



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS

'Play It Loud' TV Campaign Assailed

Encourages Children to Permanently Damage Hearing, Warn Experts

Hearing experts joined entertainers at a press conference, held August 31 by Better Hearing Institute at the Los Angeles Press Club, in an appeal to video game maker Nintendo to stop airing its "Play It Loud" TV commercials. Attendees viewed the ads promoting specific slogans, such as "Play It Loud" and "Crank It Up," amid blaring background music and noise.

Principal spokespeople said the "Play It Loud" ads encourage youngsters to listen to volume levels that can lead to permanent hearing loss. They included prominent audiologist Ross J. Roeser, Ph.D., BHI president; noted ear physician John W. House, M.D., House Ear Institute president also representing the American Academy of Otolaryngology --Head and Neck Surgery; comedienne Kathy Buckley, BHI advisory board member; actress Nanette Fabray, pioneer advocate of better hearing; and Joseph J. Rizzo, BHI executive director.



Top row photos (l-r): Ross Roeser, Ph.D. opens press conference; Cameras from all networks captured happenings; Bottom row photos (l-r): Also speaking out against ad campaign were Kathy Buckley; John House, M.D.; Nanette Fabray; and Joseph J. Rizzo

Also attending were entertainer Steve Allen; actress and producer Nancy Ferguson; Ken Levinson, president, Alexander Graham Bell Association for the Deaf; Kathy Peck, executive director of Hearing Education and Awareness for Rockers (H.E.A.R.); Charlotte Schamadan, treasurer of Quota International; and Kristen Hollingshead, Academy of Dispensing Audiologists.

The better hearing advocates were further supported by letters to Nintendo from hearing industry leaders, chief executives of hearing and consumer groups, as well as concerned parents.

Nintendo said the commercials articulate a lifestyle rather than clamor for more noise.

"This is an ad campaign aimed at young children, teaching them to enjoy more volume," said Dr. House.

Buckley said she asked eight neighborhood youths what they wanted to do after seeing the ads. "Six said let's turn it up and see what happens," she said.

National CNN television coverage of the press conference, also videotaped by L.A. affiliates of TV networks ABC, NBC and CBS, did not influence Nintendo to end its campaign.

"Hearing professionals for years have urged everyone to keep listening levels down," Roeser said. "Ironically, BHI's latest video is 'People Vs. Noise,' which stars prominent celebrities with noise-induced hearing loss. Other organizations also have hearing conservation efforts."

Kathy Buckley summed it up: "I cannot imagine why Nintendo would encourage our children to play it loud. If children already have their hearing, by all means let them keep it."



BHI associate director Michele Hartlove views Nintendo commercials with concern

Etymotic "Seed" Grant Boosts Major Broadcast Exposure for Modern Hearing Help Advances

BHI national chairman Richard Thomas and hearing industry marketing guru Sergei Kochkin, Ph.D., a BHI officer, became the latest spokesmen for better hearing in national television appearances--made possible by a special "seed" grant from BHI major sponsor Etymotic Research.

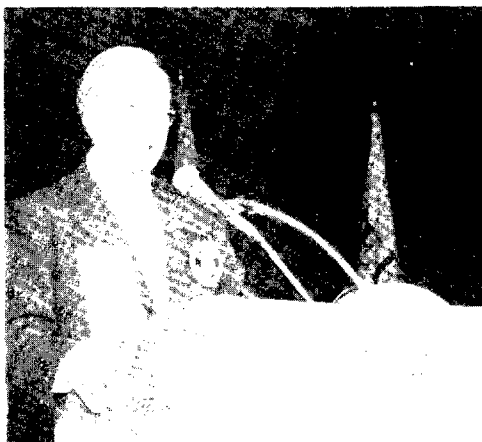
Their live national appearance August 26 on CNBC's America's Talking network program, "Have a Heart," promoted available hearing help and confronted the stigma many people still associate with hearing aids. Thomas talked about how he overcame reluctance to admit his hearing loss--and how hearing aids have since greatly improved the quality of his life. Dr. Kochkin, who has published extensive hearing industry market research findings, emphasized the psychology of hearing loss and advances in hearing instruments.



