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A Non-Profit Organization Since 1947... Helping Those Who Stutter

Volume II, Number 2

National Stuttering Awareness Week MAY 10-16



Legendary star of the Chicago Bulls Bob Love, who personally overcame a speech impediment, leads the 1993 campaign to educate the public about stuttering with a message of help and hope.

Bob Love Will Lead 1993 Campaign

NBA All-Star Bob Love has been named chairman of 1993 National Stuttering Awareness Week campaign, May 10 to 16.

Love has known first-hand the experiences of someone who stutters. He has overcome considerable frustrations and setbacks since his glory years with the Chicago Bulls. Now he is director of community relations for the NBA franchise following a painful but successful transition to the business world.

"Bob is more than a great basketball star and community leader," said Jane Fraser, president of the non-profit Stuttering Foundation of America. "He was chosen to serve as chairman because his courage in coping with his speech impediment serves as an excellent role model for the three million Americans who also stutter."

National Stuttering Awareness Week was established by Congress in 1988 to promote public information and understanding concerning this complex speech disorder.

"I know how important it is to receive speech therapy at an early age," said Bob Love in a recent interview. "My grandmother Ella used to swat me in the mouth with a dishrag and say 'Spit out those words, Robert Earl,'" he recalls.

"That approach didn't work very well, but it underscores the public's misunderstanding of stuttering that is still prevalent."

Difficulty in finding a job for those who stutter is also nothing new to Bob Love. In the 1970's, he made the NBA All-Star Team three

times and led the Chicago Bulls in scoring seven straight years. But he still stuttered, and there were fewer media interviews or endorsements than a player of his caliber would normally receive.

"After my retirement from the NBA, reaction by potential employers to my speaking difficulty turned the usually tough post-sports career adjustment into a living nightmare," Love relates. "I had a college degree and a well-known name, but personnel managers seldom call back someone who stutters on the telephone. For years, I was either in poor-paying jobs or out of work."

By the end of 1984—some seven years after millions had watched him play NBA basketball—Bob Love took the only job offered to him. He would wash dishes and bus tables for a Nordstrom department store in Seattle.

Yet it was here that Bob Love's story began a slow, grinding and difficult turn for the better. First, there was the corporate manager of Nordstrom's restaurants, who offered to have his company pay for speech therapy. Enter speech-language pathologist Susan Hamilton, who would guide Love through



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National Magazines Donate Public-Service Ad Pages



This year's National Stuttering Awareness Week got off to a wonderful start with six generous public service ads featuring Bob Love placed by *Business Week* Magazine.

McGraw-Hill Healthcare publications, *The Physician and Sportsmedicine* and *Postgraduate Medicine*, also featured Mr. Love.

The April 26th issue of *TIME* Magazine gave the Foundation a generous one-third page PSA featuring Bob Love. It has generated hundreds of calls daily from *TIME* readers.

Both *MONEY* Magazine and *FORBES* Magazine have helped our awareness campaign this month with generous one-sixth page public service ads again showing Bob Love.

Chicago Magazine, in Bob Love's home town, has given us a generous

PSA in their May issue. This was particularly meaningful to Bob!

Cleveland Magazine also joined in by featuring Bob Love and NSAW in their May issue.

Both *Prevention* Magazine and *Town & Country* featured PSA's in their May issues, enabling us to reach their millions of readers during this important month for awareness.

People Weekly placed PSA's two weeks in a row this month. The ads say, "Stuttering—Help Prevent It." The response from concerned parents and family members has been outstanding.

The excellent support of so many magazines has brought the total of donated space in 1993 to \$530,450, more than double last year's total at the same time. □

NBC Airs Public Service Announcement Nationally

Hundreds of calls have been pouring into the SFA toll-free hotline in response to the national airing of SFA's PSA on stuttering by NBC and CNBC.

Calls have come in from all over the country—from California to Maine—from both adults who stutter as well as concerned parents and family members.

As we go to press, NBC has aired our PSA regularly for almost a month. In a letter of thanks to NBC, the Foundation stressed, "We are indebted to NBC for its strong support and invaluable public-service program which is enabling us to reach thousands of viewers across the country."

In Memphis, local NBC station WMC-TV continues to give generous prime time to our PSA. Our special thanks to Kathy Aicher at Channel 5.



