



# communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

## President, First Lady Give BH&SM Unique Lift *Dysart, Poster Child Cap Record 1990 Campaign*

May 1990 marked the first time ever that a President and First Lady both participated in Better Hearing and Speech Month activities.

President and Barbara Bush---along with First Dog Millie---gave a warm Oval Office reception to Better Hearing and Speech Month national chairman Richard Dysart and poster child Kimberly Bloss. The President's Better Hearing and Speech Month message emphasized the hope and help available to 37,000,000 Americans with communication disorders, and Barbara Bush headlined a special kickoff event at the Capital Children's Museum (see page 2 item).

The unprecedented involvement of both the President and First Lady helped launch the most successful public awareness campaign ever conducted by the Council for Better Hearing and Speech Month (see highlights of results on following pages), a consortium of 26 national non-profit organizations concerned about hearing and other communication problems.



## President Reagan Encourages Americans About Hearing Help in New TV Messages

Former President Reagan, in a new television PSA slated for release this month, encourages nearly 22,000,000 Americans with hearing loss to benefit from available hearing help as he did. He tells how he overcame a hearing loss after a gun was fired close to his ear on a movie set years ago, and emphasizes that others may be similarly helped---medically, with surgery, or with hearing aids.

Jointly issued by Better Hearing Institute and the House Ear Institute, Reagan's PSA will receive unprecedented distribution, thanks to a special grant from the Eveready Battery Company, St. Louis, MO. It will reach all TV networks, major cable outlets, and 780 stations in all U.S. markets.

As President, Reagan served as national chairman for Better Hearing and Speech Month. He was enlisted by his ear physician, John W. House, M.D., who serves as honorary president of the Council this year.

## First Lady Joins BH&SM Festivities in Kick-Off at Capital Children's Museum

Barbara Bush became the first First Lady to ever help kick off Better Hearing and Speech Month when she joined national chairman Richard Dysart and poster child Kimberly Bloss at an April 30 "Hearing and Speech Awareness Fair" held at the Capital Children's Museum, Washington, D.C. It provided an introduction for the Council's May 5 "Hearing and Speech Awareness Day," open to the public at the museum (see page 3 photo highlights).

The Better Hearing and Speech Month preview included scores of hearing children from D.C. schools and hearing-impaired children from Kendall School (Gallaudet campus).

### *National, Local Media Provide Warm Coverage of May Campaign Activities*

Extensive Better Hearing and Speech Month broadcast and print media publicity, worth millions of dollars in equivalent time and space, had already resulted when this newsletter went to press---with much more expected. Media coverage highlights included national wireservice stories and releases of five Council photographs by Associated Press and United Press International to newspapers across the U.S., intensive use of television and print public service messages by national consumer magazines and TV stations in over 30 states, as well as radio and newspaper coverage in hundreds of local communities.

A two-minute segment starring Richard Dysart on the award-winning network "L.A. Law" television series ---dramatizing the importance of hearing help---was alone worth more than \$900,000 in equivalent commercial time. The national newspaper, USA TODAY, carried a kick-off photo of Barbara Bush, Richard Dysart, and Kimberly Bloss. Consumer magazines using the Council print PSA included April 13 Entertainment Weekly, April 30 and May 14 U.S. News and World Report, and May 28 People. The Washington Post and Newsday were among major city dailies providing coverage, Associated Press radio nationally broadcast an interview with Dysart at three different times. Two interviews are scheduled on "First Light," NBC Radio's morning show, and the TV program, "Sonya Live in L.A." And much, much more still to come!

## First Congressional Reception Hosted by Honorary President

Council for Better Hearing and Speech Month's 1990 honorary president John W. House, M.D., president of the House Ear Institute, hosted a special Congressional Reception held May 1 in the Rayburn Building's Foyer on Capitol Hill.

