



# BETTER HEARING NEWS

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

## Comedienne to Spark New TV Spots



New BHI television public service spots featuring popular comedienne Kathy Buckley--who overcomes a severe hearing loss with modern hearing instruments--will be funded through a special grant from Miracle Ear, a Bausch & Lomb company.

Ms. Buckley is one of the stars in BHI's current "People Vs. Noise" television program and speaker's presentation video, now available to hearing health care providers. She has appeared on many network television shows, including "The Tonight Show," and "Saturday Night Live."

Billed as the first hearing-impaired comedienne receiving national acclaim, Buckley's high media profile is due to her extensive touring and refusing to allow her deafness to stand in her way. "I got involved in comedy," she said, "because laughter is the best medicine in healing, and to make the media at ease with disabilities. Without hearing aids, I've got about 60 percent normal hearing on low frequencies, but absolutely no high-frequency sound."

Her new television messages will promote hearing protection as well as help available for people with hearing loss. The spots are scheduled for fall release, in 60- and 30-second segments, to 780 television stations in all U.S. markets and to the major networks and cable systems.

Miracle Ear's special project grant is in addition to the manufacturer's on-going BHI support as a major sponsor.

## Kathy Buckley Magazine Messages Made Possible by Siemens Grant

Comedienne Kathy Buckley will also star in new BHI print public service messages emphasizing hearing conservation. Made possible by a special grant from Siemens Hearing Instruments, Inc., Ms. Buckley's messages will be released to major consumer, medical, and specialty publications.

As with other PSAs in BHI's award-winning series, the new messages will be reproduced in various sizes for flexible and convenient use by magazines and medical journals. Current magazine PSAs have earned more than \$7,000,000 in donated publication space.

Siemens, a major Institute sponsor, has also funded other special BHI projects, including 1992 and 1993 Fun Runs at the International Hearing Society annual meeting (see item on page 7).



BHI president Ross Roeser, Ph.D. with Kathy Buckley at "People Vs. Noise" shoot

## German Hearing Industry Magazine to Highlight Generation of Hearing Help Awareness Efforts

German hearing industry executive Gerhard Hillig recently faxed BHI that he was inspired by *The Hearing Journal's* 20th anniversary salute to the Better Hearing Institute and will do a similar major article in an upcoming issue of *Horakustik*, the publication of the hearing industry in Germany (see cover at right).

The magazine's March 1993 issue earlier included a special item about BHI as well as a color photo of Institute executives at the International Hearing Society's Dallas meeting. Hillig said the magazine's comprehensive article on BHI will highlight better hearing public education achievements over the past 20 years.



## Hearing Help Providers Offered New Print and Audiovisual Tools

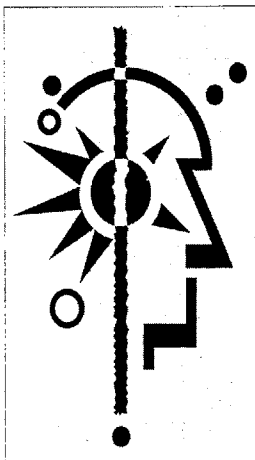
of easy-to-use materials and samples of three of the Institute's latest brochures. New tools include the hearing conservation videotape, "People Vs. Noise," and two totally redesigned editions of *Tinnitus, or Head Noises*, and *Overcome Hearing Loss NOW!*, as well as Spanish versions of *Discover a World of Better Hearing* and *We Chose Better Hearing* poster. Also, see special offer on page 4.

Available materials span the spectrum, from speaker's presentations to motivational and inspirational literature, such as a celebrity case history brochure and booklets about specific kinds of hearing problems and the corrective hearing help that is available. Booklets have back cover space for hearing help provider's imprint. Take advantage of these public information tools designed to help you encourage people to overcome their hearing loss.

Better Hearing Institute now offers many exciting new tools for hearing health care professionals. Included with this newsletter is BHI's current catalog

### *Tinnitus, or Head Noises*

By Norman Lee Barr Jr., M.D., F.A.C.S.



