



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS



Heather Whitestone, Miss America, enjoys time spent with Stevens Elementary School students during recent BHI TV message videotaping.

Miss America Urges Children to Overcome Challenges In Her New BHI Television Spots Airing This Month

"If you have a hearing challenge like many of us, help may be available for you medically or--like me--with hearing aids," Miss America advises viewers in her television public service messages that begin airing this month.

The latest TV spots in BHI's award-winning series were made possible by a special grant from Eveready Battery Company, above and beyond its quarterly donations as a major Better Hearing Institute sponsor.

Heather Whitestone, the first deaf woman to be crowned Miss America, generously helps the cause of better hearing in many ways this year. She leads the public awareness campaign of the Council for Better Hearing and Speech Month, a consortium that includes BHI and 27 other leading non-profit organizations (see campaign kickoff feature on page 3).

She is also implementing a major campaign with the Alexander Graham Bell Association for the Deaf, which includes radio and print PSAs and billboards promoting early detection of hearing loss in infants and young children. Miss America has made many appearances at national meetings of hearing health care providers, including an opening address at the recent Dallas convention of the American Academy of Audiology.

Miss America's BHI TV messages, in 60- and 30-second versions, were distributed to nearly 700 television stations, major networks and cable systems, thanks to the generosity of Eveready Battery Company (see back cover promosheet).

Eveready has funded many BHI special projects, including co-sponsorship of the current Robin Wright TV PSA that has received a Nielsen satellite-

tracked record 15,113 airings worth \$3,022,600 in equivalent broadcast time; a popular PSA starring former President Reagan; a catalog of BHI public awareness tools for hearing health care providers; and several Institute booklets.



BHI's Michele Hartlove (l) and Joe Rizzo (r) take PSA shoot break with Miss America.

Major Magazines Boost Better Hearing as *Business Week* Plugs 'Smart' Hearing Aids

Major consumer/medical publications donating generous space to recent BHI messages include *Time*, *Newsweek*, *U.S. News & World Report*, *Parents*, *Consumer Digest*, *Rolling Stone*, *Business Week*, *Fortune*, *Money*, *Modern Maturity*, *AARP Bulletin*, *New England Journal of Medicine*, and Canada's *TV Guide*, *Sports Illustrated*, *Time*, and *Chatelaine*.

Business Week's May 8 issue published a major article on advances in modern hearing aids, headlined: "Hearing Aids Get Smart--and Better-Looking," and plugged BHI's Hearing Help-

Line, 800 EAR WELL. Contributing valuable space to BHI messages featuring "Forrest Gump" movie co-star Robin Wright and BHI's new parent's guide were *Parents*, full page in May issue and 2/3 page, April; *Money*, 1/3 page, May; *Rolling Stone*, full page, March 23; *U.S. News*, full page, March 13; *New England Journal of Medicine*, 1/6 pages in both April 6 and 27 issues; and 2/3 page in February's *America West*, the first airline magazine to donate space to BHI PSAs. *Consumer Digest's* April issue also promoted BHI parent's guide.

Fortune (May 1) and *Newsweek* (March 17) each donated 1/3 page to Kathy Buckley's BHI print message. *AARP's Modern Maturity* (March-April) and *Bulletin* each urged readers to call BHI's HelpLine for hearing help information. Patricia Galbreath's syndicated March 14 "Hints for the Disabled" column promoted new parent's guide. New York State's PTA magazine urged thousands of parents and teachers to write Nintendo about its "Play It Loud" ad campaign. In Canada, *Time's* April 3 and 17 issues donated 1/3 page to Leslie Nielsen's BHI PSA; and leading glamour magazine, *Chatelaine*, also gave Nielsen's message 2/3 page in March and a full page to Don Harron's PSA in the May issue; *TV Guide's* April 22-28 donated 1/2 page to the Nielsen ad; *Sports Illustrated* gave 2/3 page to Nielsen's PSA; and *Westcoast*, Canada's 40-plus magazine donated 2/3 page to Nielsen's PSA in its Winter issue.



National, Major Market Broadcast Exposure Sparked by Special Grant from Microtronic

BHI-initiated national and major market broadcast interviews promoting available hearing help gained stronger impetus from a special grant from Microtronic, a Danish components supplier to the hearing aid industry.

New spokespersons in recent television and radio appearances--promoting Hearing HelpLine and highlighting hearing instrument advances--include BHI president Jerry Johnson and advisory board member Ron Regan, both former presidents of the Hearing Industries Association; Laszlo Stein, Ph.D., a former BHI director, and Judith Gravel, Ph.D., co-author with Charles W. Gross, M.D., of BHI's new *A Guide to Your Child's Hearing* booklet for parents.

WGN-TV's May 24 "Ask the Doctor" segment on morning news, reaching an estimated 34,900,000 viewers, featured Dr. Stein in Chicago answering caller questions about hearing loss and help.

