



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES AND NEWS

Coming Soon to Blockbuster!

Videos for 2,600 U.S. & Canada Outlets Funded by Duracell

PEOPLE VS. NOISE

**How You Can Protect Your Hearing
Or Overcome a Present Hearing Loss**



Norm Crosby



Leslie Nielsen



Mark Herndon

**Richard Dysart and Other Personalities
Make Strong Case for Better Hearing!**

Blockbuster will soon provide free public service rentals of BHI's "People Vs. Noise" video on hearing protection and available hearing help. The video is scheduled for late summer availability at more than 2,600 Blockbuster stores in the U.S. and Canada. It will also include a special message from heptathlete Shelley Beattie, "Siren" on the nationally syndicated "American Gladiators" television program, who stars in current BHI TV spots and in print public service messages (see back cover) recently released to leading consumer, medical, and specialty publications.

The Blockbuster project was made possible by a special grant from Duracell U.S.A.--above and beyond the manufacturer's quarterly donations to BHI as a major sponsor. The video is also widely being used as a speaking presentation tool by hearing care providers (see p. 2) and members of major non-profit associations (see p. 3). It features Emmy-winning actor Richard Dysart making a powerful case for hearing protection--as well as for hearing help now available for the one out of every 10 viewers who already has a hearing loss. He is supported by the testimony of celebrity witnesses who--like Dysart--are victims of noise-induced hearing loss.

*Video Available at Blockbuster
And in 1,800 Airings a Day*

Since its premiere last year on Continental Cablevision, "People Vs. Noise" has earned 2,596 telecasts averaging 56,000 estimated viewers per airing, and placement with additional TV stations was recently made possible by a special grant from Phonak, Inc.

National broadcasts have included use by The Learning Channel and April's Kaleidoscope airings through 190 cable systems in 38 states and one system in Canada. Kaleidoscope aired it again to commemorate Better Hearing and Speech Month in May.

Buckley Boosts National TV Effort to Promote Hearing Help Advances

With her recent interview on CNBC-TV's "Tom Snyder Show," comedienne Kathy Buckley became the latest BHI spokesperson promoting better hearing in national television appearances. (Deaf heptathlete Shelley Beattie's inspirational battle over hearing loss was earlier featured in a BHI-initiated segment on "Good Morning America"--worth \$225,000 in equivalent ABC-TV network commercial time.)

Buckley, who overcomes a severe hearing loss with modern hearing instruments, spoke about the latest technological advances in hearing aids and how they helped her personally. She emphasized that most with hearing loss can now benefit from available hearing help, and urged viewers to call BHI's Hearing HelpLine at 1-800 EAR WELL for more information. Snyder's in-depth

interview explored Kathy's early problems with hearing loss, how she successfully overcame them, and her efforts to similarly help young children with hearing problems.

BHI hopes to initiate future national TV show appearances, featuring Buckley and other BHI personalities, to further promote available medical, technological, and rehabilitative hearing help.

10,000 Hearing Help Providers Receiving New Video for Community Presentations

Some 10,000 hearing healthcare providers are now receiving complimentary copies of BHI's "People Vs. Noise" video (see p. 1) for use in their community speaking presentations to social, civic and fraternal organizations. Video

dub production and distribution was made possible by a special grant from the Starkey Foundation.

The video stars Emmy-winning actor Richard Dysart and includes segments by prominent people from different

walks of life. They include comedian Norm Crosby, Alabama music group drummer Mark Herndon, TV personality and Delta Zeta Foundation president Joan Lowry, actor Leslie Nielsen, dancer/actor Donald O'Connor and football legend Mike Singletary. Added is a special message from heptathlete Shelley Beattie (see back cover).

BHI Updates Attendees at Canadian and U.S. Assn. Meetings

Institute representatives highlighted public awareness projects at recent meetings of the Association of Hearing Instrument Practitioners in Toronto, Ontario, the Western Canadian Symposium of Hearing Aid Professionals in Jasper, Alberta, and the American Academy of Audiology in Richmond, Virginia. BHI's Michele Hartlove (l) visits with A.H.I.P. president Chris Helik (left photo); Joe Rizzo (r) at Western Symposium with Lena Bengtsson, president of the British Columbia Hearing Instrument Specialists (center photo); and Gennum's Alexander (Sandy) Matches visits Institute's booth at the American Academy of Audiology meeting.