WLS Channel 7 in Chicago Runs PSA

In April, ABC station, WLS Channel 7 began airing the Stuttering Foundation's public service announcement on stuttering several times a day.

This has brought in a landslide of calls from WLS viewers, both concerned parents and adults and teenagers who stutter, requesting our resource list and comprehensive materials on stuttering.

Our thanks go out to Public Service Director Mike Ozog and WLS for their strong support going into National Stuttering Awareness Week. □

SFA Co-Sponsors Stuttering Study Group in Alabama

In continuing its efforts to improve services in the schools to students who stutter, the Stuttering Foundation is working closely with Terry Schilder, M.A./CCC of Dothan, Alabama, who has organized a study group in Alabama.

"Twenty-six speech-language pathologists from ten school districts in Alabama have joined the Stuttering Study Group in order to improve their skills in working with this complex disorder," noted Ms. Schilder in a recent interview.

Schilder is hoping to follow in the footsteps of Janice Westbrook, M.Ed., who organized the Texas Fluency Study Group, co-sponsored by the Stuttering Foundation.



For the past four years, school clinicians in the Texas group have met and studied texts on stuttering, including SFA books. They also attended weeklong study sessions with specialists: Dr. Dean Williams of Iowa University and SFA Vice President for Professional Affairs; Diane Hill, M.A., and June Campbell, M.A., of Northwestern University; and Dr. Lois Nelson of University of Wisconsin at Madison.

Said Ms. Schilder, "We are very excited about these activities and the excellent comprehensive materials on which to base our Group."

"The challenge of improving services to children who stutter in the school setting is of utmost importance to us," adds Jane Fraser, president of the Stuttering Foundation. □

Pediatrician Outreach Program Deemed Success

In 1988, the Stuttering Foundation sponsored its first exhibit at the American Academy of Pediatrics (AAP). The purpose was to hand out material about stuttering to pediatricians. Since then, SFA has exhibited at every one of the eleven pediatrics conventions.

Dr. Dean Williams has been the SFA representative at all eleven meetings. In a recent interview about the AAP Conventions, he noted, "For me, it has been an exciting and professionally rewarding experience." He goes on to say, "I have been particularly impressed by the changing attitudes, interests and questions of pediatricians during the past six years."

"In 1988," he added, "the doctors were interested in the materials and were curious but cautious in their reactions. Many did not know that material of this nature existed. They asked few specific questions." "But," he continued, "at each successive convention, the interest grew and the questions became more specific."

Dr. Williams reports incidents that illustrate ways that the SFA information has had a positive impact on the medical profession:

"During 1989 and 1990, a good number of pediatricians who had visited the SFA exhibit at a previous convention returned to ask questions and discuss problems they had encountered with certain parents of stuttering children. Often, they brought along colleagues and it was not unusual for me to discuss stuttering with 4 to 8 doctors at a time."

"Usually they brought up the fact that they had received no information about stuttering during their training except the old standby: 'Ignore it and it will go away.' They agreed that those instructions were usually unsatisfactory."

"When discussing SFA's printed material, pediatricians said they found it clearly written and easily understood. They pointed out that

the material isn't any good if parents won't read it. In this regard, they considered *Stuttering and Your Child: Questions and Answers* to be excellent, and parents will read it! The book is clear, concise and it answers simply the questions that parents ask."

"At several conventions, pediatricians complained that SFA had material for teachers and parents,



Pictured left to right: Betty Williams, Dr. Dean Williams, Joseph Fulcher.

but none for them. As a direct result of this complaint, *The Child Who Stutters: To the Pediatrician* by Barry Guitar, Ph.D. and Edward G. Conture, Ph.D. came into being."

"An increasing number of doctors have become interested in learning about the necessary qualifications of speech-language clinicians. They are learning from us about ASHA and certification—also about state requirements."

"At every convention, pediatricians stop by the exhibit booth to thank the Stuttering Foundation for their resource list of clinicians available in each state and for the 800 number (1-800-992-9392). They point out that young couples—their clients—are a relatively fluid population. They are able to help these parents by informing them of the ways to seek reputable help for stuttering in the area to which they move."

"My remaining comments will refer to just one convention—the most recent one in March, 1993. I hope that the six observations I report will convey to you a sense of

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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.

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countless hours of therapy in which he learned to manage his moments of stuttering and speak more fluently.