Johnson's "Technology Today" Business Radio Network interview last month, aired by more than 40 syndicated affiliates in the U.S., emphasized that virtually everyone with hearing loss can now be helped--many medically or surgically, and most with modern hearing instruments. Providing similar advice to Minneapolis television viewers were Regan on Carol Bendell's 3/27 program, "Best of the Cities," and BHI officer Sergei Kochkin, Ph.D., in 3/8 interviews on KSTP-TV Evening News



Stein

Buckley

Kochkin

Regan

Gravel

Johnson

and on KARE-TV News Today with Kathy Buckley. Dr. Gravel, on New York's WABC-TV Morning News (2/27) and 3/16 on Radio AAHS reaching 54,000 in Minneapolis plus 24 affiliates--promoted hearing help for children and BHI's parent's guide. In Detroit, Johnson was interviewed on WOMC-FM's Metro Magazine.

Miss America Kicks Off United Public Awareness Effort

Better Hearing and Speech Month Launched at Children's Museum

Miss America Heather Whitestone provided an inspiring kickoff of the Council for Better Hearing and Speech Month's 1995 campaign at May 1 ceremonies held in the Capital Children's Museum, Washington, D.C. She enthralled attending children from Gallaudet's Kendall School and Ludlow Taylor Elementary as well as many Council member representatives.

The event marked the 17th year that the national campaign--promoting public awareness of help available for communication disorders--has been coordi-

nated by the Council, a coalition that includes BHI and 27 non-profit groups concerned with hearing and speech.

Opening the ceremonies was Joan Lowry, 1995 Council president, who is the president of the Delta Zeta Foundation and treasurer on BHI's board of directors. She introduced BH&SM spokesperson Heather Whitestone and 1995 Child of the Year Christina Dayle Smith of the U.S. Virgin Islands. They both appear in Council TV and print public service messages promoting better hearing and speech awareness.

Heather is the first deaf woman to wear the Miss America crown. Her platform as Miss America 1995 is *Anything is possible*. "It is our responsibility to overcome the barriers which prevent us from reaching our dreams," she said. "As a profoundly deaf woman, my experiences have shown me that the impossible is indeed possible. Every day I try to be a positive role model. My STARS program emphasizes that through hard work and positive self esteem, anything is possible. The only thing that can stop you is you."



1) Miss America and Child of the Year Christina Dayle Smith at the 1995 Council kickoff events; 2) Heather gives Christina a birthday present at the Council television public service message shoot; 3) 1995 Council for Better Hearing & Speech Month principals--Christina and Heather; 4) Council honorary president Joan Lowry introduces Heather at kickoff ceremonies; 5) Heather and Christina meet with Alabama Congressman Sonny Callahan; 6) Heather with BHI representatives (l-r) Michele Hartlove, Harry Sauberman, Joe Rizzo, Joan Lowry, and Dale Thorstad.

New Hearing HelpLine Brochure Made Possible by Delta Zeta & International Hearing Society Grants

A new edition of *Your Guide to Better Hearing*, providing BHI Hearing HelpLine callers with information about

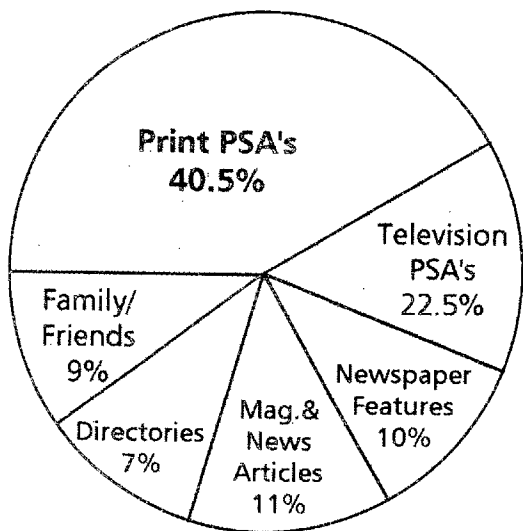
available hearing help, has been made possible by recent grants from the Delta Zeta Foundation and the International

Hearing Society. Hearing HelpLine, the hearing field's first toll-free consumer service, assisted more than 26,000 people in the past year and 208,974 since 1973. (See p. 5 special Hearing HelpLine report on current caller demographics, input and action.)