SHHH Joins Institute Delta Zeta in New Speaker's Bureau

Fall Launch and Speaker's Tools Made Possible by Eveready Grant; Consumer Assn. Convention Hosts BHI Public Awareness Workshop

Self Help for Hard of Hearing People (SHHH) will team up with Delta Zeta and BHI for the fall launch of a new Better Hearing Speaker's Bureau for public awareness presentations to community groups throughout the U.S. and Canada. Start-up funding for the Bureau, including speaker's kits and copies of audiovisual tools, has been provided by a special grant from Eveready, a major Institute sponsor.

SHHH's volunteer international organization, with 270 chapters and 12,000 members, is devoted to the welfare and interests of those who cannot hear well but are committed to participating successfully in society.

At SHHH's invitation, BHI will conduct a public awareness workshop--"Working Together for Better Hearing Awareness"--at the organization's national convention in Baltimore next month. It will report on mass communication efforts to inform the public and consumers about hearing loss and available help, highlighting how SHHH members can provide tremendous public information impact in their communities as part of the new Better Hearing Speaker's Bureau, equipped with BHI audiovisual tools. Conduct-

ing the workshop will be BHI president Ross J. Roeser, Ph.D., executive director Joe Rizzo, and associate director Michele Hartlove.

"SHHH and Delta Zeta speakers will, in effect, become apostles of better hearing," said Dr. Roeser. "They will spread a message of hope and help to thousands of people at the grass roots level, providing them with very valuable information about hearing protection and available hearing help."

SHHH executive director Donna Sorkin feels BHI's "People Vs. Noise" video complements



Photos show SHHH members during several of their many speaking presentations.

her organization's own noise awareness program and promises to be an especially effective speaker's tool for SHHH members. SHHH will publicize the video's availability in its summer chapter newsletter. "I would love to see chapters introduce it to schools in conjunction with our noise awareness program, Operation SHHH," said Sorkin.

In implementing the speaker's project, SHHH joins Delta Zeta Sorority, the first national organization to commit its membership to the Better Hearing Speaker's Bureau. Delta Zeta has 175 chapters and 121,000 members throughout the U.S. and Canada.



measuring Bureau's Effectiveness. Volunteers of both organizations will measure effectiveness of the new speaker's bureau by reporting when and where their presentations are made, number of attendees, audience make-up, what questions were asked and other related information. Institute awards and publicity will recognize outstanding efforts of chapters and members for each organization.

Delta Zeta volunteers have been helpful in past BHI efforts as well. They have provided personal follow-up with television program directors to encourage greater use of Institute TV public service messages, and have helped with assembling of literature for Hearing HelpLine callers.

Delta Zeta has funded many Better

Hearing Institute hearing awareness projects, including a Florence Henderson television PSA, a newly designed edition of a booklet on tinnitus, as well as reprintings of a celebrity booklet featuring many stars in BHI's award-winning series of public service messages.



Deaf Ballplayer Inspires Hard-of-Hearing People

(BHI) Home field advantage. Every athlete, like every real sports fan, knows the noisy fans are a real factor.

Every athlete, but especially Albert Einstein, knows the September home game in which the young and wild Expos were chasing the league-leading Philadelphia Phillies. Pride's ringing double capped an Expos rally that became a seven-inning extravaganza by the Phillies.

Chompe Stadium's 45,757 fans were screaming applause. Third base coach Jerry Manuel was shouting a befuddled

"I could feel the cheering," recalls the only known deaf player currently in professional baseball. "But I thought it was only 'cause we came from behind."

Then Pride saw the crowd and realized they were standing and cheering for him. Manuel recalls the 25-year-old rookie's eyes were pretty wet, and so were mine. There were a lot of tears eyes in our dugout and a lot in the Phillies' dugout as well.

Pride, who today is a spokesperson for the Better Hearing Institute, remembers "thinking about how I was born deaf about how I can communicate until the seventh grade, about speaking eight years in the minors."

Ninety-five percent deaf, Pride rarely takes the easy route. He passed up nearly 100 soccer scholarships to accept a basketball scholarship from the rigorous College of William & Mary, where he earned a degree in finance.

Dunn's summers he played baseball in the New York Mets' minor league "farm" system. But after seven seasons he was given no hope of going pro.

