



# Better Hearing NEWS

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

## Hearing Conservation Video Uses 'Network News' Format Duracell and Starkey Grants Fund New Television Program, Speaker's Tool



Richard Thomas Leslie Nielsen Mike Singletary



Donald O'Connor Al Unser Bobby Unser

A new 30-minute television program and speaker's tool---promoting hearing protection and available hearing help--was made possible this month by special grants from Duracell USA and Starkey Laboratories. It is designed for use by cable, syndicated and local television stations, like BHI's earlier "Listen Up with Norm Crosby" production which yielded more than \$9,000,000 in equivalent commercial time. This does not include hundreds of added speaker showings to community organizations. The new video will be similarly available in a 17-minute version to hearing health care providers---in both VHS and 16mm film formats---for use in speaking presentations to social, civic and fraternal groups.

The new production will feature a modern television newscast format, employing effective devices used on network news programs. Under consideration for the "newscaster" is a prominent TV news personality and hearing aid user, who would narrate segments about available hearing help and hearing protection. The newscaster will coordinate dramatic segments and on-the-spot reports from well-known personalities who benefited from hearing help. Already committed to the production are race car legends Al and Bobby Unser, actors Leslie Nielsen and Richard Thomas, dancer Donald O'Connor, and NFL star linebacker Mike Singletary. Other prominent personalities are also being invited to participate in the video, expected to premiere early in 1993.

## Positive Thinking to Further Better Hearing Cause TV Spots Will Feature Dr. Norman Vincent Peale

Dr. Norman Vincent Peale, noted author and speaker who motivated millions of people with "The Power of Positive Thinking," will appear in new BHI television public service messages made possible by a special grant from Resistance Technology Inc.

Dr. Peale has written 42 books. "The Power of Positive Thinking," one of the most successful books ever published, has been translated into 42 languages with sales of more than 15,000,000 copies worldwide. A popular motivational speaker at meetings here and abroad, Dr. Peale has received many awards---including the Presidential Medal of Freedom. He and his wife are co-founders and publishers of "Guideposts," an inspirational magazine with 15 million readers.



Dr. Norman Vincent Peale

Dr. Peale now joins BHI's award-winning public service series that has featured almost 100 personalities who benefited from modern hearing help. He will tell television viewers about the positive things that the "one out of every 10 of us who has a significant hearing loss" can do to overcome hearing problems. His messages will emphasize that "most can now be helped medically, surgically or---like me---with hearing aids." The PSA is scheduled for fall release to 780 television stations, major networks and cable outlets. PSA production and distribution are being made possible by a grant from Resistance Technology Inc., supplier of microminiature components and amplifiers to the hearing industry.

# Multimedia Projects to Augment Impact of Dr. Peale's TV Spots



Dr. Norman Vincent Peale

## *New Magazine PSA Will Complement Television and Newspaper Messages*

A magazine public service message featuring Dr. Norman Vincent Peale, made possible by a special grant from Westone Laboratories, will be released to major consumer, medical, and specialty publications. It will complement similarly themed television PSAs and a newspaper feature (see following item). As with other PSAs in BHI's award-winning series, the messages will be reproduced in various sizes for flexible and convenient use by magazines and medical journals. BHI's current magazine PSAs have earned more than \$6,000,000 in donated publication space. BHI president Ross Roeser, Ph.D., expressed special appreciation for Westone's magazine PSA sponsorship, emphasizing that the grant is above and beyond Westone's on-going support of the Institute.

## **News Feature for 14,000 Publications Adds Multimedia Campaign Impetus**

A new human-interest and camera-ready article featuring Dr. Peale, for fall release to 14,000 publications across the U.S. and Canada, has been funded through a special grant from Starkey Laboratories. "We are delighted by this additional project support by Starkey," said Dr. Ross Roeser, BHI president, "which greatly enhances hearing field efforts to encourage the hard-of-hearing to benefit from available hearing help. The human-interest articles, combined with Dr. Peale's television and magazine messages, will provide a synergistic effect to enhance impact---what might be described as a multimedia blitz."

