



# communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

## James Stewart Will Lead 1992 Campaign



Legendary actor James Stewart, who personally overcomes a hearing loss with hearing aids, will lead the Council for Better Hearing and Speech Month's 1992 public information campaign on behalf of 37 million Americans who have hearing or speech difficulties.

Jerome C. Goldstein, M.D., the Council's 1992 honorary president, announced Stewart's appointment as national chairman of the May campaign for a consortium of 29 leading nonprofit hearing organizations cooperating in the Council program.

"Jimmy Stewart will act as chief media spokesman for the Council's message of hope and help for those with hearing and speech difficulties," said Dr. Goldstein. "He personally experienced a hearing loss which was corrected with hearing aids, and hopes to encourage millions of others to seek available help." Mr. Stewart will star in media public service messages with the Council's 1992 poster child, including a magazine PSA and poster, and spearhead the campaign's public information efforts.

One of the greatest stars in motion picture history, James Stewart may well be the entertainment industry's most honored figure. He has been awarded the Kennedy Center Honors, and the Medal of Freedom, the latter being the nation's highest award to a civilian, both presented by President Reagan; two Academy Awards, one for Best Actor and one honorary for his 50 distinguished years as a motion picture actor; two New York Film Critics Awards for Best Actor; the same from the Venice Film Festival; France's Victoire trophy for Best Actor; the Drama League and Screen Actors Guild Achievement Awards; and the American Film Institute's Lifetime Achievement Award, among many others. (See other 1992 Council items, page six).

### *Consortium Uses 13-Year Track Record As Springboard for Continued Success*

Cooperative efforts by the Council for Better Hearing and Speech Month's members---now 29 national nonprofit organizations---has been the major factor in the continued success of the public information consortium, which holds its annual meeting October 18th in Washington.

"We continue to build on the outstanding results enjoyed by the Council over the past 13 years," said Ross J. Roeser, Ph.D., 1991 Council president. The Council evolved from a 1978 Boys Town meeting of nine national organizations exploring ways to effectively work together. The organizations started a united effort during May. BHI's Joe Rizzo was elected first steering committee chairman, serving from 1978-84, when he proposed the present rotating chairmanship.

President Bush greets Ross Roeser, Ph.D.,  
1991 honorary president of the Council



## Palmer, Singletary, Dysart, and Dr. Koop Among Stars in Joint AAO-ADA-BHI PSA

A new television PSA featuring cameo appearances by 10 personalities in BHI's award-winning series will be co-sponsored by the American Academy of Otolaryngology---Head and Neck Surgery, the Academy of Dispensing Audiologists, and the Better Hearing Institute. It is scheduled for fall release to the major television networks, cable outlets, and local stations across the country.

The interdisciplinary-funded PSA will include appearances by Richard Dysart, C. Everett Koop, M.D., Stanley Marcus, Arnold Palmer, former President Ronald Reagan, Mike Singletary, Richard Thomas, his son, Richard, Jr., and Al and Bobby Unser.

Both ADA and AAO-HNS have co-sponsored previous PSAs with BHI. The past PSAs have included Nanette Fabray, Lou Ferrigno, the late Lorne Greene, Florence Henderson, Jack Klugman, and C. Everett Koop, M.D.



Arnold Palmer



C. Everett Koop, M.D.



Mike Singletary



Richard Dysart

### *Medical & Consumer Publications Continue Physician Program Boost*

hearing help. Coupled with similar BHI broadcast projects, the print PSAs support hearing field efforts to inform nerve deafness patients and their family physicians about modern hearing instruments.

Recent contributions include first time donation of space by *The Physician and Sports Medicine* in its May issue to BHI's magazine PSA featuring Art Ulene, M.D., noted television and newspaper medical reporter who overcomes his own hearing loss with hearing aids. *The New England Journal of Medicine* again provided space to BHI's PSA featuring race car legends Al and Bobby Unser, May 2 issue. And the July 1 issue of *People* donated \$16,835 in equivalent commercial space to the Dr. Ulene PSA.

Current consumer and medical publications that reach family physicians continue to provide generous space to BHI public service messages emphasizing available

## OVERCOME HEARING LOSS

## New Edition of Popular BHI Booklet Now Available to Hearing Help Team

# NOW!



**Most CAN be helped...**

A new edition of Better Hearing Institute's popular *Overcome Hearing Loss NOW!* booklet has been made possible by a special grant from RAYOVAC Corp., Madison, WI. Designed as a special tool for hearing help providers, the BHI booklet simply and graphically encourages hard-of-hearing people to benefit from available hearing help. It gets added impact and credibility from famous Americans who refused to let hearing loss stand in their way.

