



Better Hearing & Speech Month

NEWS

Compliments of the Council for Better Hearing and Speech Month

September 1990

1990 Council Campaign Generates Record Results



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 BH&SM 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 photo below). Mrs. Bush is the first First Lady to ever help kick off BH&SM when she joined Council principals at an April 30 "Hearing and Speech Awareness Fair."

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, a consortium of 26 national, non-profit organizations concerned about hearing and speech.

Council kickoff events also included a luncheon, which featured honorary president John W. House, M.D. and Dysart as speakers, and a Congressional Reception held May 1 in the Rayburn Building on Capitol Hill. U.S. senators and congressmen were invited for the first time to the Council's reception, this year hosted by Dr. House.

In addition, the 1990 Council campaign generated extensive broadcast and print media publicity, worth millions of dollars in equivalent time and space. Media coverage included national wireservice stories and releases of five Council photos by Associated Press and United Press International to newspapers across the U.S., intensive use of TV public service messages by stations in 47 states.

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, May 14, and July 23 U.S. News and World Report; May 28 People; July Better Homes and Gardens; July/August Mature Outlook; September Changing Times; September Los Angeles; and September 3 Time. The Washington Post was among major city dailies providing coverage; A.P. radio nationally broadcast an interview with Dysart at three different times. "First Light," NBC Radio's morning show, interviewed Dysart, as did CNN's "Sonya Live in L.A." And, ABC-TV's "The Home Show" interviewed both Dysart and Dr. House---this coverage is worth more than \$108,000 in equivalent commercial time.



1990 BH&SM Photo Highlights



1--Millie joins President and Mrs. Bush welcome of Kimberly to Oval Office; 2--First Lady Barbara Bush signs "I love you" to Kimberly and Dysart at Capital Children's Museum kickoff event; 3--Dysart releases President Bush's message at annual luncheon kickoff; 4--Council members congregate with Richard Dysart at kickoff luncheon; 5--Kimberly's parents Larry and Nita Bloss join Council principals Dr. John House, Kimberly and Dysart; 6--Dr. House presents first Council Honorary President's Award to Geraldine Dietz Fox for her outstanding efforts in development of new National Institute on Deafness and Other Communication Disorders; 7--Barbara Bush chats with students at Capital Children's Museum kickoff; 8--Congressman Bill Green shares a happy moment with Dysart.

Football Star Reggie Williams Chosen 1991 National Chairman

"A hurdler doesn't stop after the first hurdle," said Reggie Williams, an athlete-humanitarian-politician who has soared over a few challenges himself. "So I'm pleased to take on this opportunity," he said by way of explaining why he has chosen to take on the national chairmanship of the Council for Better Hearing and Speech Month for 1991.

A fearsome power on the football field for the Cincinnati Bengals for 14 years, the recently retired linebacker has a lifelong record of distinguishing himself as both a fierce competitor and a compassionate public servant. His honors include 1988 National Council on Communicative Disorders Public Service Award, 1987 *Sports Illustrated* Sportsman of the Year, 1986 NFL Man of the Year and 1984 NFL Players' Association Byron "Whizzer" White Humanitarian Award, among others.

"School wasn't much fun. I had, as was discovered in the third grade, a hearing problem that resulted in a speech impediment," he said. By high school graduation, he had developed his athletic and academic prowess so completely that the third-grader who had been taunted as a "dummy" set off for Dartmouth College, from which he graduated in 1976. He was one of few Ivy League players to be drafted into the NFL.

After his remarkable football career, which included multiple trips to the Super Bowl, Reggie Williams now serves on the City Council in his adopted hometown of Cincinnati.



Reggie Williams

State Chairmen's Local Campaigns Effectively Use Council Umbrella

Reports are now in on twenty-one states participating in Better Hearing and Speech Month. Extensive newspaper and radio coverage was reported by 95% of the state chairs; 71% listed television stories and/or PSAs usage; 80% of the states held hearing screenings; 80% received proclamations from their Governor. Some states used billboards; sold items imprinted "Better Hearing and Speech Month"; distributed press kits to radio and TV stations; held poster child, poster, and essay contests; and had booths at health fairs and shopping malls.

In eastern Massachusetts, a presentation on noise given at one local high school made such an impact, that the student council voted to limit the volume at school dances. "Business Awareness" was a successful program developed by Kansas leaders to teach local business people how to deal with employees and clients with communication problems. In Delaware, wall charts of speech and language developmental milestones were distributed to Day Care Centers. For further information regarding your state's BH&SM campaign, contact Susan Coffman, 3417 Volta Place, N.W., Washington, D.C. 20007, or call (202) 337-5220.

Florida Boy Wins Art Award

David Martinez, 10, of Ft. Myers, Florida, was awarded a \$100 savings bond by the Council for his first place poster art entry. Martinez's poster, selected from 120 entries, was presented to First Lady Barbara Bush (see photo on right) at the Council's "Hearing and Speech Awareness Fair." David is a fourth grader at the Allen Park Elementary School.