"Gradually, I learned how to work on my speech and to prepare mentally for speaking situations," Love says today. "I began accepting a few speaking invitations and told whoever would listen about the trials of those who struggle with stuttering."

"My message to young people who stutter and their parents is direct: Don't wait, like I did," Love emphasizes. "As the Stuttering Foundation points out in its publications, speech therapy during childhood has the greatest chance of success."

Today, the comeback is complete. Bob Love rose from dishwasher to Nordstrom's corporate director of health and sanitation for its restaurants nationwide. In 1988, the National Council on Communicative Disorders awarded him its Individual Achievement Award.

And, in 1990, the NBA Players Association chose Bob Love to receive the Oscar Robertson Award for achievement outside basketball. Today, he is a full-time public spokesperson for the Chicago Bulls.

"There is no 'cure' for stuttering, but therapy and hard work often can help those affected to speak more easily and fluently," notes the Stuttering Foundation's Jane Fraser. "Bob Love joins an impressive list of Americans who have not let stuttering hold them back from important careers and rewarding lives. Now he is helping others."

For free information on stuttering, including the new *National Stuttering Awareness Week* brochure featuring Bob Love, call the toll-free Hotline on Stuttering 1-800-992-9392. □



**STUTTERING
FOUNDATION
OF AMERICA**

FORMERLY SPEECH FOUNDATION OF AMERICA

A Non-Profit Organization
Since 1947—
Helping Those Who Stutter

P.O. Box 11749 • Memphis, TN 38111-0749
1-800-992-9392

Pediatricians *Continued from page 3*

the progress that has been made in acquainting a relatively large number of pediatricians about stuttering."

(1) Three young pediatricians stopped at the booth and wondered how they could get the information about stuttering included in the training program of the medical school from which they graduated.

(2) Several groups of 5 or 6 pediatric residents stopped at the booth and reported that they had been instructed to stop at the SFA exhibit and pick up material about stuttering.

(3) One young doctor stopped at the SFA exhibit and told me that he was happy to report that he didn't need anything at this time. He had the material to hand to parents and a speech-language clinician available with whom they could consult. He thanked us for our help.

(4) Another doctor stopped at the booth, shook her head and reported that parents have asked about stuttering. She had no materials. She didn't know what to say. She picked up all of the material that we had. The next day she returned to ask questions for approximately 45 minutes.

(5) Since last summer, SFA sent 26,000 copies of *The Child Who Stutters: To the Pediatrician* to pediatricians in 50 states. Many (40 to 50) stopped by the SFA booth to thank us for the book and to pick up other stuttering material.

(6) A common statement we received was, 'I'd like some more materials—including several order forms.'"

"In conclusion," added Williams, "there was one comment we kept hearing from pediatricians as they walked by our exhibit. They would smile and say, 'Thank you for being here again.' The fact that so many of them were thoughtful enough to say it came to mean a great deal to me. What we were doing was definitely worthwhile." □

NEWSBRIEFS

- SFA will co-sponsor a conference with the Fountain Valley School District, California on June 11th and 12th, 1993. The focus of the conference will once again be "Stuttering Therapy: Practical Ideas for School Clinicians." For more information, contact the Stuttering Foundation of America at 1-800-992-9392. The conference will be held at the Sheraton Long Beach Hotel in Long Beach, California.
- The seventh annual "Stuttering Therapy: Workshop for Specialists" co-sponsored by the Stuttering Foundation of America and Northwestern University will be held at Northwestern University in Evanston, Illinois from July 11th through July 24th, 1993.

For more information, contact Jane Fraser, SFA, P.O. Box 11749, Memphis, TN 38111-0749, 1-800-992-9392 or Dr. Hugo Gregory, Stuttering Programs, Northwestern University, 2299 Sheridan Road, Evanston, IL 60208.

- All those interested in joining the Connecticut Fluency Study Group should contact Paula Bacolini at Gaylord Hospital in Wallingford, Connecticut, (203) 284-2880. The group plans six meetings yearly involving lecture and discussion.
- On July 29–August 1, 1993, the Ottawa Speechmasters Self-Help Group and the Canadian Association for People Who Stutter are holding the 2nd Canadian Conference for People Who Stutter. For more information, contact: Richard Inomata, Co-Chair, c/o The Communications Disorders Department, The Rehabilitation Centre, 505 Smythe Road, Ottawa, Ontario, Canada K1H 8M2. □