

# bh communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

## New Audiovisual Tool to Highlight Success Stories

### *Many Personalities Will Tell How They Benefited from Hearing Help*

Prominent people from different walks of life will tell how they benefit from available hearing help in a new BHI speaker's audiovisual tool, made possible by a special grant from the Miracle Ear Division of Dahlberg, Inc. Actor Richard Dysart, who overcame his hearing loss with hearing aids, will narrate the production designed for easy use by hearing help providers in speaking presentations.

"This inspiring production will be a great tool for local hearing health care professionals in their presentations to civic, social and fraternal groups," said BHI president Floyd Loupot. While designed as a slide/cassette presentation for convenient showings to larger audiences, it will also be available in all videotape formats for use in smaller locations, such as reception areas, shopping malls, and exhibit booths."

Loupot said the presentation premiere is scheduled for timing with next October's National Hearing Aid Society annual meeting in Reno, NV. "It will dramatize the case histories of many prominent people who overcame their own hearing loss with available help," Loupot said. "They include Hollywood and television personalities, such as Norm Crosby, Richard Dysart, Nanette Fabray, Florence Henderson, and Richard Thomas. Public and sports celebrities will also be included, said Loupot--people like former Mr. Universe Lou Ferrigno, Dr. C. Everett Koop, Alabama music group drummer Mark Herndon, Arnold Palmer, President Ronald Reagan, NFL football linebacker Mike Singletary, NBC-TV medical reporter Art Ulene, M.D., and auto racing legends Al and Bobby Unser.



Dysart



Fabray



Thomas



Dr. Koop



Palmer



Singletary



Henderson



Al Unser

## *President Kicks Off Public Information Campaign*



Photo credit: Susan Biddé White House

President Bush kicked off the Council for Better Hearing and Speech Month's 1991 campaign with a special message and a White House meeting with national poster child Sonia Sarla Khurana, 6, and Council honorary president Ross J. Roeser, Ph.D., American Auditory Society founder and BHI vice president and treasurer.

A record 28 nonprofit organizations sponsored this year's united May public information effort (see highlights, pp. 4-5).

President Bush with 1991 poster child Sonia Khurana (left) and her sister, Neera.



Mark Herndon

## Alabama Music Group Drummer To Star in Magazine Messages

Popular "Alabama" music group drummer Mark Herndon will emphasize available hearing help and hearing conservation in a new magazine PSA, thanks to a special grant from Qualitone, Inc. A Tennessee Better Hearing and Speech Month chairman serving his 11th year as honorary chairman of the Chattanooga-Hamilton County Speech and Hearing Center, Herndon's many community PSAs have promoted help available to Americans with communicative disorders.

Herndon said his service for the cause is his way "to reach those young people who are fans of Alabama, to let them know they can be helped if they have a hearing problem---and to impress upon them the importance of protecting their hearing from noise and loud music." BHI president Floyd Loupot expressed special appreciation for Qualitone's sponsorship of the PSA, recognizing the grant is "above and beyond Qualitone's regular on-going support of BHI."

Previous print PSA messages, earning more than \$5 million in equivalent commercial space, included actors Richard Dysart, Nanette Fabray, Florence Henderson and Richard Thomas; NHL's Jim Kyte; dancer Ann Miller; golfer Arnold Palmer; singer Frankie Valli; medical reporter Art Ulene; and auto racers Al and Bobby Unser.

### *BHI Report to N.C. Assn. Targets Need to Inform Family Physician*

Aid Association at their recent annual meeting in High Point. He emphasized HIA and BHI survey revelations that family physicians often tell patients with nerve deafness that they can't be helped. Shown were current BHI television and magazine public service messages, the latter used by many consumer and medical publications reaching family physicians, that have generated more than \$7 million in broadcast time and print media space supporting hearing team objectives.

BHI director Joe Rizzo highlighted current public information projects targeted to family physicians and their patients in a special presentation to the North Carolina Hearing

### McDonnell Assures Hearing Field of FDA Boost in Family Physician Effort

FDA and BHI will jointly assist hearing field efforts to inform family physicians and their nerve deafness patients about the benefits of modern hearing aids and other available help, FDA executive Edward J. McDonnell told hearing care professionals attending the Hearing Industries Association's recent meeting in Scottsdale, Arizona.

