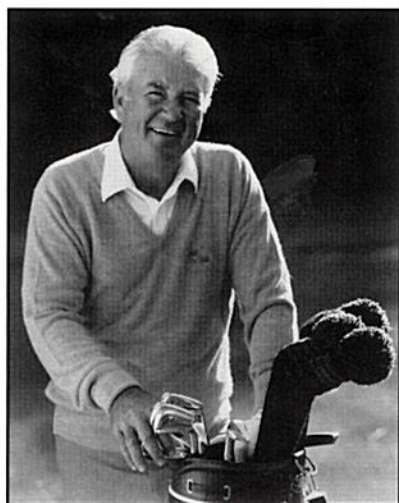


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National Stuttering Awareness Week

MAY 11-17



Sports commentator and United States Open champion Ken Venturi, who personally overcame a speech impediment, leads this year's campaign to prevent stuttering with a message of help and hope.

Ken Venturi Will Lead 1992 Campaign

CBS Sports commentator and United States Open champion Ken Venturi will lead the 1992 National Stuttering Awareness Week campaign, May 11 to 17.

Venturi, who personally overcame a speech impediment, has successfully made the transition from one of the nation's premier professional golfers to a network broadcaster. This makes him an ideal role model for this public information campaign.

"The fact that I can be successful as a broadcaster can be a positive lesson to others," said Venturi. He notes, "I have had to work through the years to overcome an early speech impediment and to speak more easily and fluently."

Venturi believes that the hard work he put into speech therapy was critical to his success and second professional career.

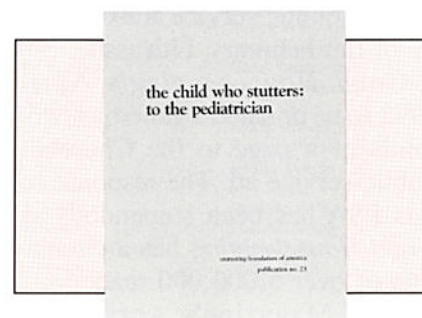
"Ken Venturi can be an inspiration to the estimated three million Americans who are affected by this complex disorder," notes Jane Fraser, president of the non-profit Stuttering Foundation of America. He joins an impressive list of notable persons who have not let stuttering hold them back from important careers and rewarding lives: actress Marilyn Monroe, actors James Earl Jones and Bruce Willis, statesmen Winston Churchill and Theodore Roosevelt, singers Carly Simon and Mel Tillis, authors John Updike, Lewis Carroll and Somerset Maugham.

The Annenberg Foundation Supports Pediatrician Project

The initial payment of a three-year grant from The Annenberg Foundation covered the cost of printing 20,000 copies of *The Child Who Stutters: To the Pediatrician* in 1991. The book was distributed at the Convention of the American Academy of Pediatrics in New Orleans in November and was met with enthusiasm by the pediatricians in attendance.

Pediatricians liked the 8½" by 11" format and also found the publication to be the right length. "It gives the necessary information in a clear and succinct manner," said Michael B. Grizzard, M.D.

Speech-language pathologists are ordering this new booklet in record numbers as well. It was featured in an article in the March 9th issue of *Advance for Speech-Language Pathologists*.



National Magazines Donate Public-Service Ad Pages for Stuttering Foundation of America



Week and the response from Money readers has been outstanding.

Newsweek ran the one-third page PSA featuring Churchill in its April 13th issue. *Newsweek's* readers have already responded to this PSA in record-breaking numbers.

Woman's Day Magazine has let us know that we will be given space in their May 13th issue for National Stuttering Week. Their circulation is 4,500,000 so we know we will reach many, many people with their help.

In its April issue, *Town & Country* Magazine gave SFA its first public-service ad ever. We hope that this is the beginning of a long relationship and have thanked *Town & Country* for their support this year.

As we go to press, *Time* Magazine plans to give us a one-sixth-page PSA featuring Ken Venturi. With a circulation of over 4.6 million, *Time* will enable us to reach and help many individuals in the weeks to come.

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In the past year, the Stuttering Foundation has received over \$400,000 worth of donated public-service space in magazines of national scope. As one of the most successful ways we reach the public, this project is of great importance to us. □

Forbes' February 17th issue donated space to SFA's public-service ad featuring Winston Churchill, "The Voice of Freedom Never Faltered Even Though It Stuttered." Said *Forbes'* president and CEO, Malcolm S. Forbes, Jr., in a letter to Foundation president Jane Fraser, "We're delighted to let you know that we are running one of your public service ads on page 22 of the February 17th issue."