The new edition includes human-interest photographs of race car legends Al and Bobby Unser, and golfer Arnold Palmer, who overcame their own hearing problems with hearing aids. With room for hearing help provider's imprint on the back cover, the booklet can serve as an effective mailer to the hard-of-hearing, for waiting rooms of hearing health care professionals, or as an excellent handout for talks to community organizations.

RAYOVAC has funded many other Institute projects, including television public service announcements starring Bill Cosby, Norm Crosby, Phyllis Diller, and the late Henry Fonda; production of audiovisual speaker's presentations; and reprinting of numerous Institute booklets. (For order information, call 800/EAR WELL, or write *Overcome Hearing Loss NOW!*, 5021-B Backlick Road, Annandale, VA 22003).

# New TV Spots Will Feature Leslie Nielsen

Leslie Nielsen, star of the current movie box office smash *Naked Gun 2 1/2*, will be featured in BHI's next television PSA. It is scheduled for October production and winter release to 780 television stations, major networks and cable outlets.

Nielsen, who overcomes a hearing loss with hearing aids, is a veteran of over 60 motion pictures and more than a thousand television appearances. Among his noted hit roles were the loopy doctor in *Airplane!* and Police Lt. Frank Drebin on the TV series *Police Squad!* He recreated the Drebin role in 1988's *The Naked Gun* and again in the 1991 sequel *Naked Gun 2 1/2*.

Nielsen joins the Institute's award-winning PSA series that has featured almost 100 prominent personalities who benefited from modern hearing help and who encourage others to similarly overcome their hearing loss.

The nephew of screen great Jean Hersholt, Nielsen devotes much of his off-screen time to his two daughters, Thea and Maura, and to his second career as a loafer/golfer. "I have no goals or ambitions," says Nielsen. "I do, however, wish to work enough to maintain whatever celebrity status I have so that they will continue to invite me to golf tournaments." He was one of many celebrities in BHI's "Help America Hear!" golf tournament to raise funds for BHI projects.



Leslie Nielsen

## Mark Herndon Print PSA Released To Consumer, Specialty Magazines

Popular "Alabama" music group drummer Mark Herndon's magazine PSA, released this month, emphasizes available hearing help and hearing conservation (see full-page version on back cover).

Made possible by a special grant from Qualitone, Inc., the PSA is the latest in BHI's current series that has earned more than \$5 million in equivalent commercial space, donated by consumer, medical, and specialty publications. Others have included actors Richard Dysart, Nanette Fabray, Florence Henderson and Richard Thomas; former Surgeon General C. Everett Koop, M.D.; NHL's Jim Kyte; dancer Ann Miller; golfer Arnold Palmer; singer Frankie Valli; medical reporter Art Ulene, M.D.; and auto racers Al and Bobby Unser.

## Deafness Research Foundation Honors Institute for Public Information Efforts

The Deafness Research Foundation next month will present its prestigious 1991 Education Award to Better Hearing Institute for its outstanding efforts "in informing the public that most people with hearing loss can benefit from available hearing help." BHI national chairman Richard Thomas is scheduled to receive the award on behalf of the Institute at DRF's annual gala reception, "Listen for Those Who Can't," October 28 at the Equitable Atrium in New York City.

Previous DRF award recipients have included TV medical reporter Art Ulene, M.D. and actor Richard Dysart, participants in BHI's award-winning PSA series and other public information projects. DRF's award presentations will be hosted by Academy Award winner Louise Fletcher, and presenters will include NFL great Larry Brown and Gallaudet president I. King Jordan.



Richard Thomas



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# 1991 Run for Better Hearing Magazine Honored for 1 Year

Hearing Instruments magazine publisher Pauline Davies presented the award for "Run" support over the years. BHI's Joe Rizzo ran Saturday's 26-mile race. "Fun Run" participants congregate after three-miler on Saturday's 26-mile race. Gennum's Duncan Clifton (l) presents contributions to the Canadian Hearing Society with an equal corporate contribution from individual RTI employees. KDAL's Kerry Rod questions Rizzo. KBJR-TV's Toni Schockley asks Loupot and Rizzo about help available. Connor (l) and Edgell Communications executive Lars Fladmark enjoy at Kitchi Gammi banquet. Special KDLH-TV 30-minute program covering available hearing help and BHI public information program. chairman of the steering committee that coordinates the "Run" event after his first "Run for Better Hearing". Phonic Ear vice president and first Run for Better Hearing. Danielle Geraci, wife of RTI's first in the Friday afternoon "Fun Run". WDIO-TV sportscaster Grandma's marathon. Mike Winship, Hearing Services International veteran Duncan Clifton (right), Gennum Corporation, joins first-time son of former Dahlberg president Tom Rootness. Otolaryngologist Better Hearing"; Michele Hartlove and Nita Rizzo cross the Fun



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# Spring Photo Highlights

## Ms. Davies Host of Annual Event

Her staff were honored at the 13th annual Run for Better Hearing. Ms. Davies hosted the event for the past 11 years. Ms. Davies and her staff were honored at the 13th annual Run for Better Hearing event, which was held at the exclusive Kitchi Gammi Club. The event was a gala weekend of festivities, including a party at the exclusive Kitchi Gammi Club.