McDonnell, a BHI director, said that FDA plans videotape segments---in collaboration with BHI and family practitioner representatives---for Lifetime Cable Network's Sunday programs that attract family physicians and laymen with medical interests. Lifetime programs include "Physician's Journal," "Family Practice Update," and "Milestones in Medicine." Scheduled for summer production, the project is only the first of FDA's physician education plans. If it goes well, McDonnell said he hopes a cassette can be part of a package of educational material sent to family practitioners, similar to self-learning cassettes that FDA has already produced for other physicians.



Loupot and McDonnell at HIA meeting in Scottsdale, AZ.

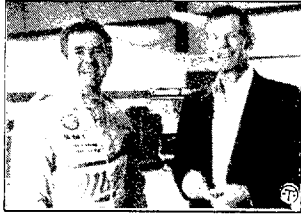
*Protect Your Hearing And Your Life!*

Millions of Americans may be safer on the highways—and get more happiness and success out of life—by taking a lesson from the of winning race car drivers.

Al and Bobby Unser share an unprecedented auto racing accomplishment. Between them, they have seven times won the Indianapolis 500, the world's largest and most heralded auto race.

But they share an even more impressive personal victory—a win over a hearing loss caused by exposure to loud noise without ear protection. The brothers are now prominent spokespeople for hearing conservation. They also strongly encourage those who already have a hearing loss to benefit from available hearing help as they did.

Both Unsers overcome their hearing loss with hearing aids, and star in new Better Hearing Institute television public service messages. Al has won four "Indy 500" races—most wins by a single driver—and Bobby has also won three of them. Because they are virile and relatively young, they help counter the common misconception that hearing help is only for older people.



Winning race car drivers Al and Bobby Unser—leading spokesmen for more safety and success through hearing protection—help protect their lives and win more races by maximizing their hearing through hearing aids.

"Many people don't realize that some 3,000,000 school-age children also have hearing problems," said Bobby. "and many older kids set themselves up for a hearing loss by exposure to loud music without protection. They could reduce their risk, for example, by using ear plugs at rock concerts, and not getting too close to booming speakers."

Most of 24,000,000 Americans with hearing loss can now be helped medically, surgically, or with hearing aids.

## Unsers Urge Newspaper Readers To Protect Hearing From Noise

Auto racing legends Al and Bobby Unser link better hearing with safety in a camera-ready feature (shown at left) released last month to newspapers across the United States. It is the second of two Unser articles, both made possible by a grant from Genum Corp. and issued to a total of 14,000 publications. The first was a human-interest variation released by News USA to dailies and weeklies.

The features complemented TV and magazine PSAs also featuring the Unsers---thanks to grants from Starkey Laboratories ---timed for maximum use during peak auto racing season. The TV PSAs were released to 780 stations, plus major networks and cable outlets. Magazine PSAs went to major consumer, medical, sports and specialty publications.

Copies of both camera-ready features are available upon request from Better Hearing Institute, 5021-B Backlick Road, Annandale, Virginia 22003.

## Delta Zeta Foundation Sponsors New Edition of Tinnitus Pamphlet

tinnitus and its treatment, is authored by otolaryngologist Norman Lee Barr, Jr., M.D., a member of the Institute's advisory board. "We're pleased to again assist BHI in informing people about available hearing help, and we will distribute copies of the Tinnitus pamphlet to many of our 121,000 members meeting this month in Innsbrook, Florida," said Joan Lowry, Delta Zeta Foundation president.

Delta Zeta has sponsored many BHI projects and provided personal followup with television program directors across the U.S. to encourage greater usage of Institute PSAs. Delta Zeta-sponsored BHI projects have included a Florence Henderson television PSA and a new edition of a celebrity booklet featuring many personalities in BHI's award-winning PSA series.