Sergei Kochkin with "Have a Heart" host Lu Hanessian on August 26 segment

Earlier BHI-initiated appearances by "American Gladiator" Shelley Beattie on ABC-TV's "Good Morning America" and Kathy Buckley on CNBC's "Tom Snyder Show" similarly promoted better hearing. They were funded from BHI's operating budget, made possible by sales-based quarterly donations from

major BHI sponsors. Declining sales have understandably restricted BHI's ability to generate even more major media exposure for available hearing help. Etymotic provided a seed grant to help maintain momentum for the special BHI effort, hoping other major BHI supporters will do the same.



Sertoma president Donald L. Dowdy



Sertoma member giving presentation

Sertoma International Joins SHHH, Delta Zeta & BHI As New Partner in Better Hearing Speaker's Bureau

Sertoma International, with 29,000 members committed to better hearing, will team with Delta Zeta and Self Help for Hard of Hearing members implementing the fall launch of BHI's new Better Hearing Speaker's Bureau.

"We are delighted to be part of this major new public awareness effort," said Donald L. Dowdy, Sertoma International president. "Our members enthusiastically look forward to spreading the better hearing message to community groups throughout the U.S. and Canada." Sertoma, with more than 850 clubs, has a major goal of promoting good hearing and helping people who have communicative disorders.

Sertoma will promote its Better Hearing Speaker's Bureau involvement in their magazine's fall issue and member

mailings in October and November. SHHH, with 270 chapters and 12,000 members, is doing similar promotion following an introductory speaker's workshop presented at SHHH's recent national convention in Baltimore.

The 120,000-member Delta Zeta Sorority, the first organization to join the new speaker's bureau, plans to extensively use BHI's "People Vs. Noise" television video in its presentations. The video features a special segment by Delta Zeta Foundation president Joan Lowry, BHI treasurer, and stars personalities with noise-induced hearing loss.

Start-up funding for the Bureau, including speaker's kits and copies of audiovisual tools, was provided by a special grant from Eveready Battery Company, a major BHI sponsor.

'Forrest Gump' Co-Star Robin Wright Boosts Hearing Help for Children in New TV PSAs

Actress Robin Wright, who co-stars with Academy Award-winning actor Tom Hanks in the box-office blockbuster movie "Forrest Gump," appears in a new BHI television PSA videotaped earlier this month and jointly made possible by special grants from Eveready Battery Company and Starkey Labs.

As a mother herself, Wright gives tips to parents about recognizing hearing loss in children. She also suggests they call BHI's Hearing HelpLine for a free booklet explaining ear problems and hearing help for children. Authored by noted ear physician Charles W. Gross, M.D., and prominent pediatric audiologist Judith Gravel, Ph.D., the booklet is scheduled for publication next month.



Robin shows BHI's new booklet in PSA

Wright's 60- and 30-second spots are set in a playground, with human-interest background action provided by playing children. The messages are scheduled for release next month to the major TV networks, cable outlets, and more than 700 local television stations in various videotape formats.

Eveready's special project grant is in addition to its on-going BHI support as a major sponsor for more than 20 years. Eveready recently funded the launch of BHI's new Better Hearing Speaker's Bureau, which will be implemented by members of SHHH, Sertoma, and Delta Zeta. Other projects funded by Eveready have included television PSAs starring President Reagan, and others with personalities who benefit from available hearing help.

Starkey, co-sponsor with Duracell of BHI's "People Vs. Noise" television and speaker's video, has similarly funded many public awareness projects. Included were PSAs starring Shelley Beattie, Donald O'Connor, race car drivers Al and Bobby Unser, and Nieman-Marcus co-founder Stanley Marcus.