Major run supporters include the Academy of Otolaryngology---Head & Neck Surgery, American Hearing Systems, Beltone Electronics, Bernafon, Best Hearing Co., Frye Electronics, Gennum Corp., GN Danavox, Halvices International, Hearing Technology, Knowles Electronics, Lori Instruments, Maico Hearing Instruments, Marcon Hearing Instruments, Oticon Corp., OTO-SONIC, Phonic Ear, Qualitone, RAYOVAC, Starkey Labs, Telex Communications, United Hearing Systems, Earmold Labs, Anthony Earmold Labs, Earmold Design Inc., Emsee Precision Earmold Labs, and Westone Laboratories.

With audiologist Steve Rizzo, Chillicothe, OH, was presented a BHI award. Resistance Technology's Roger Falde waved to spectators during the afternoon, the day before the marathon. Some fun runners also included president Floyd Loupot (c) with check matched to employee "Run for Better Hearing Institute. Roger Falde (r) gives contributions to Loupot about "Run for Better Hearing" and BHI projects; 6--one out of every 10 Americans with hearing loss; 7--Gennum's Wesell-hosted dinner at elegant Kitchi Gammi Club; 8--RTI contingent Monday morning aired in Minnesota, Wisconsin and North Dakota, 10--Training Dick Marshinke in Fun Run was Starkey's Al Bruce, 11--Duracell's Chuck Walton crosses finish line with Abraham Twomey, Mississauga, Ontario, winds up his first marathon, and Jason Rizzo, Joe's grandson from Orlando, FL, placed first. LaPage grills Loupot and Rizzo about their team's plans for the president, finishes his eighth "Run for Better Hearing"; 16--"Run for Better Hearing" marathoner John Rootness to cross finish line together. John is the president of the Gundersen, M.D., of Yankton, SD, completes his first "Run for Better Hearing" marathon.



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## Jerome C. Goldstein, M.D., Elected President By Hearing and Speech Month Consortium

Jerome C. Goldstein, M.D., executive vice president of the American Academy of Otolaryngology---Head and Neck Surgery, has been elected 1992 honorary president of the Council for Better Hearing and Speech Month, the public information consortium of 29 national nonprofit organizations. He will preside at the Council's 1992 annual meeting and represent the organization at various ceremonial functions throughout next year's campaign.

Dr. Goldstein succeeds Ross J. Roeser, Ph.D., BHI vice president/treasurer and director of the Callier Center for Communication Disorders, who served as 1991 president.

Dr. Goldstein has been AAO's chief executive since 1984. He is currently on the American College of Surgeons' Board of Governors and Advisory Council on Otorhinolaryngology, the advisory boards of BHI, Sertoma and SHHH, and is a director of the American Board of Otolaryngology and Deafness Research Foundation. He is a past president of the American Society for Head and Neck Surgery and Centurions of the Deafness Research Foundation.

Jerome C. Goldstein, M.D.

## Council Offers BH&SM Tools For Local May '92 Campaigns

*Better Hearing and Speech Month promotion kit filled with camera-ready materials and other easy-to-use community campaign tools is scheduled for January availability to providers of hearing and speech health care and community*

*volunteers. The kit is designed so local hearing and speech help professionals can conduct a community campaign supported by the nationwide print and broadcast promotion of the Council for Better Hearing and Speech Month, a consortium of 29 national non-profit organizations. The kit will include proclamations for mayors/governors, TV and radio PSAs, special event and fundraising tips, fact sheets, sample letters to media---and much more.*

*Kits cost \$10.50 and posters, \$3.50 folded or \$4.50 unfolded, and are available from "CBHSM Tools," 1912 E. Meyer Boulevard, Kansas City, Missouri 64132-1174. Canadian orders add \$2, and make check payable in U.S. funds to Council for Better Hearing and Speech Month.*

## 1992 Poster Child Search Launched For Better Hearing & Speech Month

The Council for Better Hearing and Speech Month welcomes nominations for a 1992 poster child who will help represent some 37 million Americans with hearing and speech difficulties during next May's national public information campaign.

Poster child nominees must be at least five years old but no older than eight and have a significant hearing, speech, or language problem.

Contestants may be sponsored by parents, friends, teachers, hearing or speech professionals, or organizations. Mail entries to "Poster Child Contest," Council for Better Hearing and Speech Month, 1420 21st Street, N.W., Washington, D.C. 20036. Entries should be received no later than October 30, 1991.