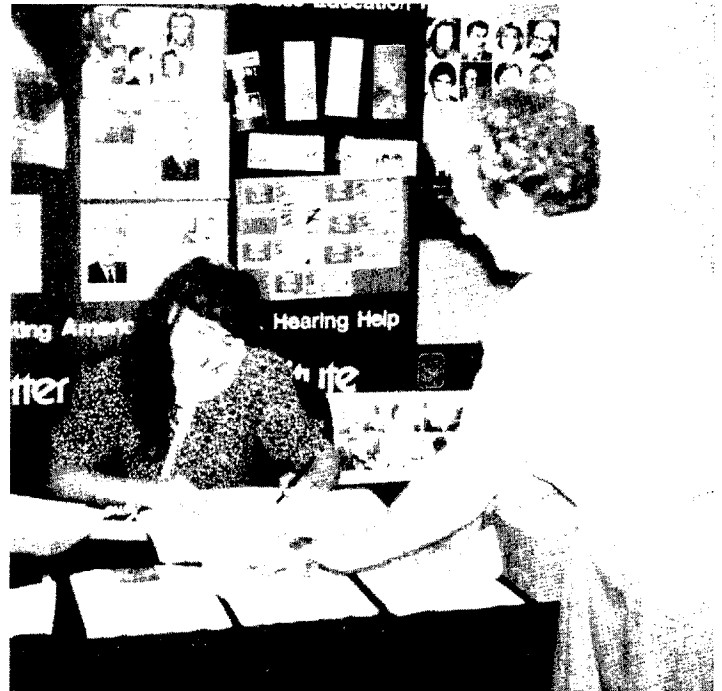
## First Hearing HelpLine Marks 19th Year with 155,000 Calls

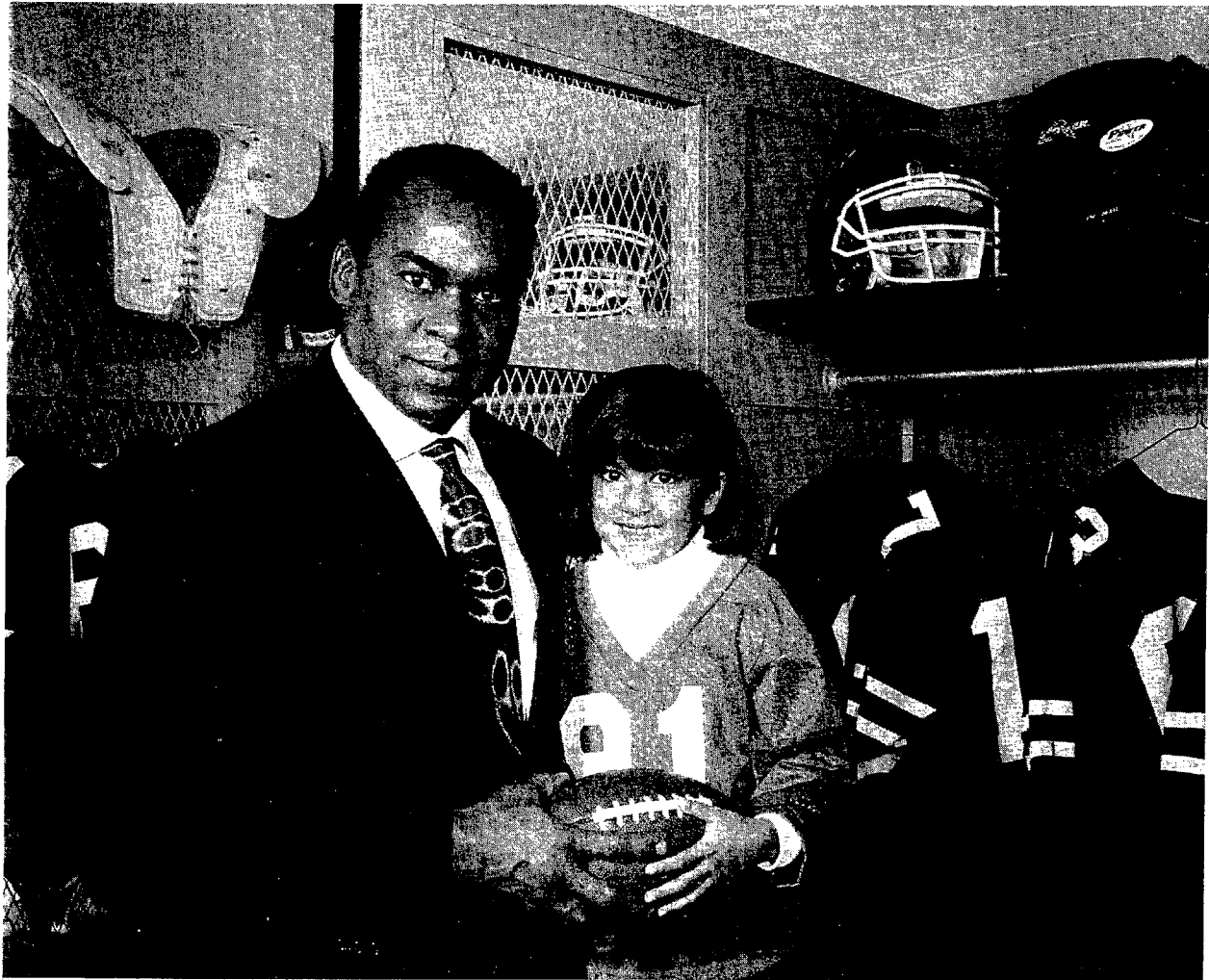
Better Hearing Institute has assisted more than 155,000 people requesting hearing help information from the hearing field's original toll-free Hearing HelpLine telephone service. Launched in April, 1973, HelpLine recently received its 155,000th information request.

