

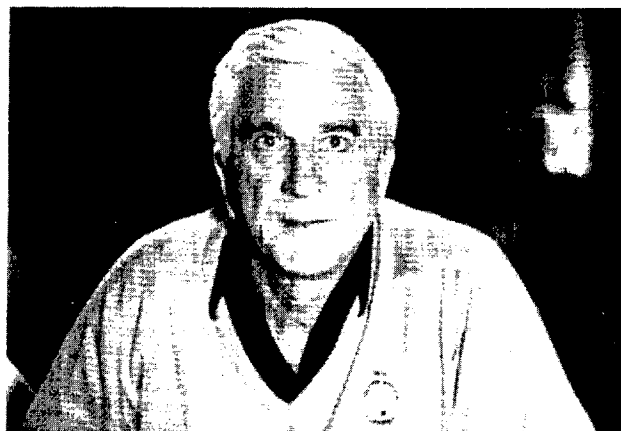


communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

Canadian Assn. Grant Expands BHI Program Nielsen Television PSA, HelpLine Service Get 'International' Look

Institute projects recently went "international," thanks to a special grant from the Canadian Auditory Equipment Association (CAEA). It made possible distribution of BHI's Leslie Nielsen PSA to 50 more television stations in Canada. An earlier pilot mailing to 12 Canadian stations was warmly received. The grant resulted from a presentation at CAEA's meeting last month in Chatham, Ontario, by BHI associate director Michele Hartlove.



Leslie Nielsen

Past BHI president Floyd Loupot gave an earlier presentation to the Alberta Hearing Aid Practitioners Association at their Third Western Canadian Symposium in Banff, Alberta. Both talks highlighted extension of Hearing HelpLine service to Canada, noting that new BHI messages and literature stress that one out of every ten people has a hearing loss. Previous messages emphasized those affected in the U.S. CAEA will also provide lists of Canadian hearing help providers for BHI's *Regional Directory of Hearing Health Professionals*, to service HelpLine callers from Canada. CAEA's meeting was timed with a conference of the Association of Hearing Instrument Practitioners of Ontario, where BHI exhibited its latest public information tools for hearing health care professionals.

16 Personalities Featured on New Poster Made Possible by Duracell U.S.A. Grant

A colorful new poster, featuring 16 prominent personalities who benefit from available hearing help, is now available to hearing care providers, thanks to a special grant from Duracell U.S.A., maker of Activair and Duracell batteries. The celebrities encourage people with hearing problems to overcome them as they did. "Duracell is happy to sponsor this excellent public information aid that can be effectively displayed in offices of ear physicians, hearing aid specialists, and audiologists," said Craig Wilson, product manager.

Institute president Ross J. Roeser, Ph.D., expressed sincere appreciation for the special project support, recognizing that the grant was in addition to Duracell's regular on-going support as a major BHI sponsor (see special introductory offer and order form on page five). Hearing professionals may find a wide variety of locations to publicly display the new poster. It is also a useful prop for speaking presentations to local organizations.

We Chose Better Hearing!

These prominent personalities are among the one out of every 10 of us with a hearing loss—our number one handicapping disability.

Like them, 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-LAR WELL. Or write: Better Hearing Institute, Box 1840, Washington, DC 20013.

National Consumer Magazines, Medical Journals Donate Generous Space to Nielsen Print PSAs

Full pages in *Rolling Stone* (April 16) and *Newsweek* (April 13) highlighted recent donations of generous space by national consumer magazines and medical publications to BHI's print PSA featuring actor Leslie Nielsen. The *Rolling Stone* contribution reflects BHI's effort to reach various marketing segments with placements in specialty publications. *Newsweek's* full page alone is worth the equivalent of \$42,000 in commercial space for the publication's national business edition circulated to 750,000 readers. It also appeared in *Newsweek's* Chicago and San Francisco editions reaching 249,000 additional readers. *Newsweek* also contributed one-third of a page to Richard Dysart's PSA in its May 4th issue.

Both *Medical Economics* (March 16) and *The Physician and Sports Medicine* (April) donated two-thirds of a page to the Nielsen PSA. The magazine messages are part of BHI's current series that has earned almost \$6 million in space from consumer, medical and specialty publications.