U.S. senators and congressmen were invited for the first time to the Council's annual reception, which this year honored national chairman Richard Dysart and poster child Kimberly Bloss. Dr. House also presented the 1990 Honorary President's Award to Geraldine Fox, who was instrumental in establishing the new National Institute on Deafness and Other Communication Disorders of the National Institutes of Health.

Upper photo shows New York Republican congressman Bill Green at reception with Dysart.

In lower photo, l-r are Gallaudet's I. King Jordan, Ph.D., Illinois Democratic senator Paul Simon, House Ear Institute founder Howard House, M.D., and BHI president Floyd Loupot (see other photos on centerspread).

# Children Adore Barbara Bush at Kickoff Event



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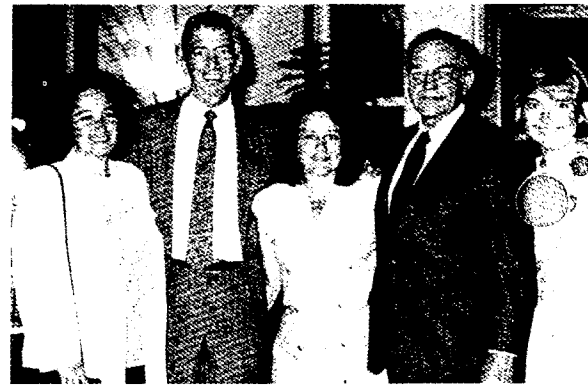


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1--National Better Hearing and Speech Month chairman Richard Dysart thanks Barbara Bush for help with public awareness campaign; 2--Children from Kendall Demonstration Elementary School perform a signed song and dance for Mrs. Bush and Dysart; 3--1991 Council Honorary President Ross J. Roeser, Ph.D., shows Mrs. Bush how to use a TDD; 4--Dysart demonstrates how sound causes vibrations---one of many hearing exhibits at Museum; 5--Kimberly presents Mrs. Bush with national winning poster in Council's poster art contest. Winning artist was David Martinez, 10, from Allen Park Elementary School, Ft. Myers, Florida; 6--Mrs. Bush is escorted to "Sound and Silence" room by Council steering committee chairman Michele Hartlove (c) and steering committee associate Joni Johns.



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# Better Hearing

## A 1900

1--Millie joins President and Mrs. Bush welcome of Kimberly to Linda Jordan, Richard Dysart and Michele Hartlove enjoy a principals Dr. House, Kimberly and Dysart; 4--Senator Tom I 5--Dr. House presents first Council Honorary President's Award Institute on Deafness and Other Communication Disorders; 6 Atlanta's Carolyn McKnight with 1989 winning local publicity Kimberly at Congressional Reception; 8--Howard House, M.D. (1 President's Award presented to her by John House, M.D.; 9-- Dysart introduces First Lady Barbara Bush to attendees at Better with an award for outstanding leadership as Council Honorary Children's Museum; 13--Capital Children's Museum director Ar and Dysart; 14--Congressman Joel Hefley (R-CO), sponsor of Roeser greets Barbara Bush; 16--Kimberly Bloss receives award and BHI president Floyd Loupot at Congressional Reception; 18-- of better hearing and speech; 19--Council members congregate



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# and Speech Month Photo Album

Office; 2--(l-r) Kathryn Dysart, Gallaudet president I. King Jordan, Ph.D.,  
ced moment; 3--Kimberly's parents Larry and Nita Bloss join Council  
n (D-IA) chats with Dysart and Hartlove at Congressional Reception;  
Geraldine Fox for her outstanding efforts in development of new National  
ering Committee member Jim Dellon awards Quota Club of Northside  
ampaign; 7--Council steering committee's Kathy Smith takes break with  
Joe Rizzo congratulate Geraldine Fox, holding the first Council Honorary  
rt releases President Bush's Message at annual luncheon kickoff; 10--  
aring and Speech Awareness Day event; 11--Hartlove presents Dr. House  
resident; 12--ASHA director Fred Spahr, Ph.D. and Dr. Jordan at Capital  
win, Kendall student Earl Brown, Nita and Kimberly Bloss, Barbara Bush  
Congressional Reception, shares a happy moment with Dysart; 15--Dr.  
Dr. House in appreciation for her 1990 campaign efforts; 17--Dr. Jordan  
House cites Richard Dysart for his outstanding contributions to the cause  
Richard Dysart at kickoff luncheon.