"Intensive promotion of our service in television public service announcements, magazine public service advertisements, and in print media articles, generated dramatic increases in requests over the past three years," said BHI president Floyd Loupot, "resulting in over 60,000 calls in this period alone."

HelpLine staffers Janice LoPrinzi and Betty Liberty field information requests.

A new edition of BHI's popular booklet on head noises and ringing-in-the-ears has been made possible by a special grant from the Delta Zeta Foundation. *Tinnitus or Head Noises*, which explores the causes of





# SHOW YOUR STRENGTH FOR BETTER HEARING AND SPEECH

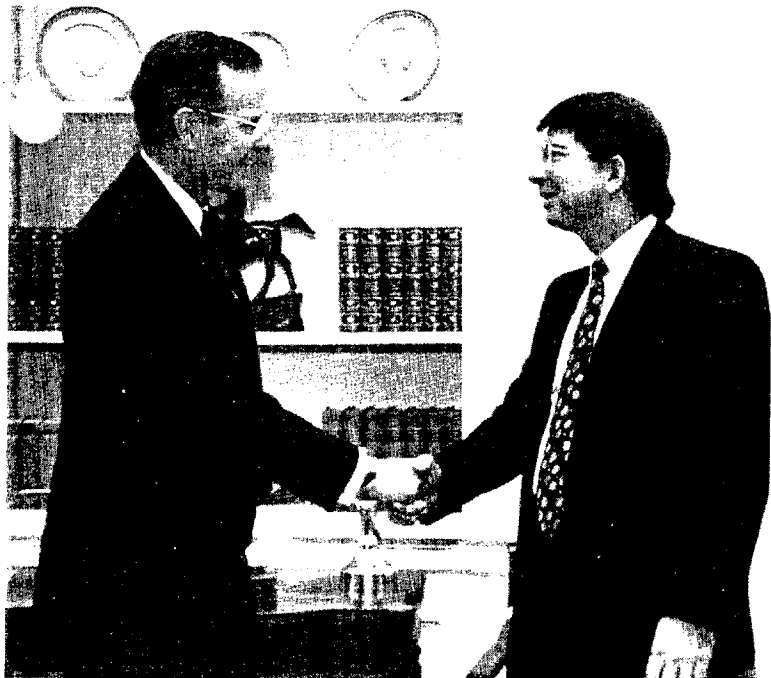
Former NFL linebacker Reggie Williams and poster child Sonia Khurana both demonstrated their strength. How? By getting help for their hearing and speech problems. Today they share a message of help and hope with 37 million other Americans with communicative disorders. Reggie and Sonia are winners. Why don't you be a winner, too? 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 Audiology • 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 Research Hospital • Deafness Research Foundation • Delta Zeta Sorority and Foundation • EAR Foundation • Gallaudet University • HEAR NOW • Hearing Industries Association • House Ear Institute • John Tracy 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 • Sertoma Foundation • Society of Otorhinolaryngology and Head-Neck Nurses