## **New Generation, New Look, New Directions for BHI**

BHI's new logo and newsletter format reflect the Institute's "new look" in moving forward to a new generation of hearing help awareness. BHI begins its 20th year with an encouraging track record---more than \$222,000,000 in equivalent broadcast time and print media space for hearing help messages since 1973. But President Ross J. Roeser, Ph.D., sees BHI's past success as "a springboard for an even more effective future program."

Dr. Roeser's recent progress report in *The Hearing Journal* stressed that "BHI will need to take a more visionary---perhaps radically different---approach if our hearing healthcare communications are to make the maximum impression on the marketplace. Thanks to industry marketing research, we are now in the best position ever to target our messages effectively. We can do this by building on past results. The stigma associated with hearing loss has declined dramatically during the past two decades, thanks to prominent BHI spokespersons who came forward to proclaim how they overcame hearing loss. These personalities represent many walks of life and continue to add credibility and impact to BHI's message of hope and help for hard-of-hearing people. But we believe that we have only scratched the surface of what is possible."



Future BHI priorities include: (1) reaching the millions with sensorineural loss who may lack the encouragement they need to take advantage of available hearing help, (2) motivating people with hearing loss to *want* to hear better, (3) communicating information on recent advances in hearing health to these people, who often have outdated perceptions, and (4) better informing them of help available from local hearing healthcare professionals.

# New Catalog Offers Communication Tools For Use by Local Hearing Help Providers

A graphic new catalog, offering a wide variety of public information tools now available to hearing health care professionals, has been made possible by a special grant from the Eveready Battery Company. The communication tools range from audiovisuals to posters and booklets for use in offices, at shopping malls, community events, or in community public awareness programs. Additional copies of the comprehensive catalog, being mailed to hearing help providers, are available by calling 1-800 EAR WELL.

Ready-to-use tools span the spectrum, from speaker's presentations to motivational and inspirational literature---including a celebrity case history brochure and booklets about specific kinds of hearing problems and the corrective hearing help that is now readily available. Booklets have back cover space for hearing help provider's imprint.



Poster is one of many tools offered in new catalog for hearing team

Eveready has funded many other BHI projects, including television PSAs starring former President Reagan, another featuring cameo appearances by 10 prominent personalities, and others starring personalities who refused to let hearing problems stand in their way to success. Eveready, a major on-going BHI sponsor, has also provided grants for the first edition of BHI's "We Overcame Hearing Loss" celebrity booklet and "Sounds or Silence" brochure.

## Donald O'Connor Print PSA Released To Consumer & Specialty Magazines

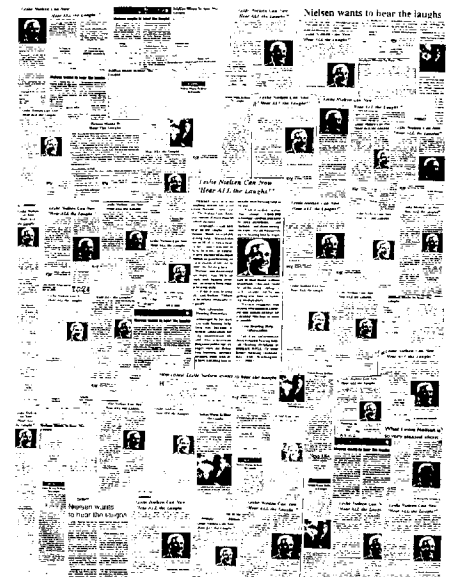
Dancer Donald O'Connor's magazine public service messages were recently released to major consumer, medical, and specialty publications (see full-page version on back cover). Best remembered for his roles in "Singing in the Rain" and other Hollywood musical classics, O'Connor also stars in a current BHI television PSA. The television and print public service messages were both made possible by special grants from Starkey Laboratories.

The magazine PSA is the latest in BHI's current award-winning series that has earned more than \$6,000,000 in equivalent commercial space. Others have included "Alabama" music group drummer Mark Herndon, actors Richard Dysart, Nanette Fabray, Florence Henderson, Leslie Nielsen and Richard Thomas, former Surgeon General C. Everett Koop, M.D., NHL defenseman Jim Kyte, dancer Ann Miller, golfer Arnold Palmer, singer Frankie Valli, medical reporter Art Ulene, M.D., and auto racers Al and Bobby Unser.

