

ASHA Media Outreach Champions

Spreading the Word About Communication Sciences and Disorders—and the Professions



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For nearly a decade, American Speech-Language-Hearing Association (ASHA) Certified Members around the country have played a key role in educating the public about communication sciences and disorders and the professions through the media.

Honored ultimately as ASHA Media Outreach Champions, these members engaged the media in various ways that included sitting for interviews in TV studios, speaking by phone with reporters, placing articles and posts with media outlets, and serving as a bilingual voice with minority media.

Although the experiences varied, commonalities abounded. Each champion brought high degrees of credibility, authenticity, and passion for the subject at hand—qualities vital to media engagement—as well as appreciated the importance of sharing publicly the story of communication, the professions, and what ASHA Certified Members do.

We hope this will inspire readers to join in the storytelling about communication. Bringing all of the champions together here is an opportunity to recognize and thank them again for a job well done.

Are you interested in being a media source?

Are you looking for guidance on reaching out to media in your community?

Contact pr@asha.org



ASHA Media Outreach Champions

2019



Ianthe Murad, ScD, CCC-A: Murad served as a media source for an ASHA national radio tour that helped launch public outreach for this year's Better Hearing & Speech Month. During the tour, Murad was able to serve as a source for mainstream and Hispanic media alike because of her bilingual skills.



Vickie Tuten, AuD, CCC-A: Tuten has advised the public on hearing safety via the media regularly. In the past year, she was interviewed by Consumer Reports for two hearing-related articles, one on treating hearing loss and another on protecting hearing from power equipment.



Rupal Patel, PhD, CCC-SLP: Patel has been a media source on various occasions over the years. Some of the more recent coverage has included an NPR story about how a person's voice shapes their identity, which is why she works to give nonverbal people who use voice synthesizers personalized options.



Bonnie Martin-Harris, PhD, CCC-SLP: Along with spending her career researching and treating dysphagia, Martin-Harris has served as a media source for several years. She has also been featured on the Story Wall of ASHA's Value of the CCCs campaign. This past year, Martin-Harris spoke with the Chicago Tribune about new developments in the diagnosis and treatment of persons with swallowing disorders.



ASHA Media Outreach Champions

2018



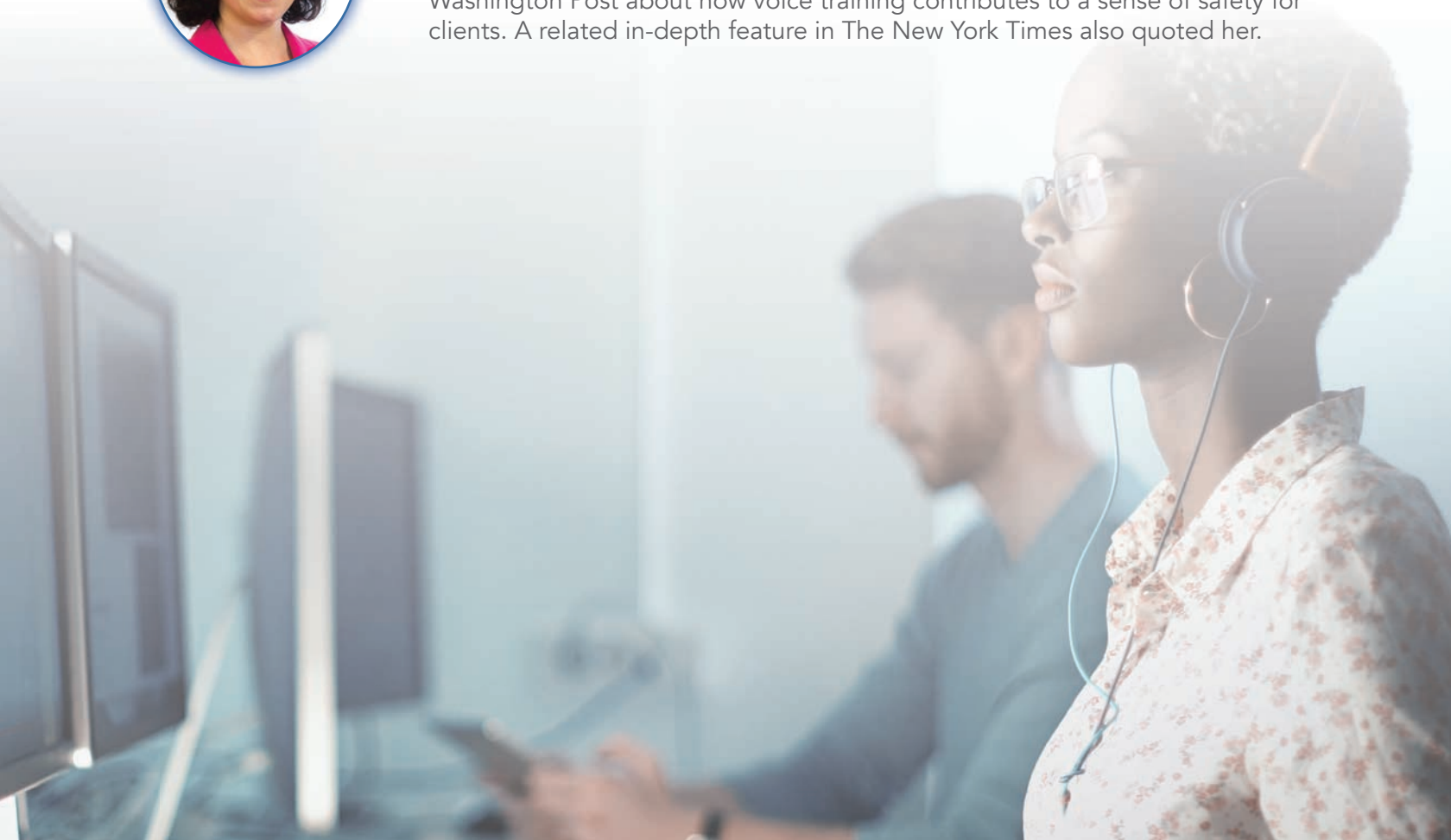
Amy L. Delaney, PhD, CCC-SLP: Delaney had served consistently as an information source on the subject of children's swallowing for media outlets. In 2018, she was interviewed by the parenting website, Fatherly, for an article about appropriate sippy cup use and by The New York Times for a story on baby food pouches.