**Council for Better Hearing & Speech Month**  
 10801 Rockville Pike  
 Rockville, MD 20852  
 1-800-EAR-WELL  
 1-800-327-9355 (W/TDD)

# Better Hearing & Speech Month Photo Highlights



1



2

Photo credit: Susan Biddle, The White House



3



4



5

Photo credit: Linda Gray, ASHA



6

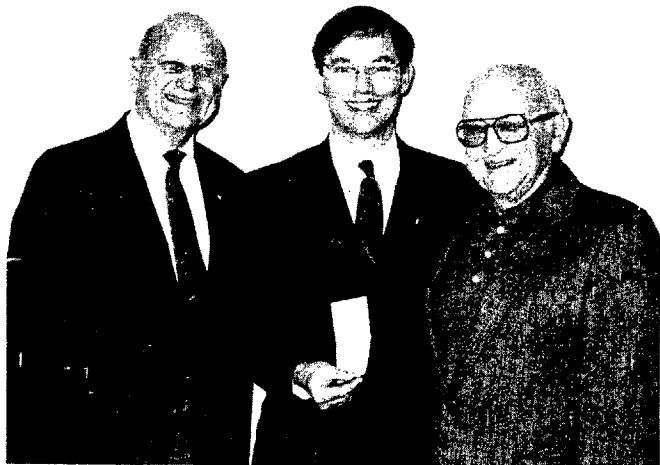


7



8

1--President Bush greets Ross Roeser, Ph.D., 1991 honorary president of Council for Better Hearing and Speech Month, at White House meeting; 2--Council steering committee chairman Joni Johns sees Sonia get lift from luncheon speaker Larry Brown, former NFL Player of Year and 1976 chairman of BHI Better Hearing campaign; 3--Displaying winning campaign poster is artist Jessica Thompson, 6, with Sertoma's Terri McCaffrey at Council luncheon; 4--Joni Johns presents appreciation award to BHI's Michele Hartlove for her 1990 campaign leadership at Council president's reception at ASHA; 5--Dr. Roeser gives Texas armadillo to Sonia, here with sister, Neera, at Council president's reception; 6--Dr. Roeser gives poster child, Sonia, congratulatory pat for her role at National Zoo kickoff of Council campaign, while her family looks on; 7--Brown with BHI's Janice LoPrinzi and Linda Day; 8--Brooke Rigler gives award to Allene Smith, Chattanooga-Hamilton County Speech and Hearing Center, for outstanding community campaign.



Floyd Loupot, Richard Thomas and Maury Berkey at OCG's 20th anniversary meeting.

## L.A. 'Ossicular Chain Gang' Presents BHI Grant to Chairman Richard Thomas

A public-spirited study group of Los Angeles hearing help providers---the 'Ossicular Chain Gang'---marked its 20th anniversary with a special grant to Better Hearing Institute, presented to BHI chairman Richard Thomas at OCG's recent meeting.

"The gift was unanimously voted in recognition of BHI's outstanding contribution to public awareness of hearing loss and the help available to correct it," said Maurice Berkey, OCG chairman. Thomas accepted the gift on behalf of the Institute and then presented it to BHI president Floyd Loupot.

Loupot thanked OCG members and acknowledged Thomas' key role as BHI spokesman and his "generous promotion of better hearing in television appearances, print media interviews, and participation in numerous BHI projects." Thomas, who corrects his own hearing loss with hearing aids, has appeared in many BHI broadcast and publication PSAs and served as a national chairman for the Council for Better Hearing and Speech Month. He was elected BHI national chairman in 1987.