Top photo: Robin Wright; Bottom photo: Wright with BHI executive director Joe Rizzo

Shari Lewis and Lamb Chop Tackle Hearing Stigma in New TV Messages

New television public service messages featuring legendary puppeteer Shari Lewis and "Lamb Chop" confront head-on the stigma issue that prevents many hard-of-hearing people from receiving the benefits of modern hearing aids.

Made possible by a special grant from Resistance Technology, the PSA was videotaped earlier this month at the Beverly Hills home of Shari Lewis. In a warm "radio interview" with Lamb Chop, Shari emphasizes that most with hearing loss can be helped, "some medically and most by wearing hearing aids...yet many people are actually embarrassed to wear a hearing aid.

"And that's silly," says Shari. "People wear glasses if they don't see well. No, there's no reason for you not to do every-

thing you can for yourself." She urges viewers to get a hearing check now, and concludes:

"Were you listening? Don't let fear or embarrassment stand in your way. People with hearing problems can be treated medically or surgically, and most--almost 95 percent--can now be helped with modern hearing aids."

Other special Institute projects funded by Resistance Technology included Dr. Norman Vincent Peale's television messages and "American Gladiator" Shelley Beattie's print human-interest feature article released to 14,000 publications. RTI is a supplier of microminiature components and amplifiers to the hearing industry.



BHI president Ross J. Roeser, Ph.D. during a PSA shoot break with puppeteer Shari Lewis and Lamb Chop



BHI's New Canadian Program Scores Three TV Guide Placements & More

Better Hearing Institute released its first print public service message to Canada in late spring. This first Canadian print effort featured actor Leslie Nielsen, and was made possible by a special grant from Gennum Corp.

To date, the Nielsen PSA has appeared in three issues of *TV Guide* (July 2-8, July 9-15, and July 16-22); three issues of *The Globe and Mail's Broadcast Weekly* (July 9, August 6, and August 20); *July Chatelaine*; *July Canadian Living*; *July/August Arch-Type*; *July Western Living*; *June Western Reflections*; *July Canadian Family Phys-*

cian; *June Medicine North America*; *June Allergy Journal*; and *June's Parkhurst Exchange*.

BHI's latest Canadian print public service message features comedian Don Harron, known to many as Charlie Farquharson (see back cover). The Harron PSA was funded by a grant from Unitron Industries.

Other BHI Canadian efforts included TV public service spots, featuring Leslie Nielsen, dancer Donald O'Connor, and Dr. Norman Vincent Peale. The Canadian Auditory Equipment Association funded both Canadian TV PSA releases.



Above photo shows some of the publications already donating space to BHI's Leslie Nielsen print PSA, including three issues of *TV Guide* (PSA shown at left)

New HelpLine Booklet Funded by Rayovac As Palmer Ads Keep 800/EAR WELL Ringing

An exciting new design and edition of BHI's popular *Overcome Hearing Loss NOW!* booklet, made possible by a special grant from Rayovac and available to hearing healthcare providers, now motivates Hearing HelpLine callers to benefit from available hearing help.

Many current HelpLine callers are responding to Rayovac's recent Arnold Palmer advertisements encouraging readers to call BHI for hearing help information, which Rayovac VP/general manager Roger F. Warren describes as an added "call to action" component.

One of the ads appears in this month's *Modern Maturity*, and others are slated for *Better Homes & Gardens*, *Newsweek*, *Reader's Digest*, *Golf Magazine*, *McCall's*, *American Health* and *Sports Illustrated*. "In total, the campaign will deliver more than 100 million impressions," said Warren.