President Bush with 1991 poster child Sonia Khurana





Dysart (c) chats with BHI's Joe Rizzo and Floyd Loupot during production of new speaker's presentation

## New Speakers AV Tool Will Premiere Next Month at NHAS Meeting in Reno

An entertaining and informative audiovisual speakers tool--featuring inspiring success stories of many personalities who benefit from available hearing help--will premiere at the National Hearing Aid Society's annual meeting next month in Reno, Nevada. The new BHI slide/cassette presentation, made possible by a special grant from the Miracle Ear Division of Dahlberg, Inc., is designed for easy use by hearing health care providers and community volunteers for showings to local social, civic and fraternal organizations.



Fabray

Crosby

Henderson

The presentation soundtrack includes narration by Richard Dysart and comments by comedian Norm Crosby, actresses Nanette Fabray and Florence Henderson, Alabama drummer Mark Herndon, former Surgeon General C. Everett Koop, M.D., legendary golfer Arnold Palmer, NFL star linebacker Mike Singletary and his wife, Kim, actor Richard Thomas, and race car legends Al and Bobby Unser.

Designed primarily as a slide/cassette presentation for convenient showing to larger audiences, it will also be available in all videotape formats for use in smaller locations, including reception areas, exhibit booths, and waiting rooms of hearing help providers. For a special introductory offer and order form, call 1-800/EAR WELL. Or write "Overcoming Hearing Loss," P.O. Box 1840, Washington, D.C. 20013.

## Loupot Cheers Decade of Support By California Hearing Association

The Hearing Aid Association of California has donated one percent of its gross annual income to the Better Hearing Institute for the tenth consecutive year. BHI president Floyd Loupot



Bill Schenk & Marvin Berke

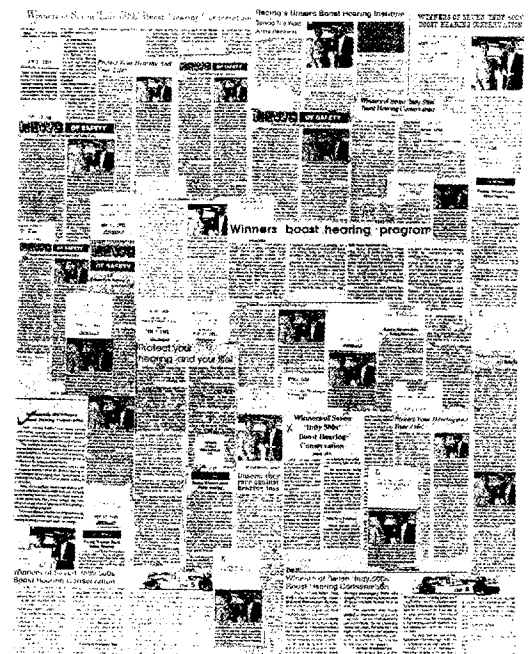
said the appreciated HAAC contribution continues to provide a model of a level of giving for other hearing field organizations. "BHI is the primary public information arm of hearing help providers," he said, "and we hope more of them will follow HAAC's approach and allocate some of their income to help fund BHI projects."

Both new HAAC president Marvin Berke and outgoing president William Schenk acknowledged BHI program effectiveness and "outstanding results," saying HAAC was pleased and proud to continue its strong support of BHI projects.

## Local Newspaper Coverage Ties in With National Print and Broadcast Exposure

Supplementing generous national exposure provided by major consumer publications and broadcast media has been the extensive current pickup of BHI hearing help messages by community newspapers across the U.S. and in Canada. Particularly effective was a camera-ready article featuring race car legends Al and Bobby Unser, released to 14,000 publications. Made possible by a special grant from Gennum Corp., a major manufacturer of integrated circuits for the hearing aid industry, the print feature is also available from BHI upon request by hearing health care providers for other publications.

The project was the second in two years funded by Gennum, above and beyond its on-going support as a BHI sponsor. Gennum has funded many other BHI special projects, including booklets on nerve deafness and tinnitus, co-sponsored two television PSAs, and annually makes a major contribution to BHI's "Run for Better Hearing."



# "Let's Drum Up Hearing Protection!"



*Alabama music group drummer Mark Herndon urges you to protect your hearing:*

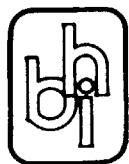
**B**efore learning about hearing protection, I suffered a hearing loss from years of performing as a drummer. That's why I'm now a strong advocate of hearing protection.

By taking simple precautions, like wearing earplugs when around harmful noise levels, we could save ourselves from hearing loss.

But if you already have a hearing loss, don't despair. Take advantage of available hearing help. Most can now benefit medically, surgically, with hearing aids or through rehabilitation.

For further information, call toll-free Hearing HelpLine—800/EAR WELL. Or write Hearing, Box 1840, Washington, D.C. 20013.

Discover a world of better hearing!



**Better Hearing Institute**

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