Kindest regards,

Therese C. Walden, AuD
President
American Academy of Audiology