



communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES



Art Ulene, M.D.



Richard Dysart

Dr. Art Ulene and Richard Dysart Spark Family Physician Program

NBC-TV medical reporter Art Ulene, M.D., who often reminds "Today Show" viewers that he overcomes his own hearing loss with hearing aids, stars in a new print public service message (see page three) released this month to major consumer magazines and medical publications that reach family physicians.

Made possible by a special grant from Frye Electronics, the PSA is the latest of many current BHI projects that support cooperative hearing field efforts to inform family physicians and their nerve deafness patients about available hearing help---particularly the benefits of modern hearing instruments.

Supporting BHI television and magazine public service messages, as well as editorial features, have already generated more than \$4,000,000 in broadcast time and print media space. Many of the projects featured actor Richard Dysart, who accepted an invitation by the Hearing Industries Association to participate next month in the mainstage lecture at the American Academy of Family Physicians annual meeting in Dallas.

United Effort Key to Council's Record Results

Cooperation by 26 leading hearing and speech organizations has been the key to the unprecedented results achieved by the Council for Better Hearing and Speech Month this year, according to BHI's Michele D. Hartlove, 1990 steering committee chairman for the consortium, which holds its annual meeting this month in Washington.

"We continue to build on the outstanding success enjoyed by the Council over the past 12 years," said Hartlove, "and I'm confident that 1990's effort will be a stepping stone to even better future results." (See 1990 highlights, page 5).

1990 marked the seventh year that BHI was chosen to serve in the coordinating role for the Council, which has earned millions of dollars worth of broadcast time and print media space for messages of hope and help for Americans with hearing, speech and language problems.



The Council evolved from a 1978 Boys Town meeting of hearing and speech organizations exploring ways to effectively work together. Attendees agreed to start with a united public information effort during Better Hearing and Speech Month. BHI director Joe Rizzo was elected first steering committee chairman and served from 1978 through 1984, when he proposed the present rotating chairmanship giving all sponsoring organizations an opportunity to similarly serve.

**"Discover
a world
of better
hearing!"**

RAYOVAC Funds New BHI Booklet Designed as a Motivational Tool

"Discover a World of Better Hearing!"---a persuasive booklet designed by Better Hearing Institute as a tool for hearing health care providers---has been made possible by a special grant from RAYOVAC Corporation's Hearing Aid Battery Division. The brochure graphically gains impact and credibility from famous Americans who refused to let hearing loss stand in their way and encourages hard-of-hearing people to similarly benefit from available hearing help.

With room for a hearing help provider's imprint on the back cover, the booklet could serve as an effective mailer, for waiting rooms of hearing health care professionals, or as an excellent handout for speaking presentations to community organizations, including Golden Age Clubs and other senior citizen groups.

RAYOVAC has funded many other Institute projects, including television public service announcements starring Phyllis Diller, the late Henry Fonda, Bill Cosby and Norm Crosby; production of audiovisual speaker's presentations; and printing of numerous Institute booklets.

Special Recognition Afforded to Large, Small Project Sponsors

In a special effort to expand public awareness of available hearing help, BHI now offers recognition opportunities to future sponsors of small as well as large public information projects. BHI president

Floyd Loupot said that "we're encouraged by the more than \$200 million in media time and space earned by our hearing help messages, but we need to do far more to meet the needs of 24 million Americans with hearing loss. Our new program aims to do just that. It affords recognition to both large and small project funders, including hearing aid manufacturers and suppliers, as well as foundations, associations, and other organizations serving hearing health care providers or the hard-of-hearing."

Lopot said that many projects will directly acknowledge the sponsor---such as public credits in booklets, films, posters, and speaker presentations---emphasizing that the project was made possible by a special grant from the funding organization. "Sponsors of projects such as TV and print PSAs, which don't include commercial identification, will gain public acknowledgement in publicity to the hearing field press, as well as from our national newsletter and public presentations," said Loupot. "Sponsors may similarly inform their special publics through their own communications. Each and every project grant, regardless of size, will be publicly acknowledged."

HAAC Honors Dysart Contributions, Gives BHI Program Strong Support

The Hearing Aid Association of California recently presented its "Golden Ear Award" to actor Richard Dysart, citing his outstanding contributions to the cause of better hearing and to greater public awareness of available hearing help. Dysart received the award from former HAAC president Floyd Loupot at HAAC's recent meeting in Costa Mesa. Past award recipients have included President Reagan, Nanette Fabray, Norm Crosby, Frankie Valli, noted ear surgeons Howard and William House, and audiologist Robert Sandlin.