Tina Penman, AuD, CCC-A: Penman had regularly contributed timely hearing advice to various media outlets. In 2018, she appeared in a broadcast by KXL News (Portland, Oregon) about hearing safety during Independence Day celebrations that include fireworks. She also wrote an op-ed about the potential dangers of loud noise in health clubs, which she promoted widely online. She was also interviewed by AARP The Magazine.



Adrienne Hancock, PhD, CCC-SLP: Hancock had long served as an information source on voice and gender topics for media outlets, especially with regard to voice modification for transgender clients. In 2018, she spoke to The Washington Post about how voice training contributes to a sense of safety for clients. A related in-depth feature in The New York Times also quoted her.



ASHA Media Outreach Champions

2016



Lisa Cannon, AuD, CCC-A: An educational audiologist with the Denver Public School System, Cannon played an instrumental role in the success of ASHA's Listen To Your Buds outreach during the 2015 ASHA Convention in her city. She served as a spokesperson during multiple television and radio interviews—including the local NPR station as well as ABC and NBC TV affiliates—offering expertise about noise-induced hearing loss and prevention strategies.



Starr Cookman, MA, CCC-SLP: Frustrated with the lack of coverage by many insurance companies for treating voice disorders—which affect 3%–7% of the population and can cost billions in lost productivity—Cookman championed ways to publicize the issue. She was instrumental helping ASHA develop a podcast that raised public awareness and helped pressure insurance companies to cover services.



Kate McConville, MS, CCC-SLP: Capitalizing on a newsworthy issue, this speech-language pathologist at the University of Wisconsin Health Voice and Swallow Clinics made a number of effective media appearances in 2016 on the speaking styles of the presidential hopefuls and their levels of vocal strain, including this piece on Wisconsin public radio.



Nan Bernstein Ratner, PhD, CCC-SLP: A professor in the Department of Hearing and Speech Sciences at the University of Maryland, Bernstein Ratner served as an expert source for media on many communication topics, including stuttering songbirds. In particular, her work helped raise public awareness about research breakthroughs in the communication sciences and disorders discipline. In 2016, her key involvement in research on noise in the neonatal intensive care unit—which she presented at the meeting of the American Association for the Advancement of Science (AAAS)—yielded significant media attention.