Network Television Exposure Boosts Hearing Help Awareness

National television exposure helped make March an exceptional month for hearing help awareness. ABC-TV's "Good Morning America" featured an almost six-minute segment March 12 featuring the case history of a woman who sought and benefitted from available hearing help. She remarked after being fitted with hearing aids that "they make a remarkable difference in my life."

NBC-TV's March 15th coverage of the Honda Classic golf tournament included network use of BHI's TV PSA featuring cameos of 10 prominent people who use modern hearing help. They included Richard Dysart, C. Everett Koop, M.D., Stanley Marcus, Arnold Palmer, former President Reagan, Mike Singletary, Richard Thomas and his son, and Al and Bobby Unser.

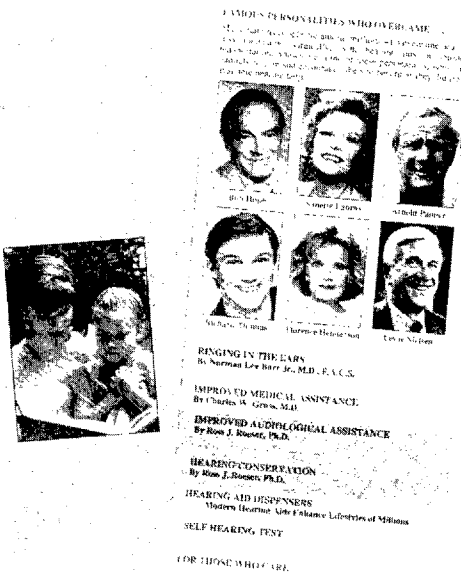
ABC-TV's popular "All My Children" soap opera included BHI's PSA featuring actor Leslie Nielsen. Nielsen's PSA had already generated more than 1,000 HelpLine calls as this newsletter went to press.

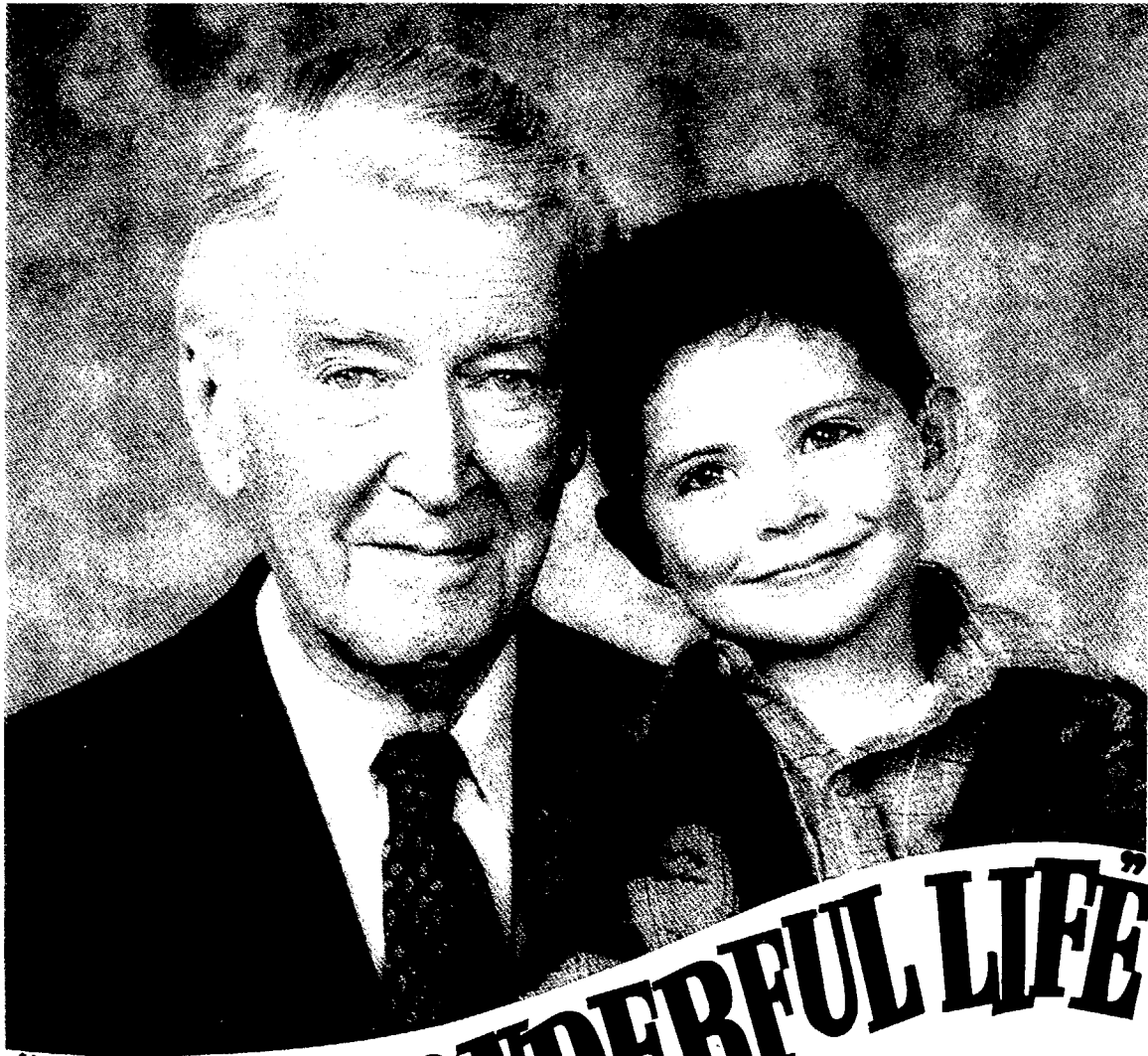
Etymotic Research Funds New Editions of Hearing HelpLine Guide and Help Directory

