**Logo

Description automatically generated**

**PR Contact:**

**Robert Clyne**

President

Clyne Media, Inc.  
T. 615.662.1616  
[robert@clynemedia.com](mailto:Robert@clynemedia.com)

**PAMA Contact:**

**Jennifer Shockley, CAE**

Executive Director

Professional Audio Manufacturers Alliance

T. 717.614.4271

jennifer@aimanswers.com

**Professional Audio Manufacturers Alliance (PAMA) launches Hearing Rocks initiative for better hearing health**

Lemoyne, PA, May 1, 2025 – To help provide resources and education to battle noise-induced hearing loss, the Professional Audio Manufacturers Alliance (PAMA) is announcing its new [Hearing Rocks](https://www.pamalliance.org/hearing-rocks) initiative.

According to the Centers for Disease Control, nearly one in four U.S. adults aged 20–69 years show evidence of noise-induced hearing loss. For audio professionals, the risk can be much higher. The National Institute for Occupational Safety and Health estimates that musicians are approximately four times more likely to suffer from noise-induced hearing loss compared to the general population. Exposure to sounds at or above 85 decibels (dB) for extended periods can cause permanent hearing damage. Musical performances, both live and in practice settings, can often exceed this threshold.

“PAMA is on a mission to protect and preserve the most critical tool for audio professionals – their hearing,” said new PAMA President Yvonne Ho. “Through our Hearing Rocks initiative, we’re championing awareness, education, and actionable solutions to ensure the longevity and well-being of our industry.”

The initiative includes a [dedicated page on the PAMA website](https://www.pamalliance.org/hearing-rocks) that aggregates resources for improving hearing health, including:

* Resources for individuals to help them protect their hearing
* Awareness and early detection guidance
* Hearing support and correction
* Links to WHO global standards for safe listening venues and events

PAMA is developing its first webinar on hearing health, targeting late May. [Follow PAMA on LinkedIn](https://www.linkedin.com/company/pamalliance) for updates and registration details. As with PAMA’s ongoing topical speaker series, the event will be free and open to all interested.

Hearing Rocks will also feature social media posts with stats and information to share the need for increased vigilance with hearing health.

As part of its broader mission, Hearing Rocks encourages audio professionals, musicians and the public at large to have their hearing tested by audiologists who specialize in diagnosing and treating hearing loss caused by prolonged exposure to loud music.

PAMA’s Hearing Rocks initiative is intended to bring this important topic top of mind, but is not an advocacy for any specific treatment, organization, or endorsement of standards.

Photo file: HearingRocks\_Logo.JPG

Photo caption: Hearing Rocks logo

**About PAMA:**

Founded in 2003, the Professional Audio Manufacturers Alliance (PAMA) is the collective voice and forum for the leading manufacturers of professional audio products and the people who use them. PAMA member companies conduct business worldwide in support of high-quality audio across a wide range of industries – pursuing the state of the art in technology and practice to enable audio professionals to elevate their craft and delight listeners and audiences every day. PAMA’s mission is to promote awareness and appreciation of high-quality professional audio through market leadership, communication and education. Our core customers are pro-audio professionals around the world with an interest in promoting high-quality audio. Learn more at [www.pamalliance.org](http://www.pamalliance.org).