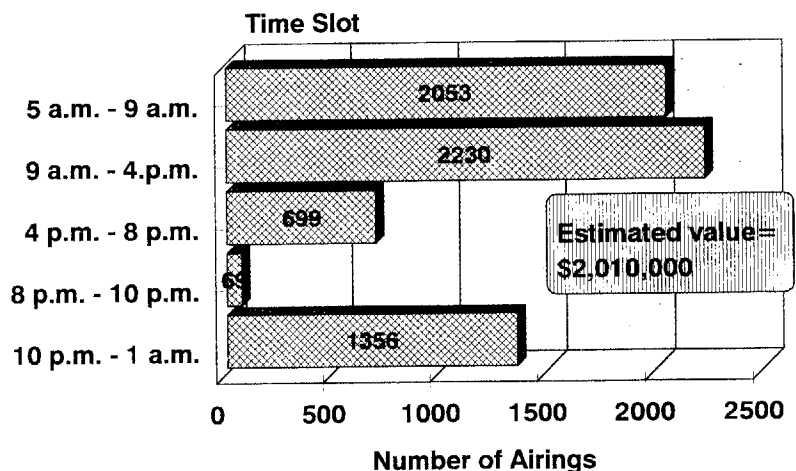
A major Institute sponsor, Rayovac provides on-going support to BHI in addition to its funding of special projects.

Shelley Beattie TV Spots Score Well in Nielsen Satellite Tracking

Airings of Shelley Beattie's current television public service messages compare favorably with the outstanding results of Kathy Buckley's earlier BHI TV spots (see chart). Both were tracked by Nielsen's Sigma satellite system, which claims up to 75 percent pickup accuracy, as part of BHI's continued effort to measure TV PSA use.

As with Buckley's spots, daytime airings represented more than 60 percent of 10,020 total Beattie PSA broadcasts to date, worth \$2,014,000 in equivalent commercial TV time. Estimated value of Buckley's total 10,868 PSA airings, in 94 of the top 100 markets, equaled \$2,173,600.

Shelley Beattie Television PSA Airings During Daytime Viewing Hours



Source: Nielsen Sigma Satellite Tracking Service

Note: Value of airings is estimated conservatively @\$200 per airing

4 (Chart courtesy of Knowles Electronics)



Photos (l-r): Mark Herndon presents award to Kathy Buckley; Buckley gives inspirational talk to IHS luncheon attendees; Herndon giving interview to cable station TNN; BHI executive director Joe Rizzo and president Ross Roeser highlight BHI activities and promote Fun Run

Kathy Buckley Cited for Better Hearing Awareness Efforts Receives International Better Hearing Award from Mark Herndon at IHS Meeting

Comedienne Kathy Buckley received the 1994 International Better Hearing Achievement Award earlier this month during BHI's presentation at the International Hearing Society's annual convention in Nashville. The presentation was aired throughout the U.S. and Canada on the TNN cable network's "Country Music News" program.

Presenting the award was BHI advisory board member Mark Herndon, drummer for the group "Alabama" and last year's recipient of the award.

Herndon said the award recognized Buckley's outstanding efforts in generating greater public awareness of hearing protection and available help. Like Herndon, she was featured in BHI's current television and speaker's tool video,

"People Vs. Noise," which stars personalities with noise-induced hearing loss.

Herndon cited Kathy's many contributions, such as appearances promoting available help--including her recent national interview on CNBC's "Tom Snyder Show," where she discussed hearing conservation, advances in modern hearing aids, and urged viewers to call BHI's Hearing HelpLine for further assistance.

Also a BHI advisory board member, Buckley was one of the key spokespeople at BHI's August 31 press conference in Los Angeles. There she joined hearing experts in urging Nintendo to end its "Play It Loud" television commercials, which they said encourage youngsters to listen to volume levels that lead to permanent hearing loss.

Buckley also appears in current TV PSAs that earned more than \$2 million in equivalent commercial broadcast time. She is also featured in a print human-interest article, recently released to 14,000 publications, and *Newsweek's* September 5 issue donated a full page to her current BHI magazine PSA.

Besides Herndon, previous award recipients have included actor Leslie Nielsen, President Ronald Reagan, auto racing legends Al and Bobby Unser, comedian Norm Crosby, actress Nanette Fabray, actors Richard Dysart, Richard Thomas, Henry Fonda and Lorne Greene, golfer Arnold Palmer, inventor Hugh S. Knowles, hearing field magazine publisher Marjorie D. Skafte, past BHI president Richard Burger, and others.