New editions of *Your Guide to Better Hearing*, a comprehensive information response booklet for Hearing HelpLine callers, and BHI's *Regional Directory of Hearing Health Professionals*, were made possible by recent grants from Etymotic Research, Elk Grove Village, Illinois.

"We sincerely appreciate Etymotic Research's funding of these helpful materials for users of our toll-free Hearing HelpLine service," said BHI president Ross J. Roeser, Ph.D. "Our guide provides useful information about available hearing help for HelpLine callers, and our directory encourages them to get that help from local hearing health care providers."

BHI's directory impartially lists all types of hearing help providers, including ear physicians, audiologists, and hearing aid specialists.





"IT'S A WONDERFUL LIFE"



Life is wonderful... when you take advantage of all that it offers. Film legend Jimmy Stewart and child of the year

Clarence Bustamante live with the challenge of hearing loss. They received help and now can take advantage of life's opportunities. Are you challenged by a hearing or speech problem? Seek help and learn more. 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 • The Caption Center • Deafness Research Foundation • Delta Zeta Sorority and Foundation • EAR Foundation • Ear Research Foundation • Gallaudet University • HEAR NOW • Hearing Industries Association • House Ear Institute • 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
 800 Florida Avenue NE
 Washington, DC 20002
 1-800-327-9355 (VTDD)

TV PSA Featuring Donald O'Connor Issued to Networks, Cable Outlets

BHI's latest television PSA featuring dancer Donald O'Connor was recently released to the major television networks, cable outlets, and 780 local stations. O'Connor, best remembered for his roles in *Singing in the Rain* and other musical classics, is also featured in a complementing print PSA, soon to be issued to major consumer, medical and specialty publications. Both projects were made possible by special grants from Starkey Laboratories.

The TV PSA begins with an O'Connor dance segment from *Singing in the Rain*, then cuts to him dancing now. He tells viewers that while his feet haven't failed him yet, his ears aren't what they used to be. "That's not so unusual," he says. "The good news is that most can be helped medically, surgically, or---like me---with hearing aids." O'Connor urges viewers who suspect a hearing loss to similarly benefit from available hearing help (see back cover promo sent to television program directors).



Donald O'Connor

Assistive Devices Featured in New Booklet by Cindy Compton

answers to common questions about assistive technology. Ms. Compton is an audiologist and director/co-founder of Gallaudet's Assistive Devices Center, which serves as a national resource on assistive technology. She has published numerous articles, chapters, and a highly popular training book and videotape on assistive technology, is a member of Self Help for Hard of Hearing People's technical committee, and received SHHH's Special Friend of the Hearing Impaired Award for her efforts in promoting the use of assistive technology.