## Delta Zeta Foundation Sponsors Newly Designed Tinnitus Booklet

A new design 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 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," said Joan Lowry, Delta Zeta Foundation president.

Lowry, who is also BHI's treasurer and a board member, is featured in the Institute's new hearing conservation production "People Vs. Noise."

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

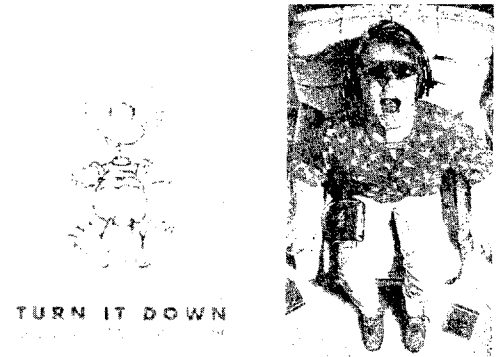
## EIA Expands Hearing Conservation Efforts, Will Fund BHI TV Spots Starring Herndon

Pooling their hearing conservation program efforts with BHI, the Electronic Industries Association will fund new TV public service spots featuring Mark Herndon, Alabama music group drummer. Herndon also promotes hearing protection in BHI's current TV and speaker's video, "People Vs. Noise."

For the past three years, EIA has implemented a hearing loss prevention campaign to promote the safe usage of consumer electronics products. EIA's current efforts have been targeted to young people, including a "Don't Overdo It Now" poster last year for middle,

junior, and senior high school students. This year EIA distributed a lesson plan/poster for elementary school teachers to use as they instruct second, third, or fourth graders on the subject of sound. Elementary schools received 14,500 posters (see poster illustrations).

BHI's new Mark Herndon television PSAs, scheduled for early 1994 release, will urge young people to "turn down the loud" to conserve their hearing and to use hearing protection when exposed to loud sound levels. Herndon's spots will be released to 780 television stations, plus the major networks and cable outlets.



### *Dr. Norman Vincent Peale Print Messages Issued to Consumer, Specialty Magazines*

messages recently released to major consumer, medical and specialty publications (see full-page version on back cover). The print PSA, made possible by a grant from Westone Labs, emphasizes that virtually everyone with hearing loss can now be helped medically, surgically--or as Dr. Peale was--with modern hearing instruments.

Known to generations as the father of positive thinking, Dr. Norman Vincent Peale stars in new magazine public service



*Bobby Unser*

### **Bobby Unser to Introduce Speaker's Video At International Hearing Society Meeting**

BHI's "People Vs. Noise" speaker's video promoting hearing protection and available hearing help is scheduled to be presented by race car legend Bobby Unser to attendees at the International Hearing Society's annual meeting this month in San Diego, California. Unser is one of a dozen personalities starring in the easy-to-use speaker's tool available to hearing care providers for their presentations to social, civic and fraternal groups.

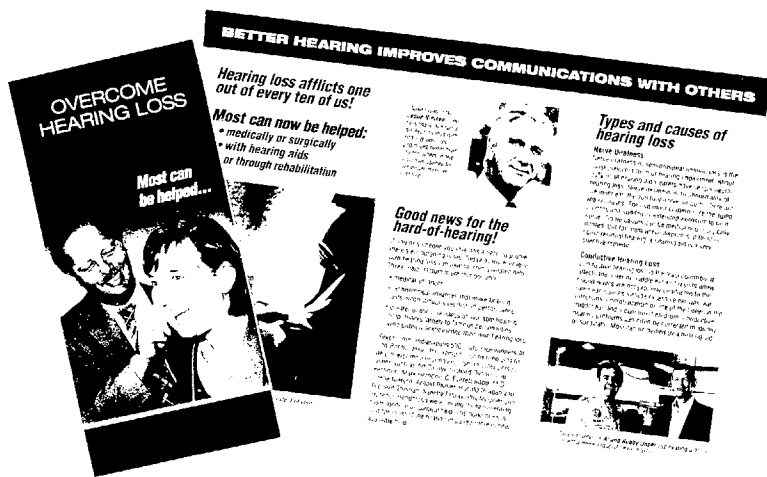
Richard Dysart, who won a best actor Emmy for his role on the award-winning network television series "L.A. Law," plays the lead role of people's advocate in the

video. He makes the case for hearing protection with help from celebrity "witnesses"--many of them, including Dysart and Unser, victims of noise-induced hearing loss. Viewers of the presentation act as the jury, learning about the danger of noise to their hearing and how to protect themselves from "criminal" noise.