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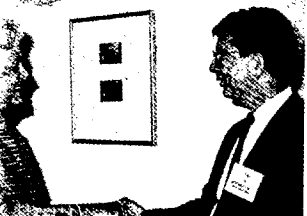
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# BUILDING A CASE for Better Hearing and Speech

"L.A. Law" television star Richard Dysart and poster child Kimberly Bloss have formed a partnership to share this message of help and hope. Like them, more than 24,000,000 Americans have hearing or speech problems. They support the fact that most people can now be helped—through rehabilitation, often with hearing aids, or with medicine or surgery. If you suspect that you or a loved one has a hearing or speech problem, make your case *today*. Write the Council for Better Hearing & Speech Month for a free resource booklet.

Academy of Dispensing Audiologists • Alexander Graham Bell Association for the Deaf • American Academy of Otolaryngology—Head and Neck Surgery • American Association of Retired Persons • American Auditory Society • American Speech-Language-Hearing Association • American Tinnitus Association • Better Hearing Institute • Boys Town National Institute for Communication Disorders in Children • Deafness Research Foundation • Delta Zeta Sorority and Foundation • EAR Foundation • Gallaudet University • Hearing Industries Association • HEAR NOW • House Ear Institute • John Macy Clinic • Midwest Ear Institute • National Captioning Institute • National Grange • National Hearing Aid Society • National Technical Institute for the Deaf, Rochester Institute of Technology • Psi Iota Xi Sorority • Quota International Foundation • Settona Foundation • Society of Otorhinolaryngology and Head-Neck Nurses



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PHOTO R. IANNAZZI



# 1990 Council Effort Benefits from "L.A. Law" Tie-In

The Council for Better Hearing and Speech Month's 1990 public awareness campaign capitalized on the popularity of television's top-rated network television series, "L.A. Law," which features national chairman Richard Dysart.

A full-page version of the Council's magazine public service message, shown at left and released to major consumer publications, highlights this year's campaign theme, "Building a Case for Better Hearing and Speech."

Same photo and theme give impact to this year's full-color poster as well. The Emmy-winning program allowed the tie-in and photo, taken on the set---the first time any organization was granted permission to publicly use the show's name in copy. The photo also gained tremendous exposure when it was released by Associated Press Laserphoto to more than 1,200 newspapers across the nation. Richard Dysart, who wears two hearing aids, also starred in a March 22 "L.A. Law" episode dramatizing the importance of hearing help. Playing partner Leland McKenzie, Dysart underscored the crucial role of hearing aids in his career as well as his personal life. The almost two-minute segment alone was worth more than \$900,000 in equivalent commercial time.



Dysart (l) with "L.A. Law" co-stars Jill Eikenberry and Harry Hamlin

## Print and Broadcast Media Donate Generous Space to Current PSAs

featuring NHL defenseman Jim Kyte---highlighting more than \$5,000,000 in space provided by leading medical and consumer magazines for BHI print messages informing nerve deafness patients and their family physicians about available hearing help.

Recent responses from television program directors demonstrate the warm reception given to current TV PSAs featuring BHI national chairman Richard Thomas and his son, Richard, Jr. Directors indicated use of both 60- and 30-second PSA segments by 380 TV stations, 60-second only by 155, and 30-second only by 201 stations, and 39 directors indicated they had no plans to use PSA.