Convinced he was going, however, Pride got another chance in the Expos' farm system, and this time swiftly graduated to the majors.

Instantly, Pride — who benefits from hearing aids and lip reading — was an international role model for kids with hearing disabilities. He also works as an assistant special education instructor during the off-season.

The day following Pride's stand-out exhibition, Manuel said "his neighbor's" deaf child remarked, "Now I know I can do whatever I want if I put my mind to it." Manuel believes his neighbor "cried out of happiness all night."

For more information on hearing loss and available hearing help, call the toll-free Hearing Helpline at 1-800-EAR-WELL. Or write Better Hearing Institute, Dept. NH, P.O. Box 1840, Washington, DC 20013.



Generous Magazine Exposure Serves as National Umbrella for Local Print Pick-Up

Current BHI human-interest articles, including the latest featuring deaf baseball player Curtis Pride, were used by 255 community newspapers reaching 42,940,648 readers with information about available hearing help. The stories supplemented generous exposure already available hearing help. The stories supplemented generous exposure donated by national consumer, medical and specialty publications to BHI magazine public service messages (see back cover for latest PSA featuring heptathlete Shelley Beattie).

Print PSA placements included BHI national chairman Richard Thomas'

message in *Newsweek's* February 21 and March 28 issues and in January's *Postgraduate Medicine*. *Retirement Life's* March issue and *The New England Journal of Medicine's* April 28 issue featured Kathy Buckley's BHI message. The late Dr. Norman Vincent Peale's PSA was used in the January 24 *Newsweek* and again in February's *Kiplinger's Personal Finance*, and *Young Miss* has Alabama music group drummer Mark Herndon's public service message in its Spring issue. Beattie's PSA was released in mid-May.

Latest BHI Television Spots Feature Alabama Drummer Mark Herndon

Alabama music group drummer Mark Herndon stars in new television public service messages recently released to TV networks, cable outlets and local stations throughout the U.S. (see promoshet on facing page). Recipient

of BHI's International Better Hearing Achievement Award for his outstanding efforts in generating hearing awareness, he is also featured in a current human-interest story released to 14,000 newspapers across the U.S. and Canada.

Herndon's magazine public service messages have appeared in leading consumer and specialty publications, including *US*, *Forbes*, *Young Miss*, and *Los Angeles*.

Camera-ready copies of his human-interest feature, as well as the one shown above about Curtis Pride, are available upon request from BHI for publication use at 1/(800) EAR WELL.

Program Ideas Solicited at Meetings with Major BHI Sponsors Was a First Step in the Most Comprehensive and Thorough Analysis of the Institute, its Goals, Objectives and Direction since BHI's Start in 1973.

Similar input is now welcomed from other hearing field leaders, hearing help providers and consumers. Earlier interviews with 45 executives, representing 21 major hearing industry organizations, were conducted by marketing guru and BHI officer Sergei Kochkin, Ph.D., of Knowles Electronics, and BHI's Joe Rizzo and Michele Hartlove. Shown at several of the interviews are meeting participants at Widex/Hal-Hen (top left photo, l-r): Eric Spar, James Cola, Ron Meltsner, Kochkin, and Rizzo; at Siemens (bottom left, l-r): Rizzo, John Zei, Cindy Groetsch, Karen Campbell, Camille Zampetti, and Kochkin; at The Hearing Journal (right photo, l-r): David Kirkwood, Hartlove, Rizzo, and Jerry Laux.





Photos from left to right: BHI's Janice Little (l) and Tricia Bowen (r) break with Council national chairman Lionel Hampton; "The King of the Vibraphone" entertains the crowd; 1994 Child of the Year Rachel Chaikof (top left); Honorary Council president Ilse Mitchell, Hampton, and Rachel kick off Better Hearing and Speech Month at May ceremonies in Washington, D.C. (top right); and Hampton and his "Golden Men of Jazz."

Lionel Hampton Kicks Off 'Jazzy' Council Campaign

Real jazz highlighted 1994's Council for Better Hearing and Speech Month kick-off, with music provided by honorary chairman Lionel Hampton along with four members of his "Golden Men of Jazz" band and the Duke Ellington School for the Arts Jazz Band.

