

DO YOU KNOW - PSA

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HIM - 70ISH  
HER - 70ISH  
DOCTOR A - M/F - ANY ETHNICITY  
DOCTOR B - M/F - ANY ETHNICITY  
MELODY - 50-60  
JOE - 50-60  
ANNA MID 20'S  
MIKE MID 20'S  
BABT  
NURSE  
4 - 6 EXTRAS - IN THE PARK/BBQ AND WAITING ROOM PATIENTS M/F -  
ANY ETHNICITY

OLDER COUPLE HOME

INTER-RACIAL AM / ASIAN COUPLE. MARRIED SEVERAL DECADES,  
PICTURES OF GRANDKIDS IN HOME THEY HAVE LIVED IN FOR A LONG-  
TIME. KNICKKNACKS AND TRINKETS IN COLORFUL ASIAN DECOR.

OLDER COUPLE, WITH WHAT APPEARS TO BE LARGE FAMILY FROM A  
REUNION. LOTS OF OTHER FAMILY PICTURES. BACKGROUND IS A  
VERY LOUD SOUND OF CHILDREN SINGING. ELDERLY MAN AND WOMAN  
SITTING IN LIVING ROOM, WATCHING A DVD OF RECITAL OF SMALL  
CHILDREN SINGING. TV IS VERY LOUD.

(SHE IS NOT SEEMING TO ENJOY OR PAY ATTENTION TO THE RECITAL-  
OLDER AND JUST CURMUDGEONLY OR SOMETHING ELSE?)

HIM:

(ALMOST SHOUTING)  
LOOK, THERE'S KAYLA. PAUL SAYS  
SHE'LL BE SINGING ONE OF YOUR  
FAVORITES.

HER:

(Thinking Aloud / VO)  
SUCH PRETTY COSTUMES, DECORATIONS,  
SOUND IS SO SOFT. COULD YOU TURN  
IT UP HUN? WHY WOULD ANYONE MAKE A  
DVD OF KIDS SINGING WITHOUT BETTER  
VOLUME SOUND?

HIM:

I THINK THIS IS AS LOUD AS THE OLD  
TV GETS.

HER:  
THIS IS LOVELY DEAR. SO NICE. DON'T  
THEY LOOK PRECIOUS. COULD YOU TURN  
UP THE TV SO I CAN HEAR HER?

SMILING AT EACH OTHER

HIM:  
(VO)  
TURN IT UP? DOES SHE EVEN KNOW  
WHICH ONE IS KAYLA? WILL SHE HEAR  
HER SOLO?

LEANS OVER, SQUEEZES HER HAND.

INT: YOU SEE AN EAR PLUG IN THE EAR OPPOSITE HIS WIFE TRYING  
TO PRESERVE AT LEAST ONE EAR FROM THE HIGH TV VOLUME.

HER:  
TURNS AND SMILES AT HER HUSBAND, PUTS HER HAND OVER HIS HAND

HIM:  
REACHES, GRABS THE REMOTE, AIMS AT TV, ATTEMPTS UP INCREASE  
VOLUME BUT BAR IS MAXED

INT: FADE AWAY FROM COUPLE/TV TO AN EXT SHOT LOOKING IN THE  
WINDOWS. FAST PAN TO SEE THERE ARE NO NEIGHBORS IN CLOSE  
PROXIMITY - THEY LIVE IN THE COUNTRY.

HIM: (CONT'D)  
SURE HUN. BUT NOT TOO LOUD SO WE  
DO NOT WAKE THE NEIGHBORS

DOCTORS' OFFICE INTERIOR OFFICE SETTING

TWO DOCTORS REVIEWING NOTES/CHARTS

DOCTOR A:  
(looking to camera)  
DEMENTIA OR HEARING LOSS? THIS IS  
SOMETHING MOST PEOPLE TAKE FOR  
GRANTED

DOCTOR B:

DO YOU THINK YOUR LOVED ONE IS NO LONGER CAPABLE OF HEARING? ARE THEY WITHDRAWN, UNWILLING TO PARTICIPATE OR VISIT PLACES YOU BOTH ONCE ENJOYED?

EXT: PARK WITH PICNIC TABLES, LOTS OF FAMILIES WITH KIDS PLAYING, BBQ GRILLS, URBAN LOOKING SETTING

MOTHER WALKING AROUND, PREPPING PLATES, UTENSILS, FOOD EXT. SON-IN-LAW ON THE GRILL COOKING. FATHER, DAUGHTER, INFANT BABY SITTING AROUND TABLE SURROUNDED BY FOOD.

FATHER HOLDING CUTE, COOING INFANT BABY IN A ONESE BUT HE DOESN'T SEEM TO BE ENJOYING THE MOMENT. DAUGHTER SITTING NEXT TO THEM.

ANNA:

RISES UP, TURNS TO MOM

IS DAD O.K.?

MELODY:

IT'S REALLY GETTING BAD. HE GETS MAD WHEN I TAP HIM AND ASK IF HE IS OK. BUT THE ONLY WAY HE CAN HEAR ME IS IF HE IS LOOKING IN TO MY EYES.

