



Celebrating 20 Years of Hearing Awareness

BETTER HEARING NEWS

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

Journal Marks BHI 20th Year with May Campaign Salute

Better Hearing Institute's 20 years of hearing help awareness efforts were highlighted by *The Hearing Journal* last month in its editorial and a comprehensive article timed with Better Hearing and Speech Month.

The publication emphasized projects that earned more than \$242 million in media time and space for messages about available hearing help. Editor David Kirkwood wrote in his editorial: "BHI's most visible activity has been its celebrity campaign, which has featured more than 100 prominent entertainers, athletes, political figures, and leaders in other spheres talking frankly and openly about their hearing loss and how they have dealt with it...."

"In honoring BHI on its 20th birthday, the *Journal* wants to do more than simply record the Institute's accomplishments. Therefore we have decided to donate 10% of the proceeds from this issue to the Institute to help it continue its programs.

"We thank our advertisers who have made our contribution possible and we encourage you, our readers, to lend your support to Better Hearing Institute.

"One of the best things about BHI, and one of the keys to its effectiveness, is that it brings together all segments of the hearing health field," stated the *Journal* editorial. "...Today BHI still receives most of its funding from companies that produce hearing aids and other hearing products. Now, however, many audiologists, hearing aid specialists, physicians, and others with an interest in better hearing also devote their energy and resources to helping BHI spread its message of hope...."

"Thus, in honoring BHI, we are honoring all those who have helped publicize the better hearing message, including the many celebrities who contribute their time and names to the cause with no reward beyond the satisfaction of helping others with hearing impairments lead better lives."



BHI staff at Council for Better Hearing and Speech Month kickoff with chairman Jim Ryun; (l-r standing) Michele Hartlove, Ryun, Joe Rizzo, Vicki Ellison; (l-r kneeling) Janice LoPrinzi and Tricia Bowen. (Not pictured is Debbi Smith.)

NCI Contributes Closed Captioning for New BHI Video:

Continental Cablevision Gives Television Program Better Hearing and Speech Month Premiere in Ohio



Alabama group's Mark Herndon in new video.

Continental Cablevision premiered BHI's new half-hour television program, "People Vs. Noise," during Better Hearing and Speech Month for viewers in many Ohio cities, including Cleveland, Dayton, Cincinnati, Elyria, and numerous Lake Erie communities. A promo of the video about hearing protection and available hearing help was released this month to cable systems and local television stations throughout the U.S. and Canada (see back cover).

Closed-captioning for the informative and entertaining television public service program was generously made possible by

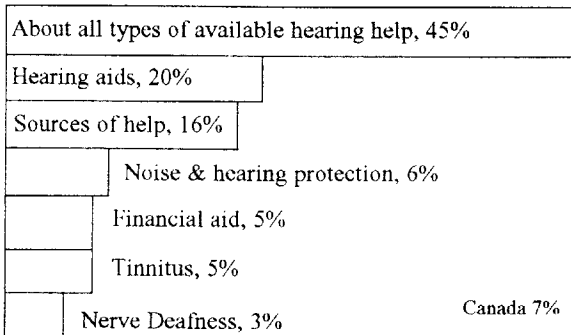
the National Captioning Institute. The video is also available to hearing health care professionals as a speaker's tool in both 30- and 15-minute versions (see page 7 information/order form).

Best actor Emmy winner Richard Dysart, in the video's lead role of the People's Counselor, coordinates segments featuring many personalities who testify on behalf of hearing protection and advances in modern hearing help. Television viewers--or speaker's audiences--serve as the jury. The production was made possible by grants from Duracell USA and Starkey Labs.

HelpLine Survey Yields Data about Hard-of-Hearing

A six percent response to a random survey of 6,699 recent Hearing HelpLine users reflects demographics, needs, and action taken by 402 callers after receiving hearing help information. The hearing field's first national toll-free HelpLine has assisted 173,726 people since 1973. Following is a breakdown of responses:

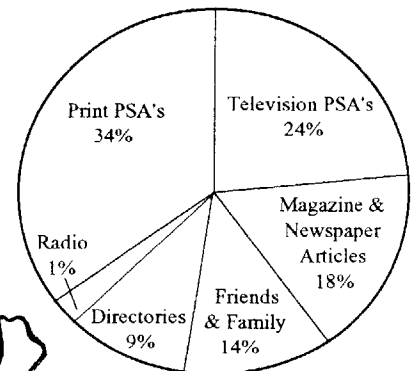
Information Requested:



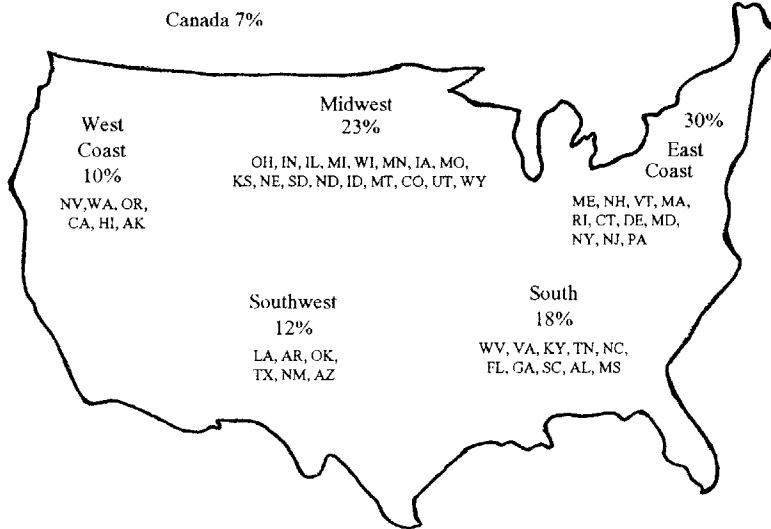
Previous Help:

No help: 49%
 Hearing Aids: 35%
 Medical: 13%
 Surgical: 3%

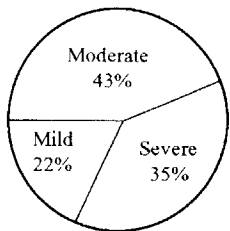
Heard about HelpLine:



Called from:



Nature of Problem:



Age:

Over 60: 45%
 50-60: 14%
 40-50: 14%
 30-40: 15%
 20-30: 7%
 School age: 5%

Sex: Male, 51%; Female, 49%

Information requested for: Self, 84%; Other, 16%

New Editions of Institute Literature Made Possible by RAYOVAC Grants

special grants from RAYOVAC Corp., Madison, WI. Both booklets have back cover room for hearing help provider's imprint and can serve as effective mailers, for waiting rooms of hearing health care professionals, or as excellent handouts for talks to community organizations.

We Overcame Hearing Loss features case histories and photographs of prominent personalities who benefited from available hearing help. The motivational *Overcome Hearing Loss NOW!* encourages hard-of-hearing people to take advantage of modern hearing help.

RAYOVAC has funded numerous Institute projects, including television public service messages starring Bill Cosby, Norm Crosby, Phyllis Diller, and the late Henry Fonda; production of audiovisual speaker's presentations; and reprinting of many Institute booklets. (For order information, call 800/EAR WELL--or write Public Awareness Catalog, 5021-B Backlick Road, Annandale, Virginia 22003).

Updated editions of Better Hearing Institute's *We Overcame Hearing Loss* and *Overcome Hearing Loss NOW!* booklets have been made possible by

Local Newspaper Coverage Complements National Print and Broadcast Exposure

Newsweek Donates \$108,740 in New Space

Added to generous national exposure by major consumer publications and broadcast media has been the extensive current pickup of BHI hearing help messages by community newspapers throughout the U.S. and Canada.

Particularly effective were recent camera-ready features (see montage samples), with News USA and North American Precis Synd. already reporting pickup by 670 newspapers reaching 37,804,840 readers--and worth \$373,931 in equivalent commercial space.

Two consecutive issues of *Newsweek* magazine donated generous space to BHI's current print public service mes-

sage featuring Richard Thomas and his son. *Newsweek's* May 3rd issue donated a full page to the magazine PSA--made possible by an American Auditory Society grant--after contributing a third of a page to the message in its April 26 issue. It marked the sixth time the major newsweekly has given space to BHI PSAs during the past year.

If purchased commercially, space for the two *Newsweek* insertions would have cost **\$108,740!** The magazine messages are part of a BHI series that has earned over **\$7 million** in equivalent space from consumer, medical and specialty publications.