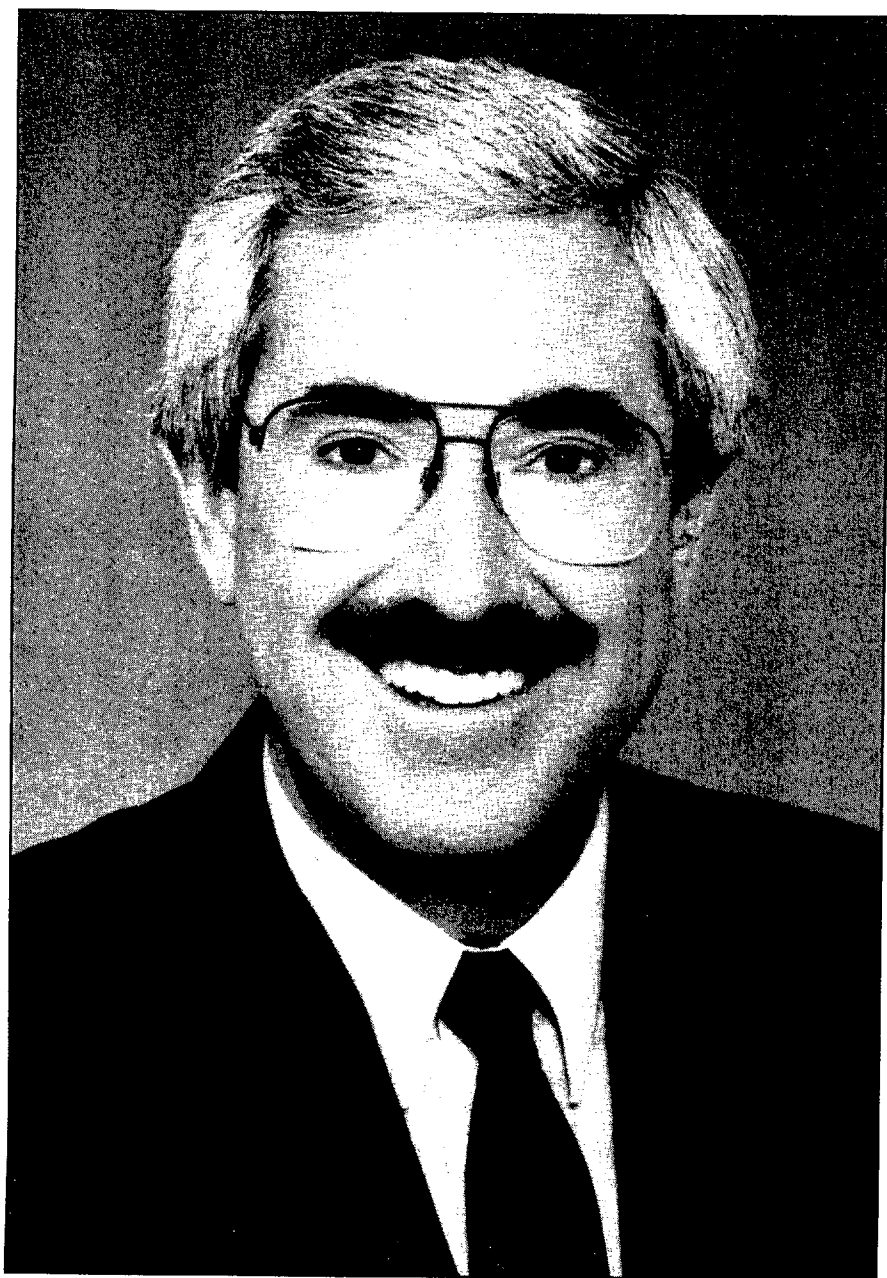
Donning his BHI president's hat, Loupot thanked HAAC for donating one percent of its gross annual income to BHI for the tenth consecutive year, "and we hope more hearing help providers will follow HAAC's approach and allocate a portion of their income to strengthen BHI projects." Both new HAAC president William Schenck and outgoing president Donna Jensen acknowledged BHI program effectiveness, saying HAAC was proud to continue its strong support of BHI projects.



Richard Dysart and Floyd Loupot

Latest Release in PSA Series for Print Media:

“Discover a World of Better Hearing!”



Art Ulene, M.D., noted television and newspaper medical reporter, personally overcame a hearing problem. He encourages others to benefit from hearing help as he did:

An estimated 24,000,000 Americans suffer from some loss of hearing. The good news is that most of them can now be helped. For me the answer was hearing aids. They've made a tremendous difference in my life.