Unser and his brother, Al, have won seven Indianapolis 500 races between them, and help promote better hearing in BHI TV spots and in print messages appearing in consumer and specialty magazines and newspapers.

Just Published! ➡

# Overcome Hearing Loss NOW! Sports Fresh New Look



## An Effective Tool Is Now Even Better!

Encourage people to *Overcome Hearing Loss NOW!* with this attractive, revised version of Better Hearing Institute's popular brochure!

A great source for general information on hearing loss and available help, *Overcome Hearing Loss NOW!* sports a fresh new look for your office, speaking presentations, or other special events or locations. Information presented in the pamphlet

includes the availability of help for hearing loss, types and causes of hearing loss, signs of a hearing problem, and facts about nerve deafness. The booklet also includes photographs of actor Leslie Nielsen, race car legends Al and Bobby Unser, and golf pro Arnold Palmer, all of whom have overcome their hearing loss.

### One Time Only Special Offer!

And now you can take advantage of a one-time-only offer from Better Hearing Institute. Right now, you can receive 100 copies of *Overcome Hearing Loss NOW!* **free** with the purchase of our new video production on hearing

conservation and available hearing help, *People Vs. Noise*. The video features Richard



Dysart in the role of a counselor making a case for hearing protection and includes many celebrity "witnesses" providing testimony on the dangers of noise, the importance of ear protection, advances in hearing help technology, and more. Personalities include Alabama music group drummer Mark Herndon, actor Leslie Nielsen, football great Mike Singletary, and more. The production is designed for use by hearing health care providers in presentations to community organizations and groups. Use the booklets as a complement to your video.

The video comes in both 15- and 30-minute versions and can be ordered, along with 100 free copies of *Overcome Hearing Loss NOW!*, with the order form on this page. Copies of the booklet at regular prices can be ordered through our catalog of public information tools.



## Better Hearing Institute

5021-B Backlick Rd., Annandale, VA 22003

**Yes!** Send me 100 **free** copies of *Overcome Hearing Loss NOW!* with my purchase of BHI's video presentation, *People Vs. Noise*.

Please send me \_\_\_\_\_ set(s) of BHI's **15-minute** version of *People Vs. Noise*.  
I prefer:  VHS videotape @ \$79.99  16mm film @ \$285.00

Please send me \_\_\_\_\_ set(s) of BHI's **30-minute** version of *People Vs. Noise*.  
I prefer:  VHS videotape @ \$99.99  16 mm film @ \$325.00

Check if closed-captioning needed  
Please enclose payment 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: \_\_\_\_\_

## Hearing Journal Funds New Edition Of Booklet for Hearing Team Use

A new edition of *Discover a World of Better Hearing* Institute booklet, designed as a motivational tool for hearing health care providers, has been made possible by a special grant from *The Hearing Journal*.

"We sincerely appreciate this special support," said BHI president Ross J. Roeser, Ph.D. "It follows *The Hearing Journal's* wonderful May issue editorial and article celebrating BHI's 20th anniversary, with 10 percent of the advertising revenue contributed to the Institute."

The brochure gains impact and credibility from prominent people who benefit from available hearing help and encourages hard-of-hearing readers to similarly take advantage of such help.



*The Hearing Journal's* David Kirkwood and Jerry Laux (r) present contribution to BHI's Joe Rizzo and Michele Hartlove (c).