Popular Booklet Now Available in Spanish, Thanks to Second Grant from Westone Labs

BHI's latest public information tool translated into Spanish is "*Discover a World of Better Hearing!*" --made possible by a special grant from Westone Laboratories. "*Descubre Un Mundo Donde Se Oye Mejor*" is now available to hearing help providers--as is a Spanish translation of BHI's celebrity poster funded by an Eveready grant (see page 6 order form for both tools).

BHI president Ross J. Roeser expressed special appreciation for Westone's latest grant, noting that the firm recently sponsored a magazine public service message featuring Dr. Norman Vincent Peale.

Canadian Television Use of BHI Spots Spurred by Latest Grant from CAEA

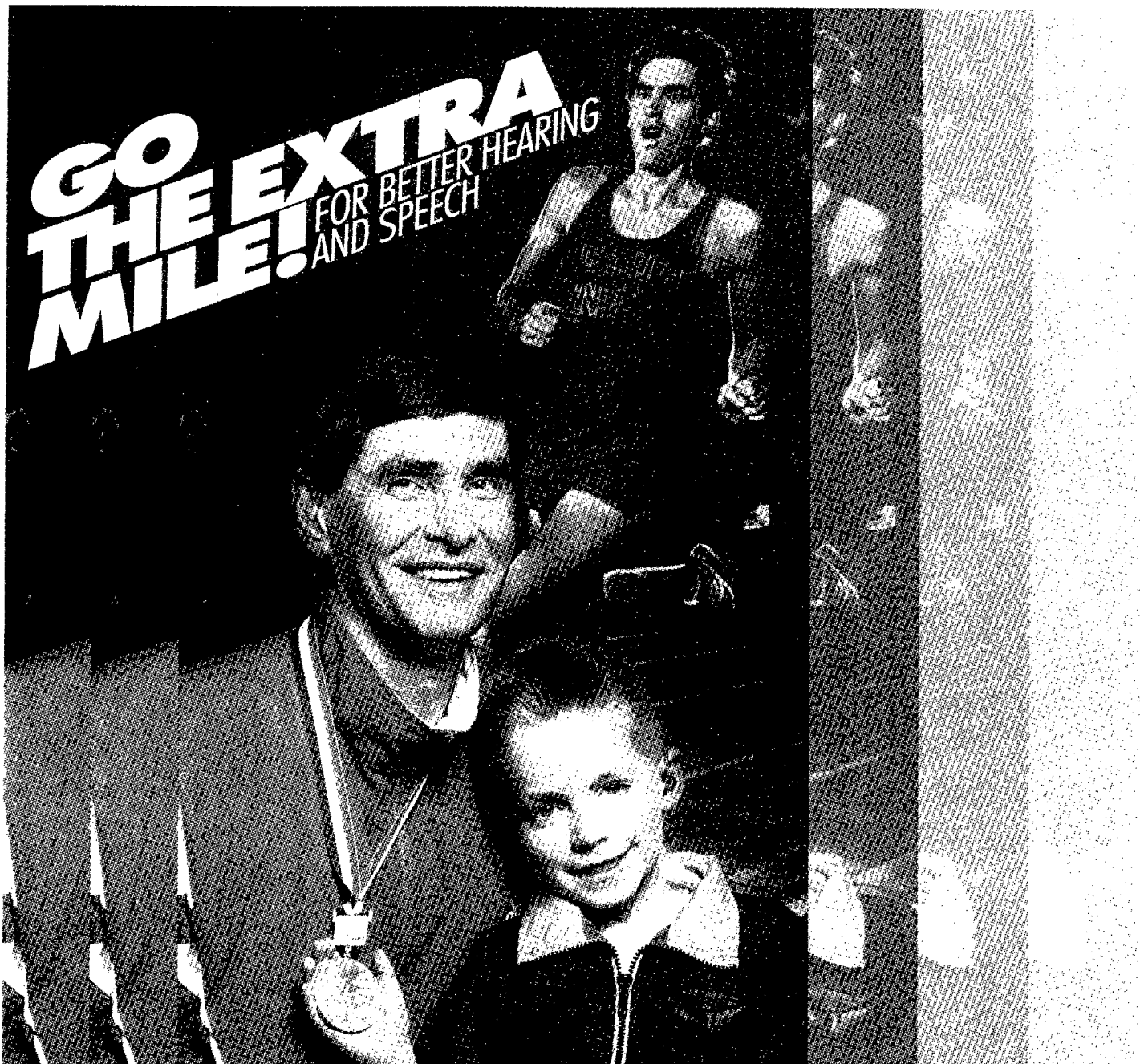
Current BHI television public service messages starring dancer Donald O'Connor and Dr. Norman Vincent Peale will be distributed soon to 50 Canadian TV stations, made possible by a second grant from the Canadian Auditory Equipment Association (CAEA). An earlier grant funded distribution of Canadian Leslie Nielsen's TV PSAs to the same stations, already resulting in more than \$100,000 documented free broadcast time and over 700 Canadian callers to the Institute's Hearing HelpLine. Donated time, based on specific verification from reporting TV stations, is a conservative estimate of results. As