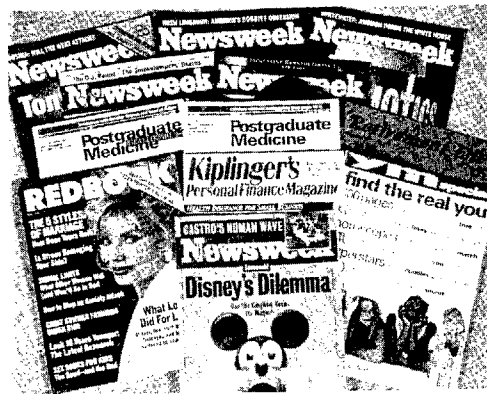
BHI's Third IHS Meeting Run Welcomes Hearing Team Entrants

Better Hearing Institute sponsored a Fun Run/Walk for the third year at the International Hearing Society meeting. This year's 5K Fun Run and 1-mile walk were held in the Opryland Themepark, and the event was funded for the third consecutive year by a special grant from Siemens Hearing Instruments and Rexton Inc. BHI was fortunate to have comedienne Kathy Buckley join in and present the awards. Top row photos (l-r): Kathy Buckley presents first place awards to runner Greg Nedelec, Alberta, Canada; runner Tish Mouritien, Ontario, Canada; walker Karen Jakubczak, Munster, IN; and walker Pat Clark, Edison, IN; Fun Run participants; Bottom row photos (l-r): Kathy laughs with Denmark's Microtronic contingent; Second place Daniel Salomon, Mexico City, is closely followed early in race by Poul Kristensen, Denmark, and third place Mike Winship, Eden Prairie, MN; Walkers included ATA's Pat and Walt Daggett, and Dave and Marylou Luebhe-Gearhart; On your mark, get set, go.



Newsweek Leads Magazine Donations Serving as National Umbrella for Generous Local Coverage

Newsweek's six generous donations of space to BHI magazine PSAs this year included a full page to Kathy Buckley's message this month (9/5/94 issue). Buckley's PSA also earned space in recent issues of *Redbook* (May), *Retirement Life* (March), *Postgraduate Medicine* (May 15) and *New England Journal of Medicine* (April 28 and June 2). PSAs featuring Richard Thomas, Mark Herndon, and Dr. Norman Vincent Peale



also appeared in *YM (Young & Modern)*, *Kiplinger's* and *Postgraduate Medicine*.

Recent human-interest articles featuring BHI personalities generated placements in 305 newspapers reaching an estimated 50,799,256 readers, reports News USA. Included were features on "American Gladiator" Shelley Beattie, Alabama drummer Mark Herndon, deaf baseball player Curtis Pride, actor Leslie Nielsen, and Kathy Buckley.

"People" Telecasts Climb Over 2,600 Mark As Blockbuster Begins BHI Video Rentals

Promoting hearing protection and available hearing help, BHI's 'People Vs. Noise' television program has earned 2,633 airings since its premiere last year on Continental Cablevision, according to tracking certifications by Modern, Inc., with an estimated 56,000 viewers per average airing.

The video will also be used as the first speaker's tool in BHI's new Better Hearing Speaker's Bureau (see page 2), and many Blockbuster stores in the U.S. and Canada are already providing it to its customers as a free public service.

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 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.