Laura Smith, MA, CCC-SLP: After this Colorado-based speech-language pathologist and mother of a daughter with apraxia of speech read about famed MMA fighter Ronda Rousey's childhood struggles with communication, Smith approached Rousey at a local book signing and made her aware of apraxia (as detailed in her 2015 blog post). That led to national and even international media attention, including Good Morning America and USA Today—raising significant awareness about the disorder.



Janice Trent, AuD, CCC-A: The only ASHA Certified Member to be recognized twice as an ASHA Media Outreach Champion, audiologist Janice Trent has consistently embraced any opportunity to raise awareness about hearing loss and promote her profession. A longtime spokesperson for ASHA's Listen To Your Buds campaign, Trent also has been an essential part of ASHA's Value of the CCCs campaign, as the subject of both print and digital ads.

ASHA Media Outreach Champions

2015



Nancy Alarcon, MS, CCC-SLP: Alarcon took several steps to raise public awareness about excessive stadium noise in Seattle. She was featured in NPR's national health blog, Shots, and later served as a media resource with local Seattle television and radio outlets.



Lauren Barnett, MA, CCC-SLP: Barnett served as a local subject matter expert for ASHA's Identify the Signs campaign, raising awareness of the early warning signs of communication disorders. Her efforts included television interviews with WESH (an NBC affiliate in Orlando) and WMEL-AM radio in Orlando. Lauren used her I Heart Speech blog to champion the Identify the Signs campaign.



Joseph Donaher, PhD, CCC-SLP: In 2014, Donaher as a media resource for multiple stories about stuttering in previous years, including USA Today, 6 ABC in Philadelphia, and the StutterTalk Podcast.



Rich Tyler, PhD, CCC-A: Tyler was honored for his editorial in the Des Moines Register that warned of the potential risks of noise-induced hearing loss from misuse of personal audio devices. He also served repeatedly as a media source for coverage about tinnitus and other hearing issues.



ASHA Media Outreach Champions

2014



Ann W. Kummer, PhD, CCC-SLP: Kummer served as a regular media source for an extended period of time in 2014. She was a local spokesperson for ASHA's Identify the Signs campaign that raises awareness of the early warning signs of communication disorders. Her efforts included interviews with Cincinnati, Ohio television stations WXIX (a FOX affiliate) and WLWT (an NBC affiliate).



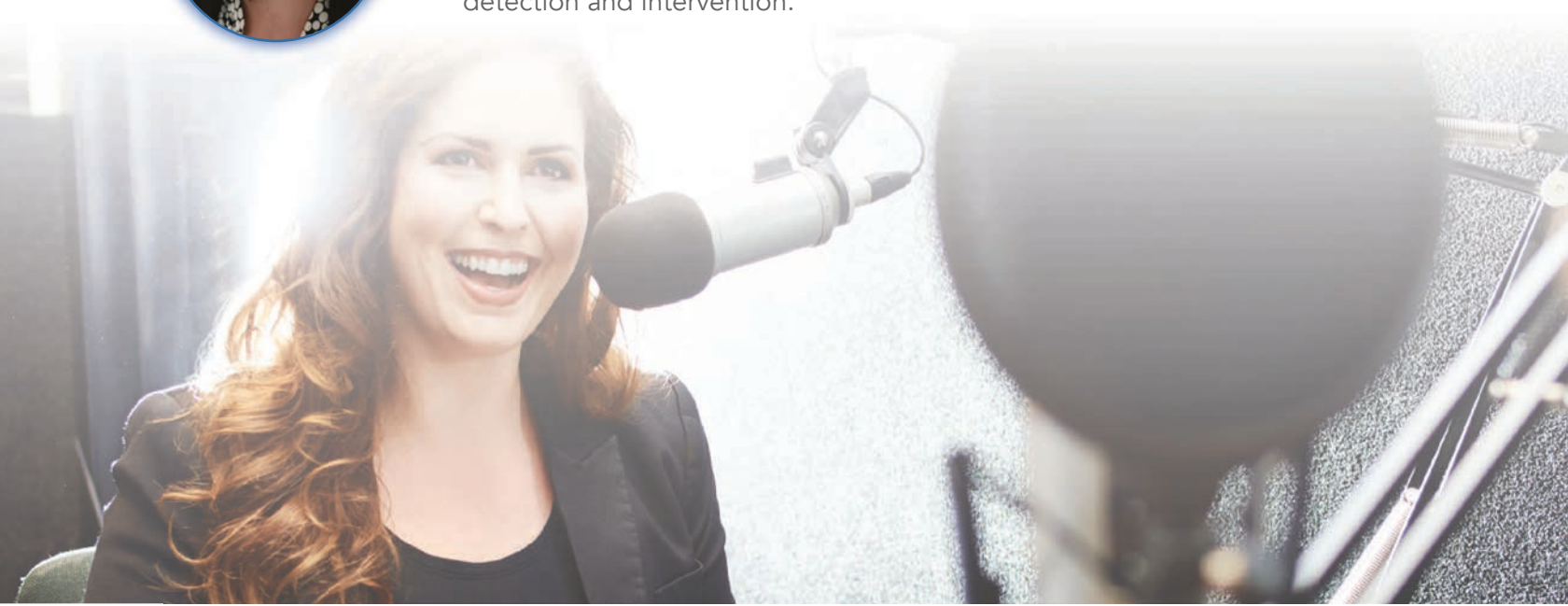
Patti Martin, PhD, CCC-A: Martin helped raise public awareness in a variety of ways, including her work as a subject matter expert for a story about infant sleep sound machines and potential hearing damage. She was highly involved in ASHA's Identify the Signs campaign through her participation in a podcast on newborn hearing screening and a live Google Hangout event. Both activities occurred during 2014's Better Hearing & Speech Month (May).