SHE TURNS TO HE HUSBAND, TAPS HIM ON THE SHOULDER GENTLY

MELODY: (CONT'D)

WHAT SIDES DO YOU WANT WITH YOUR BBQ?

JOE:

(NOT LOOKING AT HER. USE TO HER TOUCH.)

YES DEAR. IF YOU WANT TO LEAVE EARLY, WE CAN. THAT WOULD BE GREAT.

ANNA:

TAPS HIS SHOULDER AS SHE DID AS A CHILD, PESKY/RELENTLESSLY UNTIL HER FATHER LOOKS AT HER.

JOE:

SMILES USUALLY MEAN GAS OR SOLID MATTER IN THE SUIT.

ANNA:

LAUGHS, REACHES FOR THE BABY.

HA HA, AN OLD NASA REFERENCE DAD?  
WHY DO YOU WANT TO LEAVE TO SOON  
DAD? YOU LOOOVE MARK'S MAC 'N  
CHEESE AND MY BEANS ARE, WELL YOU  
KNOW THEY ARE GOOD.

NOTICES DAD IS NOT PAYING ATTENTION. TAPS HIM ON THE  
SHOULDER

ANNA: (CONT'D)

WHY DON'T YOU STAY A LITTLE WHILE  
LONGER WITH YOUR GRAND BABY DAD.

DAD NODDING IN AGREEMENT, LOOKS DOWN AND SMILES AT BABY IN  
HIS ARMS.

ANNA: (CONT'D)

URNS TO MOM

WHEN WAS THE LAST TIME DAD HAD HIS  
HEARING CHECKED? MAYBE HE CAN'T  
REMEMBER ANYTHING BECAUSE HE ISN'T  
HEARING ANYTHING? MAYBE THAT'S  
WHY HE DOESN'T WHAT TO DO ANYTHING  
ANYMORE. HE THINKS HE'S GOING  
CRAZY BUT HE'S REALLY JUST NOT  
HEARING ANYTHING.

MOTHER WALKS OVER WITH HUSBAND'S PLATE OF FOOD.

MELODY:

THAT IS SOMETHING TO THINK ABOUT.  
HOW'D YOU GET SO SMART?

ELBOWS FATHER. HE TURNS, SEES THE FOOD, SMILES. PLACES BABY  
SECURELY IN ONE ARM, GRABS PLASTIC FORK AND DIVES IN TO THE  
MAC-N-CHEESE.

JOE:

OH MY. MY MAN. MAC-N-CHEESE.  
LET'S SEE IF THIS BABY REALLY IS  
RELATED TO ME.

JOE PLACED A NOODLE IN-FRONT OF THE BABY TO EAT.

DOCTORS' OFFICE INTERIOR

INT: DIFFERENT ANGLE IN THE OFFICE, POSTER OF HEARING LOSS ON THE WALL(?)

DOCTOR B:  
EXPERTS HAVE LONG THOUGHT THAT HEARING LOSS MAY DEEPEN THE ISOLATION OF A SUFFERER, LIMITING SOCIAL ENGAGEMENT, MAKING LOVED ONES TO WONDER IF THERE IS THE ONSET OF SOMETHING MORE SERIOUS.

SUPER(GRAPHIC "HEARING LOSS")

DOCTOR B: (CONT'D)  
NOT BEING ABLE TO HEAR TAKES THE WOULD-BE PARTICIPANT AWAY FROM ACTIVITY. RECENT STUDIES SUGGEST THERE IS A LINK BETWEEN HEARING LOSS AND DEPRESSION.

OLDER COUPLE HOME

STILL WATCHING A LOUD TV. DAY TIME.

HER:

LEANS OVER, TOUCHES HIS FOREARM.

HE LOOKS SLIGHTLY STARTLED BECAUSE LOUD CRASH FROM TV ABOUT SAME TIME SHE TOUCHES HIS ARM

HER: (CONT'D)  
HUN. I WISH I COULD HEAR KAYLA SINGING. SHE LOOKS LOVELY UP THERE. CAN WE GET AN APPOINTMENT TO HAVE MY HEARING CHECKED?

HIM:  
(LAUGHING THAT SHE STARTLED HIM. LOUDLY, ALMOST SHOUTING)  
YES DEAR. YES WE CAN. I'LL CALL FOR AN APPOINTMENT.

LEANS OVER TO PICK UP THE HOUSE PHONE.

HER:

SURPRISED. LOOKS DOWN AND SEES HIS HEARING AIDE OUT AND ON THE TABLE BY THE PHONE.

HUN, WOULD YOU PLEASE PUT YOUR  
HEARING AIDE BACK IN? I THINK YOU  
ARE SHOUTING BECAUSE YOU CAN NOT  
HEAR TOO WELL WITH OUT IT.

HIM:  
(LAUGHING, NODDING TO HER  
IN AGREEMENT)

PUTS HEARING AIDE IN

HELLO? THIS IS...