Hearing problems that stem from damage to the outer or middle ear can often be helped medically or surgically. However, if the problem is with the inner ear or auditory nerve, the best alternative is usually a hearing aid.

If you suspect a hearing loss, or thought nothing could be done about it, ask your family doctor or ear physician who can guide you. With so many significant advances and with hearing care professionals available, most *can* be helped.

So if you or someone you love doesn't hear well, arrange for a hearing checkup today. For hearing help information, call toll-free Hearing HelpLine — 800/EAR WELL. Or write Hearing, Box 1840, Washington, DC 20013.

Discover a world of better hearing!



**Better
Hearing Institute**

P.O. Box 1840, Washington, D.C. 20013.

Council Hearing and Speech 'Umbrella' Generates Nationwide Media Coverage

Council for Better Hearing and Speech Month events and public information projects provided a national publicity umbrella for local health care providers, promoting hope and available help for people with communicative disorders. Resulting record coverage, worth millions of dollars in equivalent commercial time and space, included national wireservice stories and releases of five Council photographs by Associated Press and United Press International to newspapers, intensive use of television and print public service messages by national consumer magazines and TV stations in 47 states (see following items), as well as radio and newspaper coverage in hundreds of local communities (see clip montage at left).

A two-minute segment starring Richard Dysart on the award-winning NBC-TV 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*, featured a kick-off photo of Barbara Bush, Richard Dysart, and Kimberly Bloss---and the *Washington Post* and the *Boston Globe* were among major city dailies providing coverage.



Dysart and Kimberly at production of Council television PSA.

National TV, Radio Interviews, PSAs Highlight Council Broadcast Exposure

Network and nationally syndicated broadcast interviews---and use of the Council's television public service announcement in 47 states---were major factors in the unprecedented exposure yielded by the 1990 cooperative effort by 26 leading hearing and speech organizations. Associated Press Radio nationally broadcast an interview with Richard Dysart at three separate times. ABC-TV's "The Home Show" interviewed both Dysart and Council president John House, M.D., coverage alone worth more than \$108,000 in commercial time. Other Dysart interviews included NBC Radio's "First Light" and the nationally syndicated "Sonya Live in L.A." television show.

Many "Firsts" Mark 1990 Campaign; Magazines Again Donate Generously

This year's Council for Better Hearing and Speech program achieved many "firsts"---including the first time a top-rated drama television series ("L.A. Law") permitted a Council tie-in with the show, shooting of the campaign poster and print PSA on the show's set, and allowing "L.A. Law" identification in Council PSAs and other messages; first time a Council chairman appeared in a special better hearing segment on an award-winning network TV drama series; first time a First Lady participated in a Council kickoff event; first time the Council held a Congressional Reception; and the first time the President was joined by the First Lady---and First Dog---in an Oval Office visit with Better Hearing and Speech Month principals.



Consumer and hearing field magazines continued generous contribution of space to Council messages, photos, and PSAs (see montage), including 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*, and September *Changing Times*.



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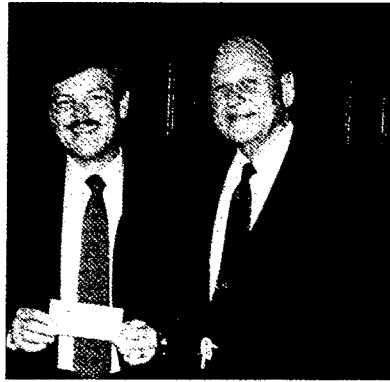
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1990 Run for Better Hearing Highlights

1 & 2---"FUN RUN" participants along Lake Superior the day before the marathon included (left photo) otolaryngologist Rick Nissen, M.D., and hearing industry engineer Dick Marshinke, and (right photo) entourage at start; 3---Dianna Falde and Wisconsin dispenser Wayne Whitney received "Fun Run" trophies from *Hearing Instruments'* Pauline Davies at HI-hosted Kitchi Gammi Club dinner; 4---Whitney and Joe Rizzo finished together in both the Fun Run and marathon; 5---Finish line supporters included HI's Marj Skafte and BHI president Floyd Loupot; 6---Resistance Technology's Roger Falde presented BHI with contribution from RTI and its employees at Kitchi Gammi; 7 & 8---Hearing Services International president Mike Winship and Rexton's David Hilton at marathon finish line; 9---Audiologists Steve Rizzo (l) and Ross Roeser, Ph.D. (r), BHI V.P./treasurer, with Sharon Roeser and Loupot; 10---"Press" included (l-r) BHI's Michele Hartlove and HI's Peggy Ahistus and Shirley Brandt; 11, 12, & 13---All three network-affiliated TV stations interviewed Cochlear Corp. president Ron West and Rizzo, who also received radio and newspaper coverage for "Run." (Photo numbers 4, 5, 7, 8, 9, & 10 courtesy of *Hearing Instruments*)