### *New Edition of Popular Booklet Made Possible By Rayovac Grant*

the Hearing Aid Battery Division of Rayovac Corporation. Designed as a motivational tool for hearing help providers, the booklet simply and graphically encourages hard-of-hearing people to benefit from available hearing help. Strong impact and credibility comes from famous personalities who would not let hearing loss stand in their way. Types and causes of hearing loss and warning signs are highlighted, as well as misconceptions and facts about nerve deafness. Rayovac has funded a number of Institute projects, including television PSAs starring Bill Cosby, Norm Crosby, Phyllis Diller, and the late Henry Fonda; production of audiovisual presentations; and reprinting of many Institute booklets.

Printing and development of an exciting new design of BHI's best-selling booklet, *Overcome Hearing Loss NOW!* (see promo on opposite page), has been made possible by



John Zei

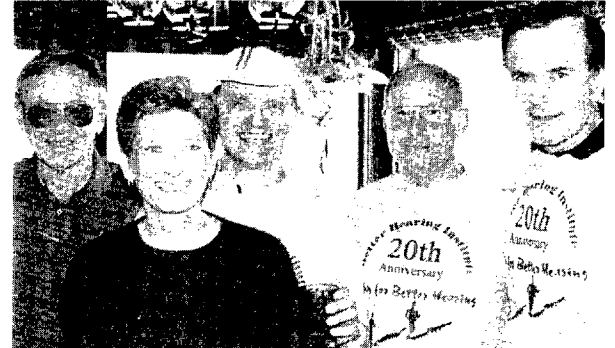
## National Institute on Deafness Friends Review NIDCD Programs, Needs at New York Meeting

Better Hearing Institute vice president John Zei and director Joe Rizzo joined The Friends of NIDCD reviewing programs and needs of the National Institute on Deafness and Other Communicative Disorders at a special meeting held July 26 at the Albert Einstein College of Medicine's Kennedy Center in the Bronx, New York.

Also at the meeting were James Snow, M.D., NIDCD director; Donna Dickman, Ph.D., Alexander Graham Bell Association for the Deaf; Steve Epstein, M.D., Advisory Board of NIDCD; Geraldine Fox, National Organization of Hearing Research; Jane Fraser, Stuttering Foundation of America; Jerome Goldstein, M.D., American Academy of Otolaryngology--Head & Neck Surgery; Linda Hood, Ph.D., American Academy of Audiology; Roger Kingsley, Ph.D., American Speech-Language-Hearing Association; Tim Raftis, former presidential campaign chairman of Senator Tom Harkin; Robert J. Ruben, M.D., Friends of NIDCD; Donna Sorkin, SHHH; Jeanette Van De Water, Friends of NIDCD; Shirley Wester, AAO-HNS; and Ron Wudarsky, Deafness Research Foundation.

# 1993 RUN FOR BETTER HEARING PHOTO SCRAPBOOK

1-Fun Run participants gather after the 3-mile run; 2-Happy times at the cocktail reception at Lars and Arlene Fladmark's lakefront home. Attendees included (l-r) Starkey's Al Bruce, Maggie Blythe, Jerry Blythe, M.D., Wisconsin hearing instrument specialist Wayne Whitney, and BHI's Joe Rizzo; 3-(l-r) Rexton president Delain Wright with his wife, Rebecca, and their children, Talley and Weston, join Rizzo and Rexton vice president Tom Yates and his wife Terry at the Run dinner at Duluth's elegant Kitchi Gammi Club; 4-Hearing Services International president Mike Winship crosses the Grandma's Marathon finish line; 5-"Friends of BHI in Duluth" were saluted by Better Hearing Institute for their outstanding contributions to the "Run for Better Hearing" over the years--(l-r) BHI's associate director Michele Hartlove, BHI president Ross Roeser, Pauline Davies, Marj Skafte, Lars and Arlene Fladmark, Shirley Brandt, and BHI's Joe Rizzo; 6&7-Resistance Technology swept the Fun Run, with first place going to RTI's Jim Mulsoff, running here with his brother Michael (l) and friend Tim Johnson (r), and the women's award was won by Danielle Geraci, running here with husband Mike; 8-KBJR-TV's Barbara Revelts interviews Rizzo and Roeser; 9-Hartlove completes her first Grandma's Marathon; 10-Phonic Ear's Graham Twomey finishes the Fun Run; and 11-Gennum's Sandy Matches, Wes Connor, and Duncan Clifton relax after the Fun Run.