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

Supplementing warm national exposure provided by the broadcast media and major consumer and medical publications has been the extensive current pickup of BHI's Leslie Nielsen's human-interest feature articles by community newspapers across the U.S. and in Canada. Made possible by a special grant from the Starkey Foundation, the print features are also available upon request by hearing health care providers for other publications.

The articles promote hearing conservation, with Nielsen encouraging the one out of every 10 newspaper readers who already has a hearing loss to benefit from available hearing help. They are part of a multimedia campaign that includes television PSAs, jointly sponsored by Denmark-based Microtronic and Canada's Gennum Corporation, and magazine public service messages funded by Starkey Labs. Copies of both camera-ready features are available from BHI, 5021B Backlick Road, Annandale, VA 22003.





# 1992 RUN FOR BETTER HEARING PHOTO SCROLL

Hearing Instruments magazine hosted the 14th "Run for Better Hearing" on the scenic North Shore of Lake Superior. A gala weekend of festivities in Minnetonka, MN, including a carbo-loading dinner at Lakeview Castle, and sincerely thanks Hearing Instruments and their fundraising efforts and arrangement of Bruce Starkey; Jim Anderson, Qualitone McFarland, Telex; Bud Raas, Earmold; Desi Hearing Services International.

1--Etymotic Research's Mead Killion (Elk Grove Village, IL) contingent from Arden Hills, MN (l-r) Danielle Geraci, KBJR-TV race anchor Kathrine Switzer (l) interviews Ni Joe's grandson, receive trophies for winning 3-mile Fun Run daughter at carbo-loading dinner the night before the marathon; 7--Switzer, for segment aired during marathon coverage; 8--C Ear's Graham Twomey (Mississauga, Ontario), and Killi Ross Roeser and Joe Rizzo present a Run for Better Hearing award; 10--King Jordan tells a humorous running story at Friday specialist Wayne Whitney; 12--Gennum representatives (l-Antolovich); 13--WDIO-TV sportscaster Steve LaPage grills Marathons; 14--Nita and Jason Rizzo wave to hearing friends (center-l) and Qualitone's Jim Anderson with wives Terr publisher Pauline Davies welcomes runners, friends, and Nelson learns the latest on hearing aids from Roeser and and grandson join in the 3-mile Fun Run; 19--Linda (Kil Roeser, wife of BHI president, finishes half marathon; 21--S and Hearing Services International's Mike Winship; 22 & 3-mile Fun Run; 24--KDAL's Kerry Rod questions Roeser Institute projects; 25--King Jordan finishes Grandma's N



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# BETTER HEARING YEARBOOK

Run for Better Hearing, June 20, in Duluth, led the traditional Friday afternoon "Fun Run", followed by a cocktail reception at the Audubon's Armchair Quarterback Club. BHI's coordinator for Better Hearing steering committee for 1991-92; the committee includes chairman Al Hill Hodgson, 3M/Hearing Health; Jim Rizzo, Tom Yates, Rexton; and Mike Winship,



crosses marathon finish line; 2--Resistance Technology's Mike Ferris, Roger Falde and Mike Gerack; 3--Rizzo; 4--BHI's Michele Hartlove (l) and Jason Rizzo; 5--Minnesota otolaryngologist Richard Glaze with his wife; 6--Audiologists David Goldstein, Gene McHugh, and BHI president Dr. I. King Jordan is interviewed by KDLH's Luch Anatolovich (Burlington, Ontario), Phonic's Luch Anatolovich (Burlington, Ontario), Phonic's reception evening before race; 9--BHI president (l) is interviewed to KBJR's Amy Rutledge after an interview; 10--Rizzo get-together; 11--Rizzo with Wisconsin hearing aid company Wes Connor, Duncan Clifton, and Luch Anatolovich and Rizzo about their team's plans for Grandma's Run at the end of 26.2 miles; 15--Rexton's Tom Yates (l) and Betty Anderson; 16--Hearing Instruments' Luch Anatolovich to Friday night get-together; 17--KDLH's Marshlinke; 18--Hearing Industry consultant Dick Marshlinke (l), King, and Switzer after interview; 20--Sharon Rizzo, Nita, Jason, Minnetonka mayor Tim Bernstet, and Luch Anatolovich (l-r) Goldstein, Hartlove and Twomey at the end of the race; Rizzo about Run for Better Hearing and current plans for 1993 with excellent time; 26--Fun Run participants.