many stations use PSAs without reporting, actual donated time is undoubtedly much greater.

CAEA's meeting was timed with a conference of the Association of Hearing Instrument Practitioners of Ontario in Hamilton, Ontario, where BHI exhibited its latest public information tools for hearing health care professionals. Past BHI president Floyd Loupot gave an earlier presentation at the Fourth Western Canadian Symposium sponsored by the Western Canadian Provinces. This year the convention was hosted by the British Columbia Chapter and held in Vancouver, British Columbia.



A.H.I.P. president Chris Helik (r) with BHI's Michele Hartlove



GO THE EXTRA MILE! FOR BETTER HEARING AND SPEECH

Legendary track star Jim Ryun knows all about going the extra mile. He won a silver medal for the 1500-meter run at the 1968 Olympics in Mexico and held the world record for the mile for nine years. Today, Jim and child of the year Michael Silvestri are running with a new goal in mind: To convince America's 41 million citizens who have hearing or speech problems to seek help, just like they did. Go the extra mile! 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 • Auditory-Verbal International • 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 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, Inc. • TRIPOD



Council for Better Hearing & Speech Month
 3417 Volta Place, NW
 Washington, DC 20007
 1-800-327-9355 (V/TDD)

Runner Jim Ryun Goes the Extra Mile for 1993 Council Campaign

World renowned runner Jim Ryun, 1993 Council for Better Hearing and Speech Month national chairman, and Child of the Year Mikey Silvestri, Danbury, CT, went the extra mile for this year's Council campaign. They led 100 runners in a one-mile Fun Run in Washington, D.C. to kick off May as Better Hearing and Speech Month.

Honorary president Susan Whichard, also president of the Acad-

emy of Dispensing Audiologists, and representatives of 29 Council organizations were among the fun runners.

Ryun held the world record time for the mile at 3:51:01 for nine years, and his high school mile record of 3:55:03 remains unbroken. A U.S. Olympic team member for three consecutive Olympics, Ryun received a silver medal for the 1500 meters in the 1968 Olympics in Mexico.



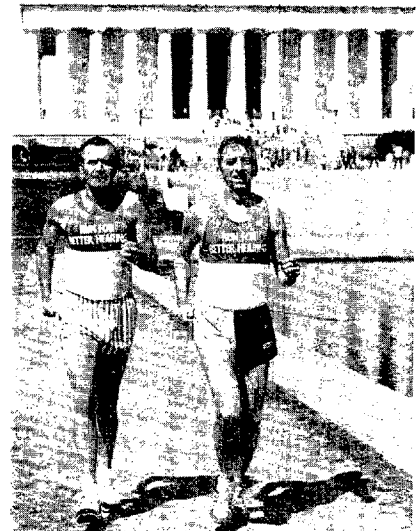
Bottom photo: (l-r) Council's honorary president Susan Whichard, Mikey Silvestri and Jim Ryun

King Jordan Plans to Race Again At 1993 'Run for Better Hearing'

This month's 15th annual "Run for Better Hearing" at Grandma's Marathon in Duluth, MN marks BHI's 20th year of hearing help awareness efforts. For the third time, Gallaudet president I. King Jordan, Ph.D. will join an interdisciplinary team of hearing help providers--most representing otolaryngology, audiology, hearing instrument manufacturing and dispensing.