Scheduled for winter publication, the new booklet will be especially helpful in responding to the many Hearing HelpLine callers who request assistive technology information.

Cindy Compton, noted authority on assistive devices for deaf and hard-of-hearing people, will author a new Institute booklet providing



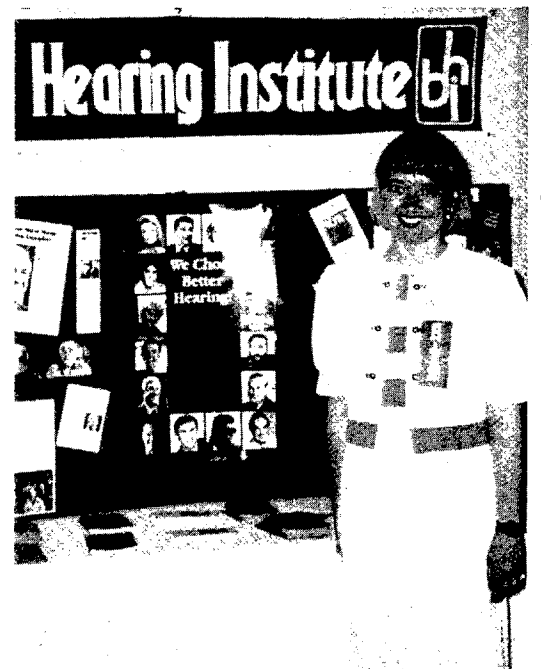
Cindy Compton

National and Regional Associations Updated on Public Education Efforts

BHI presentations and exhibits continue to keep hearing associations informed of current public awareness projects and useful public information tools available to local hearing health care professionals. This month BHI executive director Joe Rizzo will make a special report in Long Beach, CA to the Hearing Aid Association of California, which has contributed one percent of its annual gross income to the Institute for 10 consecutive years. BHI will also exhibit at Self Help for Hard of

Hearing's meeting later this month in Cedar Rapids, Iowa.

Other recent meetings for BHI included the American Academy of Audiology in April and the Academy of Dispensing Audiologists in May. BHI will also report and exhibit at September meetings of the International Hearing Society in Dallas and the American Academy of Otolaryngology in Washington, D.C., and the Virginia Society of Hearing Aid Specialists' October meeting in Virginia Beach.



BHI exhibit at Ontario meeting featured public information tools for hearing care providers.

NOW AVAILABLE!

New Poster Helps You Promote Better Hearing!

SIXTEEN personalities help dramatize available hearing help on a colorful new poster now available to you unfolded and suitable for framing from the Better Hearing Institute.

Designed as a new public information tool for hearing health care providers, it features more celebrities than any previous poster.

Its 17"x26" size is ideal for offices of hearing professionals, as well as for display in store windows, malls, schools, and other public locations to help promote better hearing.

It can also be effectively used in conjunction with special events, such as Better Hearing and Speech Month and hearing fairs. Or as an excellent backdrop for your speaking presentations to local organizations, where it can be affixed on the front of a podium or auditorium walls.

The poster features newer personalities as well as those traditionally associated with BHI's hearing help information program. They include Norm Crosby, Phyllis Diller, Richard Dysart, Nanette Fabray, Lou Ferrigno, Florence Henderson, Mark Herndon, Bob Hope, Leslie Nielsen, Donald O'Connor, Arnold Palmer, President Reagan, Mike Singletary, Richard Thomas, and Al Unser.

Complementing the poster is a new edition of BHI's "We Overcame Hearing Loss" booklet shown below. The brochure features many of the poster personalities and can be used in coordination with the poster in offices or for distribution during your speaking presentations.



Sorted through a list from the Hearing Aid Patent Office of B.S.M.P.E. Corporation



Cost is \$6.50 per poster, with discounts on larger quantities available upon request. Posters will be shipped unfolded in a protective tube via UPS within 24 hours after receipt of check and order.

Better Hearing Institute

5021-B Backlick Road, Annandale, VA 22003

Please send me _____ "We Chose Better Hearing" posters described above. Enclosed is \$6.50 check for each poster.

Please send me _____ "We Overcame Hearing Loss" booklets described above. Enclosed is \$25.00 for 100 booklets, \$58.50 for 250 booklets, \$114.00 for 500 booklets.

