



Donations to our 25th Anniversary Hearing Loop Campaign will be added to your annual Friends of the Lied gift and count towards your donor level.

Watch our hearing loop video at [lied.ku.edu/donate](http://lied.ku.edu/donate)

## Challenge

- At least **1 out of 10** Americans experience some hearing loss, and 1 out of 6 have some trouble discerning speech.
- Almost **half of adults** over the age of 75 suffer from hearing loss.
- The number of Americans with hearing loss is expected to **double** in the next one to two decades.
- 95% of hearing aid owners say their primary need is to **improve** intelligibility in high noise and large venue areas.



## Currently...

The Lied Center has a headset system to help patrons who are hard of hearing listen to performances. While the headsets may improve the listening experience for some, they do contribute toward a negative experience in several ways, including:

- Many patrons do not feel comfortable wearing such an obvious and visible device.
- Headsets are inefficient as they need to be cleaned or replaced after use, and they are often taken after a performance, inadvertently.
- It's very inconvenient for patrons to wait in lines to receive and return their headsets.

## Opportunity

The mission of the Lied Center of Kansas is to provide world-class performing arts experiences to all. We must continue to find ways to bring our mission to life and make the arts not only accessible, but comfortable and enjoyable. Our mission cannot and should not exclude our patrons who are hard of hearing.

***The Lied Center, which reaches over 100,000 people a year, could potentially improve the listening experience for 10,000 patrons in just one season with the implementation of a hearing loop system.***

Plus, it has the potential to attract even more patrons who might not typically be able to enjoy performing arts due to hearing loss.

IMPLEMENTING A HEARING LOOP SYSTEM CAN HELP PROVIDE A BETTER AND MORE POSITIVE EXPERIENCE.



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## How it Works

A hearing loop is a special sound system for people with hearing aids. The hearing loop provides a wireless signal that's picked up by a hearing aid and delivers clear sound of the performance to the user. Many community-based organizations such as churches, performance venues and more, are adapting to the hearing loop technology so that more people can engage comfortably in their favorite activities.

As our community rebrands itself as a retirement destination, we need to provide state-of-the-art services for people with hearing loss. Hearing Loop access is **preferred** by users for many reasons, including:

- It is discrete and easy to access by hearing aid users.
- Information goes directly into the hearing aid, like Wi-Fi, so echoes, background noises and other distracting sounds are removed.
- Comprehension increases and improves the experience for the user and those around them.
- Bluetooth is only functional in small spaces, so a hearing loop would be ideal for a large venue like the Lied Center.

## We Can Help

Unfortunately, many people who are hard of hearing often delay the purchase of a hearing aid because of the perceived stigma that comes with it. And by the time those who experience hearing loss seek treatment, their hearing has deteriorated even further.

We believe we can help. In addition to enhancing performance experiences and providing **arts for all**, the implementation of a hearing loop system could have a ripple effect of benefits for our community. As loops become more common in organizations and venues, we hope it will inspire people to seek treatment, minimizing the perceived stigmas of hearing aids and improving the daily lives of people with hearing loss.

The Lied Center sees the hearing loop system as a high priority for our patrons, and we hope you will join us in continuing our mission to create an equitable, inclusive and enjoyable environment for everyone.

## Questions?

For additional information, contact Derek Kwan, Lied Center Executive Director:  
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