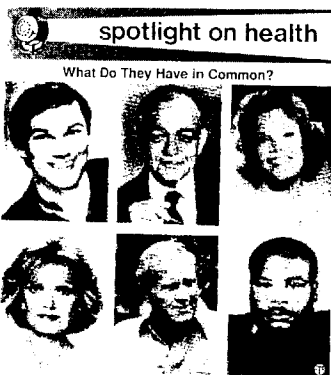
Essence magazine (April) donated a full page to NFL linebacker Mike Singletary's PSA and Postgraduate Medicine (May 1) contributed two-thirds page to a PSA

## Celebrity Feature for 14,000 Publications Made Possible by Gennum Corp. Grant

A new camera-ready article for print media---featuring many celebrities who overcame hearing loss with available help---will soon be released by Better Hearing Institute to 14,000 publications across the U.S. Made possible by a special grant from Gennum Corp., a major manufacturer of integrated circuits for the hearing industry, the print feature is also available from BHI upon request by hearing health care providers for other publications.

The feature emphasizes that some of the celebrities have only a mild-to-moderate hearing loss, but took advantage of available help to hear better. Others had severe hearing problems, but all benefited from modern hearing help. Readers are encouraged by the news that most with hearing loss can now be helped.

Gennum has funded many other BHI projects, including booklets on nerve deafness and tinnitus, has co-sponsored television PSAs starring Bill Cosby and Lorne Greene, and annually matches contributions by its employees to BHI's "Run for Better Hearing."



The people above are all well known personalities, but that's not all they have in common. Richard Thomas, Richard Dysart, Nicole Arianna, Florence Henderson, Arnold Palmer and Mike Singletary share something with many other famous people. They all overcome a hearing problem.

Some have only a mild to moderate hearing loss, but took advantage of available help to hear better. Others had severe hearing problems, but all benefited from modern hearing help.

Hearing loss can affect one's performance in many areas of life. From schoolwork to sports to career, it can rob joy from a night at the theater, an evening at home watching television, and from conversations with family and friends. The good news is that most of the 29 million people with hearing problems can now be helped---mentally, socially, or with hearing aids.

Celebrities who have "gone public" with their hearing problems have inspired others to benefit from such available help. President Reagan uses hearing aids to overcome a nerve-induced hearing loss from a gun fired close to his ears in a movie set. As President, he helped public awareness by wearing an national Better Hearing and Speech Month banner.

Other personalities who have similarly helped in media appearances and public service messages include: Art Carney, Norm Crosby, Phyllis Diller, Lou Ferrigno, Bud Hays, C. Everett Koop, M.D., Richard Thomas and Charlton Heston.

Actor Richard Thomas is present national chairman of the Better Hearing Institute, and "L.A. Law" TV series star Richard Dysart served as 1990 Council for Better Hearing and Speech Month chairman in a public awareness campaign sponsored by 26 national non profit organizations.

### Free Hearing Help Information

For free information about available hearing help, call Hearing HelpLine at 800-FAR-WELL, or write Better Hearing Institute, Box 1540, Washington, D.C. 20022.



## Ear Physicians, Audiologists, Hearing Aid Providers Join in the 12th Annual 'Run for Better Hearing'

A marathon team of 22 hearing help providers—representing otolaryngology, audiology, hearing instrument manufacturing and dispensing—will join the 12th annual "Run for Better Hearing" at Grandma's Marathon on June 23 in Duluth, MN.

"These providers of hearing health care services and products personify the interdisciplinary support that has forged Better Hearing Institute into the hearing field's most cost-effective public education program," said Floyd Loupot, new president of the Institute.

The Run is a fund-raising effort to strengthen BHI hearing awareness projects, which have earned the equivalent of nearly \$200 million in donated broadcast time and print media space since 1973. BHI's program has been spearheaded by famous Americans who overcame hearing loss. They include Art Carney, Norm Crosby, Phyllis Diller, Richard Dysart, Nanette Fabray, Lou Ferrigno, Florence Henderson, Bob Hope, C. Everett Koop, M.D., Arnold Palmer, former President Ronald Reagan, Mike Singletary, Richard Thomas, Charlene Tilton, and many others.