Yadira Medina-Torres, MS, CCC-SLP: ASHA honored Medina-Torres for her work in ensuring that the early detection message reached non-English-speaking communities. She did so by serving as the Spanish-language spokesperson for ASHA's Identify the Signs radio media tour in late 2013.



Sonja Pruitt-Lord, PhD, CCC-SLP: Pruitt-Lord served as an Identify the Signs spokesperson for local public radio and TV interviews for KPBS (a PBS affiliate in San Diego, California) in 2014. In doing so, she helped raise parents' awareness about communication disorders—specifically, the importance of early detection and intervention.



ASHA Media Outreach Champions

2013



Kenn Apel, PhD, CCC-SLP, and Julie Masterson, PhD, CCC-SLP:

Apel and Masterson published a fully revised and updated version of their ASHA-sponsored book, *Beyond Baby Talk*, in 2012. Originally published by ASHA in 2001, the book is a guide to language and literacy development for parents and caregivers. The authors participated in extensive media outreach to educate parents about speech and language development following the October 2012 book release, including *The Today Show* online, *Mr. Dad* (the syndicated radio show), *Parents.com*, and mom blogs such as *New Mommy Oasis* and *Science of Mom*. A syndicated article—featuring the authors' tips for raising a good communicator—was published in more than 2,200 newspapers.



ASHA Media Outreach Champions

2012



Ana Anzola, CCC-A: Anzola served as a key source for Hispanic media upon the release of the AARP/ASHA poll results on the state of AARP members' hearing and the launch of ASHA's Speak Up About Hearing Loss campaign. Anzola went on to be among the first ASHA Certified Members to appear in ads for ASHA's Value of the CCCs campaign.



Deborah Berndtson, CCC-A: Berndtson played a major role in ASHA's Speak Up About Hearing Loss campaign and helped this campaign's messages reach millions of viewers and listeners. At the time, Berndtson worked at the University of Maryland. Since then, she has joined the National Office staff at ASHA.



Sarah Schneider, CCC-SLP: Schneider served as a repeat in-studio guest on VoiceBox, a weekly program on San Francisco public radio that covered the human voice in the context of singing. Among the topics covered were voice issues of professional singers and the various ways they can be addressed.



ASHA Media Outreach Champions

2011



Vivian Sisskin, CCC-SLP: Following the November 2010 release of the *The King's Speech*, national and local media outlets—including NBC Nightly News and WTTG Fox 5 (Washington, DC)—interviewed Sisskin about stuttering.



Jance Trent, CCC-A: Trent served as a noise-induced hearing loss expert in interviews with broadcast and print media, some of these interviews pertaining to ASHA's Listen To Your Buds campaign, which warned the public about the potential risk to hearing from overuse of personal audio technology.



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