Good Housekeeping's April 1992 issue donated a generous two-thirds of a page to the Churchill public-service ad. The response to this PSA has been stupendous as *Good Housekeeping* has a circulation of over 5,000,000 readers.

Golf Magazine's April 1992

issue also donated a generous two-thirds-page PSA featuring Winston Churchill. The response has been excellent. This magazine reaches well over 1,000,000 golf enthusiasts.

National Stuttering Awareness Week's public-service ad featuring Ken Venturi appeared in the March 16th issue of *People Weekly* Magazine. *People* readers have written in record numbers wanting to know more about stuttering, Mr. Venturi, and National Stuttering Awareness Week.

Money Magazine gave the Foundation a one-third-page public service ad in its April 1992 issue. Again, Mr. Venturi is featured for the National Stuttering Awareness



The Stuttering Foundation of America is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code and is classified as a private operating foundation as defined in section 4942(j)(3).

Charitable contributions and bequests to the Foundation are tax deductible, subject to limitations under the Code.

Major Networks Continue Support for Stuttering Foundation

CBS Network Continues Support

We are indebted to CBS for continuing to air our public service announcement (PSA) nationally during the Olympics—on February 9th, 10th, 18th, 19th, and 20th. The Foundation's toll-free number was inundated with calls from viewers nationwide. CBS reported that a record number of viewers watched the Olympics—and we can attest to that!

On February 28th, the public service announcement on stuttering was shown during "The Price Is Right." Once again, the calls came in back-to-back for many hours following the PSA.

ABC Stations Help SFA

San Francisco

In San Francisco, Channel 7 KGO-TV is running the public service announcement on stuttering—both the 30 and 15 second versions—several times a week. Thus far, it has enabled us to reach thousands of viewers in the Bay area.

In a letter acknowledging the Foundation's thanks, KGO-TV's public service coordinator Jeri-Ann Wong said, "You are more than welcome and keep up the good work."



New York

Channel 7 WABC in New York will have run our PSA for one year on April 30th, 1992. Many WABC viewers have told us how much the PSA's have meant to them.

WABC's support has given us the opportunity to reach thousands of New York, New Jersey, and Connecticut viewers and their families.

Memphis

WMC-TV Channel 5 has continued to air the PSA on stuttering for National Stuttering Awareness Week and for back-to-school days in the fall. As we are a Memphis-based foundation, their support is particularly meaningful to us.

The commitment of these networks and stations to helping others through their public service programs is so important to us all. Take some time today to write to them expressing your thanks! □

NEWSBRIEFS

- SFA will co-sponsor a conference with the University of Nebraska in Lincoln on June 5th and 6th, 1992. The focus of the conference will be "Stuttering Therapy: Practical Ideas for School Clinicians." For more information, contact the Stuttering Foundation of America at P.O. Box 11749, Memphis, TN 38111-0749 or Dr. Charles Healey, University of Nebraska, 253 Barkley Memorial Center, Lincoln, NE 68583-0731.
- A second conference on "Stuttering Therapy: Innovations in the Schools" co-sponsored by SFA and the University of Tennessee at Knoxville will take place on June 19th and 20th, 1992. For more information, contact SFA, P.O. Box 11749, Memphis, TN 38111-0749 or Dr. Pearl Gordon, UTK, 457 South Stadium Hall, Knoxville, TN 37996-0740.
- The sixth annual "Stuttering Therapy: Workshop for Specialists" co-sponsored by the Stuttering Foundation of America and Northwestern University will be held at Northwestern from July 6th through July 17th, 1992. For more information, contact SFA, P.O. Box 11749, Memphis, TN 38111-0749, or Dr. Hugo Gregory, Stuttering Programs, Northwestern University, 2299 Sheridan Road, Evanston, IL 60208. Fellowships for this unique workshop are available from the Stuttering Foundation of America.
- The Third International Convention of People Who Stutter will be held from the 13th to the 16th of August, 1992, at the Cathedral Hill Hotel in San Francisco, California. For information contact the National Stuttering Project, ICPWS 3, 2151 Irving Street, San Francisco, CA 94122.
- Friends of the National Institute on Deafness and Other Communication Disorders Work to Increase Funding. Mrs. Geraldine Dietz Fox, Executive Director of the Friends of NIDCD, wrote to SFA requesting our help in writing and calling legislators to push for additional appropriations for the NIDCD and research on stuttering. If you would like more information on how you can help, call or write Jane Fraser at SFA — 1-800-992-9392. □