A Montage of 1990 BH&SM Newspaper Coverage



Sign of love
A young woman, Barbara, is shown in a newspaper clipping, smiling and looking towards the camera. The text next to her photo is partially obscured but appears to be a personal story or interview.

EXPRESSION OF LOVE
A newspaper clipping featuring a photograph of a couple. The text describes a moment of affection or a significant event in their relationship.

Poster people
A newspaper clipping with a photo of a group of people. The text likely discusses the 'Poster People' project or a related community event.

POSTER PEOPLE - The 1990 poster people for better hearing are shown in a newspaper clipping. The photo shows several individuals, some holding their posters. The text provides details about the project's goals and the participants.



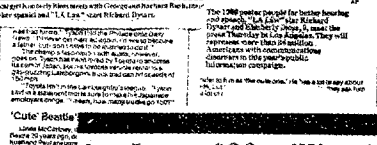
Poster people
A newspaper clipping with a photo of a woman. The text discusses the 'Poster People' project and the role of the participants in raising awareness about hearing loss.



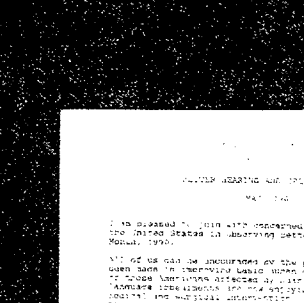
HEARON daughters
A newspaper clipping with a photo of a woman. The text likely discusses a family-related story or a community event involving hearing aid users.



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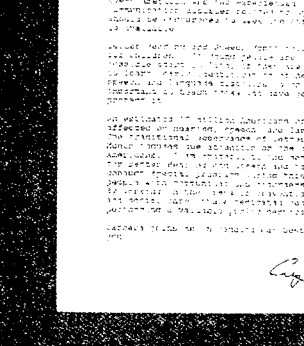
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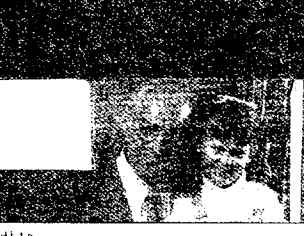
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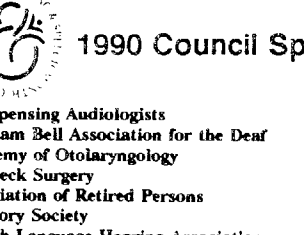
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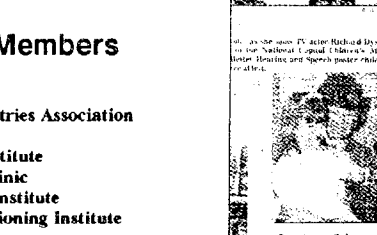
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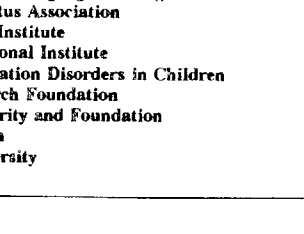
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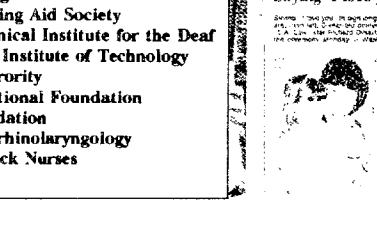
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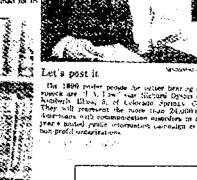
CAPITAL LINE

U.S. Chamber of Commerce
A newspaper clipping with a photo of a man in a suit. The text discusses economic issues or a business-related event.

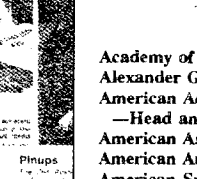
NEWSMAKERS



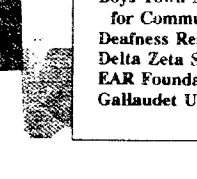
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Poster people
A large newspaper clipping featuring a photo of a woman and a man. The text discusses the 'Poster People' project and the role of the participants in raising awareness about hearing loss. The signature 'Clyde Paul' is visible at the bottom of the clipping.

Ivana \$20 million in divorce



Poster people



Poster people



Poster people



Saying 'I love you' with silence





1990 Council Sponsoring Members

<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Hearing Industries Association HEAR NOW House Ear Institute John Tracy Clinic Midwest Ear Institute National Captioning Institute National Grange National Hearing Aid Society National Technical Institute for the Deaf at Rochester Institute of Technology Psi Iota Xi Sorority Quota International Foundation Sertoma Foundation Society of Otorhinolaryngology and Head-Neck Nurses
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