Joining BHI executive director Joe Rizzo will be hearing help providers from across the U.S. and internationally, including: Duncan Clifton, Gennum, Burlington, ONT; Roger Falde, Resistance Technology, Arden Hills, MN; Reg Garratt, Knowles Electronics president, and BHI board member and secretary, Itasca, IL; Dale Gunderson, M.D., St. Louis Park, MN; Robert Hanrahan, dispenser, Wilmington, DE; David Hilton, Rexton, Plymouth, MN; Dr. Mead Killion, Etymotic Research, Elk Grove, IL; Valerie Lundberg, Lori Medical Laboratories, Long Lake, MN; Richard Marschinke, St. Louis Park, MN; Randy Nelms, M.D., St. Paul, MN; Rick Nissen, M.D., Minneapolis, MN; Rae Reynolds, Cochlear Corp., Englewood, CO; Nita Rizzo, Joe's wife, Springfield, VA; Mary Robertson, Marine Corp Marathon winner, Richmond, VA; Ross Roeser, Ph.D., Callier Center director, audiologist and BHI vice president/treasurer, Dallas, TX; Sharon Roeser, Dr. Roeser's wife, Dallas, TX; Jim Tyler, clinical audiologist, Wilmington, DE; Chuck Walton, Activair/Duracell, Bethel, CT; Ron West, Cochlear Corp., Englewood, CO; Wayne Whitney, dispenser, Strum, WI; and Michael Winship, Hearing Services International vice president, Eden Prairie, MN.

### Steering Committee

Organizing and coordinating this year's campaign is a steering committee that includes Al Bruce, chairman, Starkey; Jim Anderson, Qualitone; Jim McFarland, Telex; Bill Schnier, 3M/Hearing Health; Bob Tischbein, Starkey; Mike Winship, Hearing Services International; and Tim Yates, Rexton.

*Above photo. Last year's "Run for Better Hearing" participants included both marathoners and joggers running a three-mile "fun run" along Lake Superior the day before the marathon. Fun run finishers above represented all hearing help disciplines.*

### Major Contributors

Key Run supporters to date include: Activair/Duracell, American Academy of Otolaryngology—Head and Neck Surgery, American Auditory Society, Argosy, Audiotone, Beltone Electronics, Bernafon, Best Labs/Fidelity of Florida, Cochlear Corp., Dahlberg, Eveready, Finetone, Frye Electronics, General Hearing Instruments, Gennum Corp., GN Danavox, Hal-Hen/Widex, Hearing Instruments magazine, Hearing Journal, Hearing Services International, Hearing Technology Inc., Knowles Electronics, Lori Medical Laboratories Inc., 3M/Hearing Components and Disposables, 3M/Hearing Health, Magnatone, Maico, Marcon, National Hearing Aid Distributors, National Hearing Aid Society, Nu-Ear, Omni Hearing Systems, Oticon, Otosonic, Phonic Ear, Qualitone, RAYOVAC, Resistance Technology, Rexton, Siemens Hearing Instruments, Starkey, Telex, United Hearing Systems, and Unitron.

Supporting earmold laboratories include: All American Mold Labs, Anthony Earmold Labs, Earmold Design Inc., Emsee Labs, Emtech Labs, Microsonic, Mid States Labs, Pacific Coast Labs, Precision Mold Labs, and Westone.

Hearing Instruments magazine will again host Run festivities in Duluth.

## Better Hearing Institute

Box 1840, Washington, D.C. 20013

Name \_\_\_\_\_  
Office Affiliation \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

You bet I'm supporting the 1990 "Run for Better Hearing" team. Here's my check payable to Better Hearing Institute.

\$26.00 (\$1.00/mile)                      \$52.00 (\$2.00/mile)  
\$39.00 (\$1.50/mile)                      Other

Yes, please send me more information on BHI.