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Left photo- Joe Rizzo and Gallaudet president Dr. I. King Jordan appear on NBC-affiliate KBJR-TV's "Five O'clock Live" with Barbara Reyelts; center photo-KDAL-radio's Kerry Rodd conducts live interview with Rizzo, Ross Roeser, Ph.D., and Michele Hartlove; right photo-KDLH-TV's Marsh Nelson hosts 30-minute program, "Northland Forum," with guests Dr. Roeser and Rizzo.

## Camaraderie, Warm Media Coverage Cap 15th 'Run for Better Hearing'

Good fellowship and record media coverage for hearing protection and available hearing help marked the 15th annual "Run for Better Hearing," June 19 in Duluth, Minnesota.

An interdisciplinary team of hearing help providers participated in Grandma's marathon and half-marathon, cheered on by hearing field representatives from throughout the United States and Canada. Many of them joined BHI's "Fun Run" along Lake Superior, one of several events hosted by BHI Duluth friends Lars and Arlene Fladmark, Marj Skafte, Pauline Davies and Shirley Brandt. Attendees enjoyed a special reception at the Fladmarks' lakefront home

and a gala dinner at Duluth's Kitchi Gammi Club.

Gallaudet president I. King Jordan, Ph.D., and BHI's Ross J. Roeser, Ph.D., Joe Rizzo and Michele Hartlove were featured in television and radio interviews. All three network television stations highlighted BHI's Run and better hearing, including two evening news interviews on KBJR-TV--one with Dr. Roeser and Rizzo, another featuring Dr. Jordan and Rizzo.

KDLH-TV devoted a special half-hour program to BHI's new "People Vs. Noise" video, including hearing protection suggestions from Dr. Roeser and Rizzo, who urged the one

out of every 10 viewers who has a hearing loss to call BHI's toll-free Hearing HelpLine for information.

An annual fund-raising effort to strengthen BHI hearing awareness projects, the Run generated contributions from otolaryngologists, audiologists, and hearing instrument dispensers, with major support coming from the hearing industry. The steering committee organizing the Run included chairman Al Bruce, Starkey; Jim Anderson, Qualitone; Bill Hodgson, 3M/Hearing Health; Jim McFarland, industry consultant; Bud Raas, Earmold Design Inc.; Tom Yates, Rexton; and Mike Winship, Hearing Services International.

### BHI's Second IHS Meeting Run Welcomes Hearing Team Entrants

#### Special Event Again Made Possible by Siemens/Rexton Grants

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

Siemens/Rexton sponsored last year's Run at the IHS meeting in Dallas.

The three-mile event on September 4 was run along the waterfront, starting and ending at the San Diego Marriott, site of the IHS meeting. Photo at right is of 1992 winners.



*Latest Release in PSA Series for Print Media*

# **"Think Positively about Better Hearing!"**



*Dr. Norman Vincent Peale, known to generations as the father of positive thinking, encourages others to benefit from hearing help as he did.*

It may be hard to believe that one out of every 10 of us has a significant hearing loss. But the good news is that virtually everyone with hearing loss can now be helped medically, surgically or — as I was — with modern hearing instruments.

Thanks to significant advances and hearing health care professionals now available almost everywhere, there are more opportunities than ever for hard-of-hearing people to hear what they have been missing.

So if you or someone you love suspects a hearing loss, arrange for a hearing test today. For hearing help information, call toll-free Hearing HelpLine — 800/EAR WELL. Or write Hearing, Box 1840, Washington, D.C. 20013.

Think positive and discover a world of better hearing.



**Better  
Hearing  
Institute**

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