Virginia Blockbuster store manager Eric Zimmerman displays 'People Vs. Noise' video to BHI's Vicki Ellison (l) and Janice Little

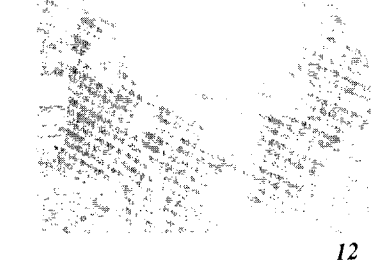
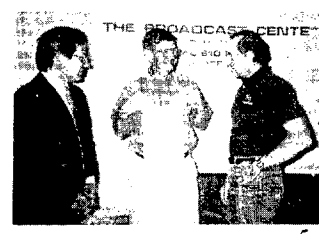
Institute Represented at SHHH, IHS and Chattanooga Events



Better Hearing Institute was represented at meetings of Self Help for Hard of Hearing People, the International Hearing Society, and Mark Herndon Children's Foundation Celebrity Auction Fundraiser. (l-r) BHI associate director Michele Hartlove helps an attendee at the SHHH meeting in Baltimore; Nita Rizzo and Hartlove discuss BHI's "People Vs. Noise" with an interested IHS attendee in Nashville; and at Mark Herndon Children's Foundation Fundraiser, Chattanooga Speech and Hearing Center coordinator Allene Smith, comedienne Kathy Buckley, BHI executive director Joe Rizzo, Mark Herndon, and the Speech and Hearing Center's executive director Howell Hathorne.

1994 RUN FOR BETTER HEARING HIGHLIGHTS

DULUTH, MINNESOTA -- JUNE 17 & 18



1-Fun Run participants gather after the 3-mile run; 2-3--Fun Run winners include (l-r) Resistance Technology's Roger Falde and Hearing Services International president Mike Winship, and *Hearing Review* publisher Pauline Davies' daughter Julie; 4-BHI president Ross Roeser, Ph.D., (c) shares a moment with *Hearing Review*'s Shirley Brandt (l) and Toni Fladmark; 5-KDLH-TV's Marsh Nelson (c) interviews BHI's Sergei Kochkin, Ph.D. (l) and Joe Rizzo; 6--(l-r) BHI associate director Michele Hartlove, Betty Anderson, *Hearing Review*'s Marj Skafte, and Qualitone's Jim Anderson enjoy the Run for Better Hearing dinner at the elegant Kitchi Gammi Club; 7-KDAL radio's Kerry Rodd talks on the air with Rizzo and Kochkin; 8-Other Kitchi Gammi dinner attendees included (l-r) Sharon and Ross Roeser, Oticon's Laurie Prettner, Kochkin and Skafte; 9-Marathon cheers came from (l-r) Telex's Donna Ouellette and *Hearing Review*'s Beth Travis-Betts and Pauline Davies; 10-Kochkin highlights hearing aid advancements on WDIO-TV's evening news with Steve LaPage; 11-Running the 3-mile Fun Run were Hartlove and *Hearing Review*'s Karl Strom; 12-NBC-affiliate KBJR-TV's Duke Skorich gets update from Kochkin and Rizzo; 13-(l-r) Rebecca and Delain Wright, Rexton president, visit with Maico president Markus Affolter (c) and Rexton's Terry and Tom Yates; 14-Starkey's Dick Marschinke finishes the 26.2 mile marathon course; and 15-Roeser lets WDIO viewers know about hearing help.

'Get Happy with Hearing Help!'



Don Harron as Charlie Farquharson

Canadian comic actor and writer Don Harron, well-known for his TV and book character Charlie Farquharson, urges others to benefit from hearing help as he did:

My razor-sharp, 20-20 hearing ended with an accident on the set of my television comedy series. I played an Olympic sculler who used his oar as a vaulting pole. Instead of vaulting onto a mat, my forehead hit the cement studio floor. I missed the laughs—but even worse, immediately got a fierce ringing in my left ear, and later a 40% hearing loss.

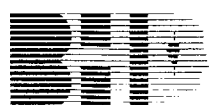
It's not funny that one out of every 10 of us has a significant hearing loss. Happily, most of us can now benefit medically, surgically or, like me, with hearing aids.

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

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

Do you know what is one of my favourite things about receiving hearing help? I can now watch old movies at 3 a.m. without the TV volume waking my wife!

You should *hear* what you're missing!



Better Hearing Institute

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