DOCTORS' OFFICE HALLWAY WITH PATIENT ROOMS

INT: DOCTOR A IS WALKING DOWN THE HALL OF OFFICE TO SEE NEXT  
PATIENT. PASSES DOCTOR B AS HE/SHE ENTERS A ROOM TO SEE A  
PATENT

DOCTOR A:  
THE NATIONAL INSTITUTES OF HEALTH  
ESTIMATES THAT ABOUT 37.5 MILLION  
AMERICANS HAVE HEARING LOSS, AND  
28.8 MILLION OF THEM COULD BENEFIT  
FROM GETTING THEIR HEARING TESTED  
TO VERIFY IF HEARING AIDS OR  
SURGERY IS NEEDED.

INT: DOCTOR A GRABS CHART FROM WALL, QUICK REVIEW AS HE WALKS  
IN THE ROOM TO SEE FATHER & MOTHER FROM BBQ IN THE ROOM.

HI JOE, MELODY. HOW CAN I HELP YOU  
TODAY?

SOUND: DOCTOR'S SHOES MAKE A LOUD SQUEAK ON THE POLISHED  
FLOOR

MELODY:  
HI DOC. HE GETS FRUSTRATED BECAUSE  
HE CAN NOT HEAR VERY WELL. HE  
THINKS I'M ALWAYS MAD AT HIM  
BECAUSE HE CAN NOT REMEMBER.  
(MORE)

MELODY: (CONT'D)  
 OUR DAUGHTER SUGGESTED WE CHECK IN  
 WITH YOU TO SEE IF JOE CAN EVEN  
 HEAR ANYMORE OR  
 (PAUSE. COUGH.  
 WHISPERING ..)  
 ..TO SEE IF HE IS LOSING HIS MIND.

LOOKING DOWN AT A MAGAZINE, BACK TURNED FROM SIGHT OF THE  
 DOOR HE DOESN'T NOTICE DOCTOR HAS ENTERED THE ROOM.

JOE:  
 HOW MUCH DO THEY THINK....  
 (turns to look at Melody,  
 her back is turned. He  
 see Dr. and voice chances  
 to surprised...)

JOE: (CONT'D)  
 OH HEY DOC. IT MUST BE THOSE FANCY  
 NINJA QUIET SHOES YOU'RE WEARING.  
 DIDN'T HEAR YOU WALK IN.

AUDIOLOGY TESTING ROOM

CUT TO JOE WALKING INTO AN AUDIOLOGY TESTING BOOTH

DOCTOR B: VO  
 LACK OF SOCIAL ENGAGEMENT AND  
 INTELLECTUAL ENGAGEMENT ARE THOUGHT  
 TO CONTRIBUTE TO THE ACCELERATION  
 OF AN INDIVIDUAL'S COGNITIVE  
 DECLINE.

DOCTOR A: VO  
 SOME RESEARCH SHOWS WHEN YOUR BRAIN  
 COMPREHENDS WHAT YOU ARE HEARING,  
 IT TAKES RESOURCES THAT WOULD  
 OTHERWISE BE AVAILABLE FOR ENCODING  
 WHAT YOU ARE HEARING INTO A MEMORY.  
 IN SHORT, YOU CAN NOT REMEMBER WHAT  
 YOU DID NOT HEAR.

VO AS DOCTOR CHECKS JOE'S EARS, JOE SMILES, AMAZED HE CAN  
 HEAR SOME SOUNDS IN THE MACHINE WITH LITTLE BIT OF HELP FROM  
 A HEARING AID. BOTH GET UP AND WALK OUT TO WAITING ROOM TO  
 SEE AN ANXIOUS MELODY.

MELODY  
DOCTOR, HOW DID IT GO?

JOE LOOKS AT MELODY

JOE:  
IT WENT GREAT! TURNS OUT THE  
OFFICE HAS A HEARING DEVICE TO HELP  
ME OUT.

MELODY TEARS UP. SMILES. STANDS UP TO HUG JOE.

JOE: (CONT'D)  
EASY NOW. EASY NOW. LET'S NOT  
MAKE A TRIP TO THE ER TODAY FOR  
BROKEN RIBS.

JOE WALKS OVER TO DOCTORS AND HIS ASSISTANT STARTS SIGNING  
JOE UP TO GET HEARING AID.

SUPER: AD FOR HEARING AIDES, OR PAN TO A POSTER IN THE  
WAITING ROOM...

NURSE WALKS INTO WAITING ROOM AND WE NOW SEE HIM AND HER  
(ASIAN COUPLE) SITTING INT THE WAITING ROOM. THEY STAND UP,  
HE LEADS HER TO WALK TO NURSE WHO IS WAITING AT THE DOOR.

SUPER:

DOCTOR B: VO  
HE MAY NOT BE IGNORING YOU, SHE MAY  
NOT KNOW SHE CAN NOT HEAR  
YOU. IT MAY BE TIME FOR YOU TO SEE  
YOUR DOCTOR TO GET THE FACTS.

DOCTOR B TURNS FROM CAMERA AND LOOKS UP AS AM/ASIAN COUPLE  
WALK INTO THE TESTING ROOM, GREETED BY DOCTOR B.