NAME _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____



Special Events Will Mark BHI's 20th Anniversary



Founded in April 1973, Better Hearing Institute recently began its 20th year of informing hard-of-hearing people and the general public about hearing loss and available hearing help. To commemorate BHI's 20th anniversary---and more than \$222 million in media time and space for hearing help messages---a series of special events are now being considered.

Possibilities span the spectrum---from a celebrity golf tournament involving many of the personalities who have participated in BHI's award-winning public awareness program, to fun runs or races timed with hearing organization meetings. The first special event is a planned tour of England for BHI supporters, a 10-day exploration of our historic English roots (see photo and following item). A special promotion flyer included with this newsletter provides an itinerary and registration information for the tour, scheduled for March, 1993.

Hever Castle near the medieval town of Lewes, England.

Mark Your Calendar for England Tour Commemorating BHI's 20th Birthday!

"We invite you to join with other BHI supporters for an enjoyable 10-day tour of England beginning on March 18, 1993," says Ross J. Roeser, Ph.D., Insti-

tute president. "The trip is one of our special events commemorating the 20th year of BHI's public information program. It is attractively priced, provides additional funding for our public awareness projects, and gives us a chance to build personal relationships and share some very pleasant experiences."

BHI is working with Lord Addison Tours of Peterborough, N.H. to offer this unique visit to England. "When you read the enclosed itinerary you will see what wonderful stops are scheduled," notes Dr. Roeser. "Accommodations are first class and in good taste. The tour gives a wonderful insight into images and recollections most Americans have of English history. When you review the activities plan, you will see how the tour is designed for a comfortable pace and allows time for your own special interests."

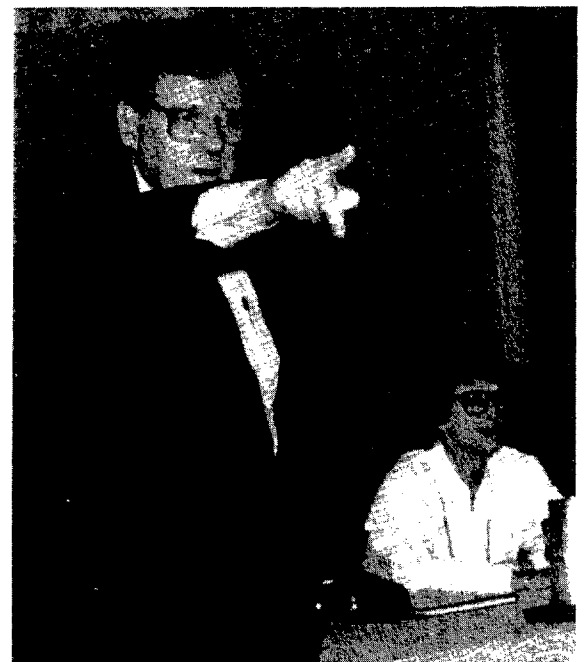
Mark your calendar for next March and plan a very enjoyable and fascinating visit to England. If you have any questions, please call BHI at 1-800 EAR WELL, or contact Lord Addison Tours directly.

Hal Fishbein Drums Up BHI Support At Sales Seminars Across the U.S.

Hal Fishbein is perhaps known mostly for his series of advanced hearing aid sales seminars conducted at hearing organization meetings across the country. But he has also become one of BHI's most enthusiastic promoters, enlisting thousands of dollars in contributions for BHI projects at 30 meetings in 24 states.

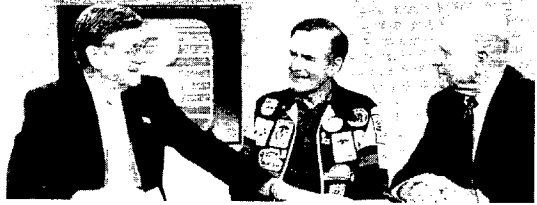
"I fervently believe that the more support we can get for BHI, the more people will hear about available hearing help through BHI public awareness efforts," said Fishbein. "That's why I've enlisted BHI support at meetings from Florida to California, from Oregon to Maine, including Arizona, Illinois, Massachusetts, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Texas and Virginia."