### *French BHI Reports Media Results Of Early Public Information Efforts*

The *Institut Francais d'Information sur l'Audition* (IFIA), a French public education organization modeled after BHI's program, reported encouraging success and

productive results to a recent meeting of the European Hearing Instruments Manufacturers Association (EHIMA) in Paris. During the past year, according to IFIA director Francoise Paublant, the program earned broadcast time and print media space for hearing help messages worth the equivalent of more than two million French francs (current exchange rate is about 5.48 FF per dollar).

"Print articles accounted for 1,282,300 FF," said Ms. Paublant, "with television earning 636,300 FF and radio 402,100 FF." Ms. Paublant, who has extensive communications experience, began the program after EHIMA members invited BHI director Joe Rizzo to address its 1987 annual meeting in Paris. Impressed by BHI results, EHIMA decided to sponsor a BHI-format prototype in France. Many EHIMA members have American-based companies which are major sponsors of BHI, strongly supported by the U.S. hearing industry and individual hearing help providers.



## Delta Zeta Volunteers Donate Time, Energy to Better Hearing Projects

Delta Zeta Sorority Northern Virginia Alumnae Club members, most of them Washington Metropolitan area career women, devote many of their after-work hours as public information ambassadors for better hearing. They expend much of their meeting time involved in Better Hearing Institute projects, including the generous assembly of comprehensive information packets for Hearing HelpLine callers. Many make speaking presentations to social, civic, and fraternal organizations, using BHI audiovisuals to spread the hearing help message.

Delta Zeta, with 121,000 members nationwide committed to the cause of better hearing, has also sponsored many BHI projects, including a television PSA featuring actress Florence Henderson, an honorary Delta Zeta sorority sister (shown at left on PSA set with sorority members).





At HIA meeting presentation in Scottsdale (left) are BHI president Floyd Loupot and vice president/treasurer Ross Roeser, Ph.D.; BHI's Michele Hartlove (center) with North Carolina Hearing Aid Association president Terry Hall in High Point; and Philadelphia hearing aid specialist Cy Libby with BHI's Joe Rizzo at New Jersey Hearing Aid Association meeting in Atlantic City.

## National and State Associations Get BHI Updates

Current BHI program results were reported to hearing help providers at recent meetings of the Hearing Industries Association in Scottsdale, AZ; North Carolina Hearing Aid Assn. in High Point; New Jersey Hearing Aid Assn. in Atlantic City; the American Audiological Association in Denver, CO; and last month's conference of the American Academy of Dispensing Audiologists in Tucson, AZ.

Presentations and exhibits highlighted projects that earned \$21 million-plus in media exposure for BHI hearing help messages---almost \$16.2 million in equivalent commercial broadcast time and over \$4,750,000 in print space---totaling some \$220 million since 1973. Unprecedented results included: the first time a President of the United States appeared in a

television PSA promoting available hearing help (President Reagan); the first time a BHI television PSA featured someone noted more for his accomplishments than for his personal popularity (Neiman-Marcus co-founder Stanley Marcus), adding a new dimension meshed with hearing field marketing objectives; and for the first time, BHI offered project sponsorship opportunities to both large and small companies and organizations, generating greater project funding and expanded public awareness of available hearing help.

Upcoming meetings to receive BHI progress reports include the American Academy of Otolaryngology---Head and Neck Surgery meeting next September in Kansas City, MO, and National Hearing Aid Society's October convention in Reno, NV.

### 13th Run for Better Hearing Unites Spectrum of Hearing Help Providers

products and services. Many representatives of the various hearing health care disciplines will also run with BHI director Joe Rizzo at Grandma's Marathon this month in Duluth, Minnesota. Those who cannot attend *can* pledge support to the fundraising effort to strengthen BHI hearing help information projects (see back cover for details on how *you* can help!).