Bruce Lauded for Leadership at 12th Annual Better Hearing Run

Al Bruce, chairman of the steering committee that has coordinated the "Run for Better Hearing" for 12 years, was *not* part of the 1990 team of hearing help providers who ran 26 miles on June 23 to focus public attention on available hearing help. He was the guest of honor at an exclusive Kitchi Gammi Club dinner in Duluth, MN, part of weekend festivities hosted by *Hearing Instruments* magazine for Run participants. BHI president Floyd Loupot presented a special award to Bruce, honoring his outstanding leadership of the annual fundraising effort for the Institute.



Bruce receiving award from Loupot

"Al does the real job behind the scenes," said BHI director Joe Rizzo. "While we runners bask in the limelight, Al and his volunteer committee quietly make things happen---like enlisting some \$20,000 each year for BHI projects." 1990 support included generous hearing industry contributions and individual donations from all hearing health care disciplines.

Survey of Hearing HelpLine Users Yields Data for Health Care Team

Results of a recent random survey of 637 Hearing HelpLine callers, nine percent of 7,087 requesting information between January 1 and June 30, reflect caller demographics, needs and

action taken after receiving information. Following is a breakdown of questionnaire/telephone responses: Heard about HelpLine: from television PSAs, 49%; magazine and newspaper articles, 23%; magazine public service ads, 19%; directories, 9%.

Information they requested: General hearing help available, 68%; sources of help, 18%; hearing aids, 15%; financial aid, 13%; infections, 10%; tinnitus, 6%; nerve deafness, 6%; noise, 6%; surgery, 3%; Meniere's disease, 3%; and ear wax, 3%. Help received: No help, 50%; hearing aids, 23%; medical help, 18%; and surgical help, 9%. Caller demographics: Female, 64%; male, 36%; Over 60, 41%; 30-40, 17%; 50-60, 12%; 40-50, 12%; 20-30, 12%; and school age, 6%. Information requested for: Self, 59%; family member, 36%; and friend, 5%. Nature of problem: Moderate, 35%; severe, 35%; and mild, 30%. Called from: South, 25%; midwest, 23%; east coast, 19%; west coast, 18%; and southwest, 15%.

New Edition of Celebrity Poster Made Possible by Duracell Inc.

A new edition of BHI's colorful celebrity poster---featuring 12 personalities who overcame hearing loss---has been made possible by a special grant from Duracell Inc. An excellent public information aid that can be displayed in offices of ear physicians, hearing aid specialists and audiologists, the poster shows well-known personalities who convey the encouraging message that most people with hearing loss can now be helped---medically, surgically, with hearing aids, or through rehabilitation.

Colorfully printed in red, black and white, the poster features newer personalities as well as those most associated with BHI's information program. It may be effectively displayed in store windows, shopping malls, and other public locations to help promote special events such as Better Hearing and Speech Month or hearing fairs.

Cost is \$4.00 each, with discounts on larger quantities. Poster(s) are shipped unfolded via UPS in a protective tube within 24 hours after receipt of check and order. Call (800) EAR WELL for any additional information. Place order with Better Hearing Institute, Box 1840, Washington, D.C., 20013.

We Overcame Hearing Loss

These prominent Americans are among the 24,000,000 people with hearing loss---our nation's number one handicapping disability.

For most people with hearing problems can be helped---medically, surgically, with hearing aids, or through rehabilitation.

Don't suffer needlessly. Have a hearing test soon.

For information about available hearing help, call Hearing HelpLine at 800/EAR WELL---or write: Better Hearing Institute, Box 1840, Washington, DC 20013

New Release in Award-Winning PSA Series for Television



President Reagan Encourages Better Hearing

Former President Reagan stars in a new television public service announcement encouraging 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.

As President, he served as national chairman for Better Hearing and Speech Month and continues to encourage nearly 22,000,000 Americans with hearing problems to take advantage of modern hearing help.

Other famous Americans who promote better hearing include Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Richard Dysart, Nanette Fabray, Lou Ferrigno, Florence Henderson, Bob Hope, Jack Klugman, C. Everett Koop, M.D., Arnold Palmer, Burt Reynolds, Mike Singletary, Richard Thomas, and Charlene Tilton.

Thanks for helping your viewers to hear what they've been missing!

Videotape, 10, 15, 30 and 60 seconds



Better Hearing Institute

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