Hal Fishbein





KDLH NEWS



1991 "FUN RUN" PARTICIPANTS gather before three miler on Friday afternoon, the day before the marathon (left top); media interviews included one with KDLH's Marsh Nelson (l), Joe Rizzo (c), and Floyd Loupot; and runners (l-r) John Rootness, Gennum's Duncan Clifton, audiologist Steve Rizzo, and otolaryngologist Dale Gunderson cross the marathon finish line.

Hearing Help Team Trains for 14th Annual Run

A record turnout of runners and guests are expected at the 1992 "Run for Better Hearing" June 20 at Grandma's Marathon in Duluth, MN. It marks the 14th year of the fund-raising event supporting Better Hearing Institute public awareness projects. The interdisciplinary Run team again includes hearing help providers representing otolaryngology, audiology, hearing instrument manufacturing and dispensing. It will again be hosted by *Hearing Instruments* magazine.

Run steering committee chairman Al Bruce said that industry support is particularly strong. "Their generous contributions and those from individual hearing health care professionals represent the interdisciplinary support that makes BHI the most cost-effective public education umbrella for the hearing field," said Bruce. "Annual Run contributions, for example, are typically equivalent to almost the cost of a television PSA in BHI's award-winning series."

Major 1992 "Run for Better Hearing" Supporters

Key Run supporters to date include: Academy of Dispensing Audiologists, Active Electronics, American Academy of Audiology, American Academy of Otolaryngology--Head & Neck Surgery, American Auditory Society, Argosy Electronics, AudioScience, Authorized Hearing Systems, Bausch & Lomb Hearing Systems, Beltone Electronics, Best Labs, Dahlberg, Duracell/Activair, Ensoniq Corp., Eveready Battery Co., Fidelity/Florida, Frye Electronics, Gennum Corp., Goldentone U.S.A., GN Danavox, Hal-Hen/Widex, *Hearing Instruments Magazine*, *Hearing Journal*, Hearing Services International, International Hearing Society, Knowles Electronics, Lori Medical Labs, 3M/Hearing Health, Magnatone Quality Hearing Instruments, Marcon Hear-

ing Instruments, Nu-Ear, Omni, Oticon, OTO-SONIC, Phonic Ear, Qualitone, RAYOVAC Corp., RCI, Resistance Technology, Rexton, Siemens Hearing Instruments, Sonotone Corp., Starkey Labs, Telex Communications, United Hearing Systems, Unitron Industries, and Viennatone/Minneapolis.

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

Volunteers on 1992 Steering Committee

Helping Bruce organize and coordinate this year's campaign is a steering committee that includes Jim Anderson, Qualitone; Bill Hodgson, 3M/Hearing Health; Jim McFarland, Telex; Bud Raas, Earmold Design; Tom Yates, Rexton; and Mike Winship, Hearing Services International. This year's Run includes both marathon and half-marathon races. For Run or support information, call Michele Hartlove at 1-800/EAR WELL.

Better Hearing Institute

Box 1840, Washington, D.C. 20013

Name: _____

Office Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

My pledge is in the name of my favorite 1992 "Run for Better Hearing" team member!

Name of runner: _____

\$26.00 (\$1.00/mile) \$52.00 (\$2.00/mile)

\$39.00 (\$1.50/mile) Other

Make check payable to Better Hearing Institute.



New Release in Award-Winning PSA Series for Television



Donald O'Connor Chose Better Hearing

Dancer Donald O'Connor, featured in *Singing in the Rain* and other Hollywood musical classics, stars in a new television public service announcement that informs the one out of every 10 of your viewers who has a hearing loss about available help.

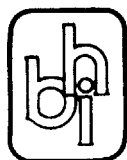
The PSA opens with a segment of O'Connor's "Make 'Em Laugh" dance from *Singing in the Rain*, then flashes to him dancing a few steps now.

"Sixty-five years in show business and my feet haven't failed me yet," says O'Connor. "My ears, however, aren't what they used to be. That's not so unusual. The good news is that most can now be helped medically, surgically, or – like me – with hearing aids."

O'Connor joins other prominent personalities who promote hearing, including 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., Stanley Marcus, Leslie Nielsen, Arnold Palmer, President Ronald Reagan, Burt Reynolds, Mike Singletary, Richard Thomas, Charlene Tilton, and Al and Bobby Unser.

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

Videotape, 30 and 60 seconds



Better Hearing Institute

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