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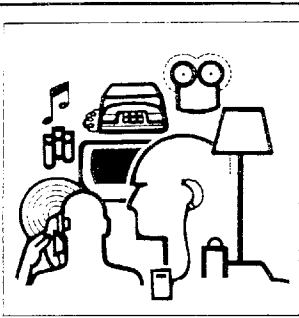
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ANSWERS TO  
COMMON QUESTIONS ABOUT  
ASSISTIVE TECHNOLOGY

by Cynthia L. Compton, M.Sc., CCC-A  
Director of Gallaudet University's Assistive Devices Center

## New Assistive Technology Booklet Funded by Grant from Phonic Ear

*Answers to Common Questions about Assistive Technology*, a new booklet now available to hearing health care providers and Hearing HelpLine callers, has been made possible by a special grant from Phonic Ear Inc., Petaluma, California. Written by Cindy Compton, noted authority on assistive devices for deaf and hard-of-hearing people, the publication is the latest in BHI's series of booklets about available hearing help.

Ms. Compton is an audiologist and director of Gallaudet University's Assistive Devices Center. She has published many articles about assistive technology, including a highly popular training book and videotape, and has received special awards from the Academy of Dispensing Audiologists and Self Help for Hard of Hearing People.

## International Hearing Society Meeting Event to Mark BHI's 20th Year of Hearing Help Promotion

A Better Hearing Institute 20th Anniversary "Fun Run" for attendees at the International Hearing Society meeting this month in Dallas has been funded by special grants from Siemens Hearing Instruments and Rexton Inc., major BHI sponsors.

The two-mile run is scheduled to circle the grounds of the Lowes Anatole Hotel, site of the IHS meeting, at 7 a.m., Saturday, September 12. Participants will receive a commemorative T-shirt and prizes will be awarded to male and female winners. For registration information, please call Michele Hartlove at 1-(800) EAR WELL.



Some of Fun Runners at  
Run for Better Hearing

## Canadians Respond Warmly to Nielsen PSAs, Latest Hearing HelpLine Survey Findings

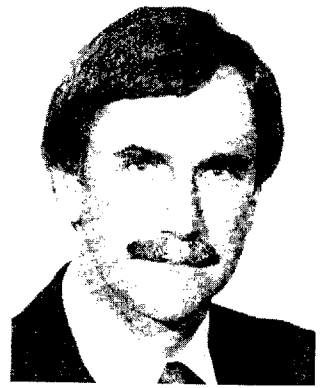
Hundreds of Canadians have already called Hearing HelpLine in response to the first BHI television PSA released to Canada recently. A successful pilot mailing of Leslie Nielsen's PSA to 12 Canadian stations led to distribution to 50 additional stations, thanks to a special grant from the Canadian Auditory Equipment Association. Calls to date have originated from Quebec, 45%; Newfoundland, 16%; Ontario, 12%; Manitoba, 10%; Alberta, 7%; Saskatchewan, 4%; British Columbia, 3%; Nova Scotia, 2%; and New Brunswick, 1%.

A random survey of 5,165 recent Hearing HelpLine callers revealed demographics, needs, and action taken by callers after receiving HelpLine information. Following are survey results: Heard about HelpLine from: television PSAs, 59%; print messages, 21%; other sources, 6%; directories, 5%; community service organizations, 5%; family and friends, 4%.