Major supporters are: Academy of Dispensing Audiologists; Active Electronics; American Academy of Otolaryngology---Head & Neck Surgery; American Auditory Society; Argosy Electronics; Audina Hearing Instruments; Bausch & Lomb Hearing Systems; Beltone Electronics; Bernafon; Best Labs; Cochlear Corp.; Dahlberg; Duracell/Activair; Electone; Eveready Battery Co.; Frye Electronics; Gennum Corp.; GN Danavox; Hal-Hen/Widex; *Hearing Instruments* magazine; *Hearing Journal*; Hearing Services International; Hearing Technology; Knowles Electronics; Lori Medical Labs; 3M/Hearing Health; Magnatone Quality Hearing Instruments; Maico Hearing Instruments; Marcon Hearing Instruments; National Hearing Aid Society; Nu-Ear Electronics; Omni Hearing Systems; Oticon Corp.; OTO-SONIC; Phonic Ear; Qualitone; RAYOVAC Corp.; RCI; Resistance Technology; Rexton; Siemens Hearing Instruments; Starkey Labs; Telex Communications; United Hearing Systems; and Unitron Industries. Supporting earmold labs include: All American Mold Labs; Anthony Earmold Labs; Earmold Designs Inc.; Emsee Labs; Emtech Labs; Microsonic; Mid-States Labs; Pacific Coast Labs; Precision Earmold Labs, and Westone Laboratories.

## Ear Physicians, Audiologists, Hearing Aid Providers Join in 13th 'Run for Better Hearing'

A marathon team of hearing help providers--representing otolaryngology, audiology, hearing instrument manufacturing and dispensing--joins the 13th annual "Run for Better Hearing" at Grandma's Marathon on June 22 in Duluth, MN. It will again be hosted by *Hearing Instruments* magazine.

"Hard to believe it's been 13 years since our Run volunteers organized this fund-raising event that generates hearing help provider support for BHI public education projects," said Al Bruce, Run steering committee chairman. "It began as a tie-in with BHI director Joe Rizzo's first Boston Marathon in 1979, and I understand his eighth Boston in April was a Duluth tune-up."

Bruce said hearing aid industry support is particularly strong. "Their contributions, and those of individual hearing health care professionals, helped BHI earn more than \$220 million in donated time and space for hearing help messages," said Bruce. "We urge everyone to contribute to this year's Run."

### Major "Run for Better Hearing" 1991 Contributors

Key Run supporters to date include: Academy of Dispensing Audiologists, Active Electronics, American Academy of Otolaryngology---Head & Neck Surgery, American Auditory Society, Argosy Electronics, Audina Hearing Instruments, Bausch & Lomb Hearing Systems, Beltone Electronics, Bernafon, Best Labs, Cochlear Corp., Dahlberg, Duracell/Activair, Electone, Eveready Battery Co., Frye Electronics, Gennum Corp., GN Danavox, Hal-Hen/Widex, Hearing Instruments magazine, Hearing Journal, Hearing Services International, Hearing Technology, Knowles Electronics, Lori Medical Labs, 3M/Hearing Health, Magnatone Quality Hearing Instruments, Marcon Hearing Instruments, Maico Hearing Instruments, National Hearing Aid Society, Nu-Ear Electronics, Omni Hearing Systems, Oticon Corp., OTO-SONIC, Phonic Ear, Qualitone, RAYOVAC Corp., RCI, Resistance Technology, Rexton, Siemens Hearing Instruments, Starkey Labs, Telex Communications, United Hearing Systems, and Unitron Industries.

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

### 1991 Volunteer Steering Committee

Other members of Bruce's volunteer committee coordinating this year's campaign are: Jim Anderson, Qualitone; Bill Hodgson, 3M/Hearing Health; Jim McFarland, Telex; Bud Raas, Earmold Design Inc.; Bob Tischbein, Starkey; Mike Winship, Hearing Services International; and Tom Yates, Rexton.



"Fun Run" participants run three miles along Lake Superior



Joe Rizzo and dispenser Wayne Whitney cross Fun Run finish line



Hearing Instruments group cheers on 26-mile marathon runners

## Better Hearing Institute

Box 1840, Washington, D.C. 20013

Name: \_\_\_\_\_

Office Affiliation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

You bet I'm supporting the 1991 "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.