The Run is an annual fund-raising effort to strengthen BHI hearing aware-

ness projects. In addition to marathon and half-marathon races on Saturday, June 19, Run festivities will include a Friday three-mile fun run along Lake Superior followed by a reception hosted by BHI friends Lars and Arlene Fladmark, Marj Skafte, Pauline Davies and Shirley Brandt. That evening a dinner for runners and guests will be hosted at Duluth's Kitchi Gammi Club (please see list of 1993 Run sponsors on enclosed envelope).



Dr. I. King Jordan (r) and BHI's Joe Rizzo



CNN news anchor Susan Rook (l) and Joan Lowry

Officer of BHI and Delta Zeta Foundation Honored with TV Broadcasting Awards

Delta Zeta Foundation president Joan Lowry, BHI treasurer and board member, recently received two awards for her work as a TV personality and government affairs director for Cleveland's Continental Cablevision station.

Ms. Lowry, in competition with 8,000 entrants, received a Telly Award from the cable industry for her program on the City of Elyria's downtown renovation project. The Cable Television Public Affairs Association also presented her

with a finalist Beacon Award for her community affairs programming.

BHI's new "People Vs. Noise" television program features a segment by Ms. Lowry highlighting advances in hearing instruments. Her 16 years of work in radio and television have focused on news anchoring and interviewing, as well as commercials, voice-overs and narration. She has also served as news director, general manager and community affairs director.

NEW!

Habla Usted Español?

Spanish Poster and Booklet Now Available

Inform Spanish-speaking People About Hearing Help Now!

BHI offers you new Spanish versions of our popular **We Chose Better Hearing** celebrity poster and **Discover a World of Better Hearing** booklet.

The poster displays 16 famous personalities and offers a message of hope and encouragement for those who have a hearing loss. As Spanish is the most popular second language in the U.S., even more people can now be reached with this new edition of the poster.

The motivational booklet **Discover a World of Better Hearing** provides general information on hearing loss and the help that is available. Featuring photographs of several well-known people, the brochure includes information on nerve deafness and conductive hearing loss.

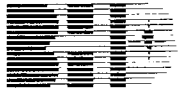
Both public information tools can be used in offices of hearing professionals or other public locations, during special hearing awareness events, or in speaking presentations to local organizations. The poster is also ideal for display in store windows, malls, and schools.



The 17" x 26 1/2" **We Chose Better Hearing** poster will be shipped unfolded in a protective tube.

Please refer to catalog listings of original versions of poster and booklet for more detailed descriptions.

Better Hearing Institute



5021-B Backlick Road, Annandale, VA 22003

Please send me _____ Spanish **We Chose Better Hearing** poster(s) as described above. Enclosed is \$7.50 check for each poster.

Please send me _____ Spanish **Discover a World of Better Hearing** booklets described above. Enclosed is: \$30.00 for 100 booklets
 \$65.00 for 250 booklets
 \$115.00 for 500 booklets

Please enclose payment with order.
CANADIAN ORDERS add \$3.50 for shipping. U.S. Funds Only.

NAME _____

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



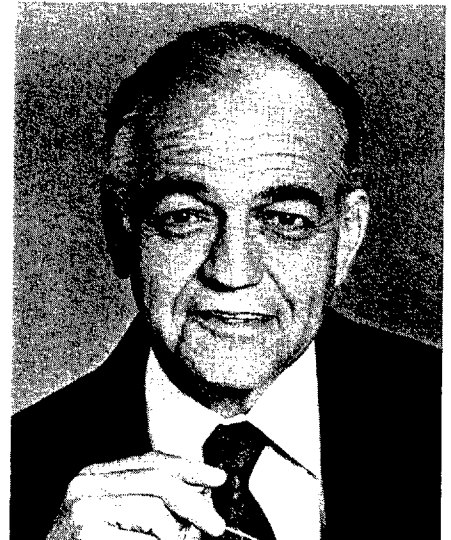
The People Vs. Noise

***New Motion Picture Video Available
For You to Promote Better Hearing!***

Richard Dysart, who won a 1992 Emmy as best actor for his role on the award-winning network television series "L.A. Law," stars in Better Hearing Institute's new television production promoting hearing protection and available hearing help, ***The People Vs. Noise***.