Joining Hampton as Council spokespeople at May 5 ceremonies at the Ellington School in Washington, D.C., were Child of the Year Rachel

Chaikof and the National Grange's Harry Massey, who serves as 1994 Council steering committee chairman. They appropriately emphasized this year's public awareness campaign theme: "Jazz Up Your Life with Better Hearing and Speech."

Hampton, a hearing aid user, established his own foundation to study tinnitus and to encourage young people to turn the volume down to avoid the

hearing loss he suffered from exposure to loud music without the use of hearing protection.

For the pleasure of kick-off attendees, songs played by Hampton and his band included "Cherokee" and "Somewhere Over the Rainbow," and a special number that included swing dancers.

Better Hearing Institute is among 28 non-profit organizations that comprise the Council.



BHI's Michele Hartlove and Canadian comedian Don Harron at A.H.I.P. meeting.

Canadian Media Responds Warmly to New Nielsen Print PSAs and TV Spots

New Canada-targeted magazine public service messages featuring actor/"Naked Gun" star Leslie Nielsen (see facing page) have already been approved for use by *McLean's*, *TV Guide*, *The Globe and Mail's Broadcast Weekly*, and will appear in the Quebec, New Brunswick, Newfoundland, and Nova Scotia issues of *Canadian Living*. Nielsen's magazine PSA, the first BHI print effort directed to Canada, was made possible by a special grant from Gennum Corp.--above and beyond the manufacturer's quarterly donations as a BHI sponsor.

Prominent Canadian actor, comedian and writer Don Harron, well-known for his many roles in movies, theatre, and as

the humorous character Charlie Farquharson seen on TV's "Hee Haw," will appear in BHI's next Canadian print messages.

Harron's print messages are being funded by a special grant from Unitron Industries Ltd., Canada. Harron visited BHI's booth at the recent Toronto meeting of the Association of Hearing Instrument Practitioners of Ontario, where he greeted attendees and signed autographs.

BHI television public service spots released to Canadian TV stations have already earned more than \$240,000 in equivalent commercial time, and some 1,000 Canadian callers have contacted BHI for hearing help information.

I Can Now Hear All the Laughs!



Actor Leslie Nielsen, comic star of *The Naked Gun* films and veteran of more than 60 motion pictures, urges others to benefit from hearing help as he did:

For me, hearing loss was no laughing matter. But thanks to available hearing help, I can more fully appreciate laughter and other warm sounds that make life fulfilling.

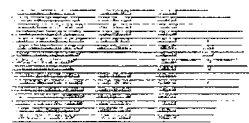
One out of every 10 of us has a significant hearing loss. Fortunately, most of us can now benefit medically, surgically or, like me, with hearing aids.

Look for warning signs. Are you asking people to repeat themselves? Does your TV seem too loud to others? If so, hearing help may be needed.

If you suspect a hearing loss, or thought nothing could be done about it, arrange for a hearing checkup today. With so many significant advances and hearing health care professionals available, you can be helped.

For hearing help information, call toll-free Hearing HelpLine-1-800-EAR-WELL (Monday-Friday, 9-5 E.S.T.). Or write to **Better Hearing Institute** at address below.

You should *hear* what you're missing!

 Better
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146 Strathearn Road, Toronto, Ontario M6C 1S1

Why
Toughest
Battle
Was
Fighting
Hearing
Loss?



Deaf heptathlete and TV 'Gladiator' Shelley Beattie urges others to benefit from hearing help as she did!

Fighting deafness is no easy matter. But thanks to available hearing help, I can communicate better and more fully appreciate my experiences in every day life.

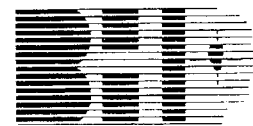
One out of every 10 of us has a significant hearing loss, which afflicts people of all ages—including millions of children. Fortunately, most can now benefit medically, surgically or, like me, with hearing aids.

Look for warning signs. Do you ask people to repeat things? Does your TV seem loud to others? If you suspect a hearing loss, or thought nothing could be done, arrange today for a hearing test. With so many significant advances and hearing care providers available, you can be helped.

For hearing help information, call toll-free Hearing HelpLine at 1-800/EAR-WELL (weekdays, 9-5 E.S.T.).

Or write **Better Hearing Institute** at the address below.

You should *hear* what you're missing!



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