Information callers requested: general, 29%; hearing aids, 26%; help sources, 16%; financial aid, 8%; tinnitus, 5%; other info, 4%; children, 3%; nerve deafness, 3%; noise/protection, 2%; assistive devices, 2%; surgery, 2%. Help received: no help, 47%; hearing aids, 31%; surgery, 11%; other medical help, 11%. Demographics: male, 51%; female, 49%; over 60, 55%; 50-60, 12%; 40-50, 7%; 30-40, 14%; 20-30, 7%; school age, 5%. Information requested for: self, 85%; family member/friend, 15%. Problem nature: moderate, 46%; severe, 33%; mild, 21%. Called from: midwest, 30%; south, 23%; east coast, 22%; southwest, 12%; west coast, 10%; Canada, 3%.

# Prominent Otolaryngologist Joins Institute's Board of Directors

Charles W. Cummings, M.D., professor and chairman of the Department of Otolaryngology--Head & Neck Surgery at the Johns Hopkins Medical Institutions, Baltimore, Maryland, has joined Better Hearing Institute's board of directors. Dr. Cummings, president-elect of the American Academy of Otolaryngology--Head & Neck Surgery, succeeds retiring director James G. Jones, M.D., past president of the American Academy of Family Physicians.



Charles W. Cummings, M.D.

"Dr. Cummings further strengthens our interdisciplinary board of distinguished hearing health care leaders, who represent the spectrum of hearing help services and products," said Ross J. Roeser, Ph.D., BHI president. Before joining Johns Hopkins in 1991, Dr. Cummings served as professor and chairman of the Department of Otolaryngology--Head and Neck Surgery at the University of Washington in Seattle. He was clinical assistant professor at Harvard Medical School, where he taught from 1968-1976, and was associate professor of otolaryngology at SUNY Upstate Medical Center Hospital, Syracuse, New York.

Other BHI directors include Dr. Roeser, an audiologist and director of the Callier Center for Communication Disorders at the University of Texas at Dallas; past president Floyd Loupot, a California hearing aid specialist; vice president John Zci, president of Siemens Hearing Instruments; secretary Sergei Kochkin, Ph.D., corporate marketing director at Knowles Electronics; treasurer Joan Lowry, a Cleveland TV and radio broadcaster and Delta Zeta Foundation president; Michael K. Stone, Kentucky hearing aid specialist and president of the International Hearing Society; Edward McDonnell, Food and Drug Administration New England director; and Dale J. Thorstad, vice president of operations for Starkey Laboratories.

## 11th Annual Gift By California Assn Applauded as Model for BHI Support

consecutive year. BHI president Ross J. Roeser, Ph.D., said the appreciated contribution continues to provide a "model 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 allocate a portion of their income to strengthen BHI hearing help awareness projects."

The California Association of Hearing Instrument Specialists has donated one percent of its gross annual income to the Better Hearing Institute for the eleventh



Marvin Berke,  
CAHIS president

## ADA, SHHH, HEAR NOW Get Hearing Awareness Updates

BHI PRESIDENT Ross J. Roeser (r, left photo) discusses Institute literature with Philips Hearing Instruments' Jim Edmonds and Veteran Administration's Lucille Beck at Academy of Dispensing Audiologists meeting in Bal Harbor, Florida. At SHHH meeting in Cedar Rapids, Iowa (center and right photos), BHI's Michele Hartlove visits with Rocky Stone and HEAR NOW's Barbara Ricketts and Sue Wise.



*Latest Release in PSA Series for Print Media*

# "I Chose Better Hearing!"



*Dancer Donald O'Connor, of Singing in the Rain and other Hollywood musical classics, encourages others to benefit from hearing help as he did:*

**S**ixty-five years in show business and my feet haven't failed me yet! My ears, however, aren't what they used to be. That's not so unusual. One out of every 10 of us has a hearing problem.

The good news is that most can now be helped medically, surgically, or, like me, with hearing aids. So, if you suspect a hearing problem, arrange for a check-up now.

There have been significant advances in the hearing field, and there are also many hearing health care professionals who can help you.

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

If you have a hearing loss, don't suffer needlessly. Choose better hearing.

You should *hear* what you're missing!



**Better Hearing Institute**

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