It is now available to you as an easy-to-use speaker's tool in both 15-minute and 30-minute versions--and in video or film formats. The production is designed for use by hearing health care providers in presentations to community organizations and to social, civic and fraternal groups.

Gaining effectiveness by building on his "L.A. Law" persona, the action video features Dysart as a "People's Advocate," making a case for hearing protection with help from many celebrity "witnesses," many of them--including Dysart--victims of noise-induced hearing loss. Viewers of the presentation act, in effect, as the jury, learning about the dangers of noise to their hearing and the importance of protecting their hearing from "criminal" noise.



Richard Dysart



Mark Herndon



Leslie Nielsen

Personalities discuss harmful sound levels, decibel levels, reasons people fail to use hearing protection, ways to conserve one's hearing, and more. The video also explores available hearing help, including advances in hearing aid technology.

Testimony is provided by prominent people from all walks of life, including comedian Norm Crosby, Alabama music group drummer Mark Herndon, TV personality and Delta Zeta Foundation president Joan Lowry, actor Leslie Nielsen, actor/dancer Donald O'Connor, and football great Mike Singletary.

The 30-minute version also features Kent State hearing aid museum curator Kenneth Berger, Ph.D., comedienne Kathy Buckley, otolaryngologist Charles Cummings, M.D., U.S. Senator Tom Harkin, actor Richard Thomas, and race car legends Al and Bobby Unser.

As a special introductory offer for you, BHI will include 100 complimentary copies of its *We Overcame Hearing Loss* booklet, featuring personal case histories of some of the production personalities. The brochures include room on the back cover for your imprint, and can be used as handouts during your presentations.

Better Hearing Institute

5021-B Backlick Rd., Annandale, VA 22003

Please send me _____set(s) of BHI's **15-minute** version of *People Vs. Noise* as described. I prefer: _____VHS videotape @ \$79.99 _____16 mm film @ \$285.00

Please send me _____set(s) of BHI's **30-minute** version of *People Vs. Noise* as described. I prefer: _____VHS videotape @ \$99.99 _____16 mm film @ \$325.00

Orders include 100 complimentary *We Overcame Hearing Loss* booklets.

Please enclose check with order. CANADIAN orders add \$3.50 for shipping. U.S. Funds Only.

Presentations also available in other videotape formats upon request.

AGREEMENT: I hereby affirm and agree that I will in no way change, alter, or reproduce--or allow to be changed, altered or reproduced--any part of the BHI presentation *People Vs. Noise*.

SIGNATURE: _____

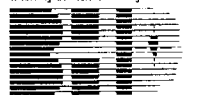
NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY _____ STATE: _____ ZIP: _____

Celebrating 20 Years of Hearing Awareness



Better Hearing Institute



People Vs. Noise



*New Television Program Dramatizes
Hearing Protection, Help Advances*



Richard Dysart



Alabama's Mark Herndon



NFL great Mike Singletary



Racing legends Al & Bobby Unser



Comedienne Kathy Buckley



Dancer Donald O'Connor



Leslie Nielsen

Emmy-winning actor Richard Dysart makes a powerful case for hearing protection---and for hearing help now available for the one out of every 10 of your viewers already afflicted with hearing loss---in an informative and entertaining new half-hour television program, **People Vs. Noise**.

The 27-minute production features Dysart in the lead role of the People's Counselor, supported by the testimony of celebrity "witnesses" who---like Dysart---are victims of noise-induced hearing loss. As the jury, television viewers learn about the dangers of noise, ways to protect their hearing, as well as the latest in medical help and hearing instrument technology.

Testimony is provided by prominent people from different walks of life, including comedians Kathy Buckley and Norm Crosby, Alabama music group drummer Mark Herndon, actor Leslie Nielsen, dancer/actor Donald O'Connor, football great Mike Singletary, actor Richard Thomas, and race car legends Al and Bobby Unser.

Other segments include the All-American Boys Choir, Kent State hearing aid museum curator Kenneth Berger, Ph.D., noted Johns Hopkins ear specialist Charles Cummings, M.D., U.S. Senator Tom Harkin, TV personality and Delta Zeta Foundation president Joan Lowry, and the Pro-Arte Chorale.

Thanks for considering this program to help your viewers to discover a world of better hearing.

Videotape, 27 minutes
Abridged 15-minute version also available



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