NEW HEARING HELPLINE SURVEY YIELDS CALLER DATA

Our latest HelpLine survey, recently revised after helpful input from hearing industry marketing guru Dr. Sergei Kochkin, provides demographics and action taken by 1,636 callers, an 8% response to a poll taken of 21,043 HelpLine callers who requested information in the last eight months. Since 1973, 208,974 people have been assisted by BHI's toll-free Hearing HelpLine. Following is a breakdown of responses from our current survey sample:

Heard about HelpLine:



Age:

1-9:	7%
10-19:	2%
20-29:	2%
30-39:	5%
40-49:	5.5%
50-59:	11%
60-69:	22%
70-79:	29%
80+:	16.5%

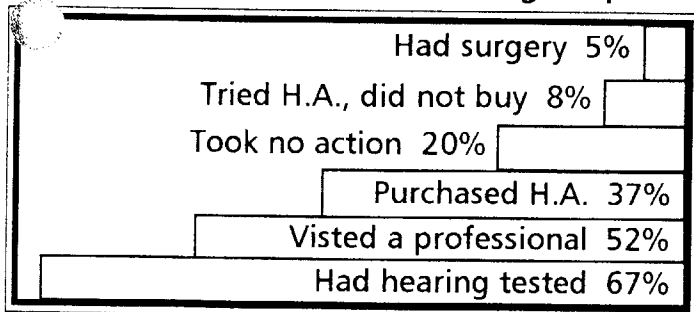
BEFORE calling HelpLine:

80% had taken some action
20% had not sought help

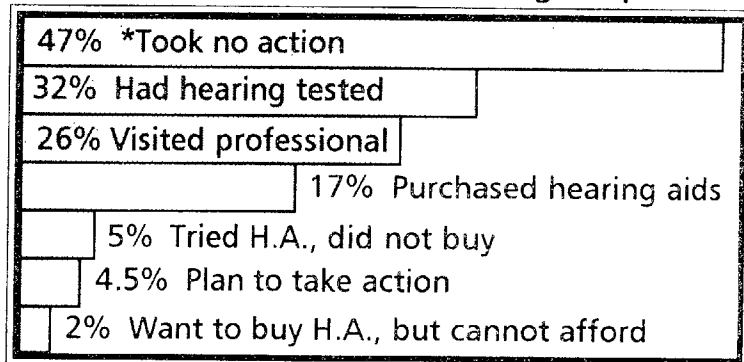
AFTER receiving HelpLine Info:

55% took new/added action
45% took no added action

**Action Taken BEFORE Calling HelpLine

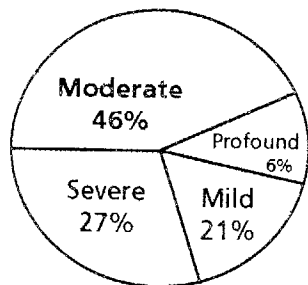


**Action Taken AFTER Calling HelpLine



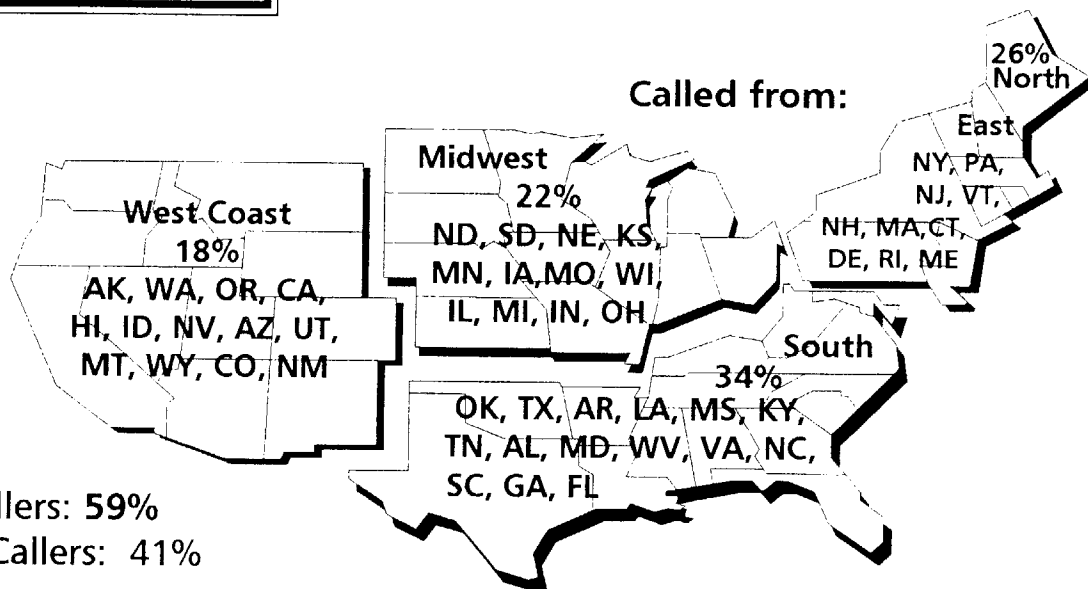
*Of the 47% who said they took no action, 5% said they requested information not necessitating action (such as hearing protection, guide for parents, etc.).

Nature of Problem:



Male Callers: 59%
Female Callers: 41%

Called from:



**Numbers add up to more than 100% because of multiple responses given.



A.H.I.P. Members Raise Funds for BHI Canadian Effort

Better Hearing Institute provided hearing awareness updates to attendees at recent meetings of the American Academy of Audiology's in Dallas, the Western Canadian Symposium of Hearing Aid Professionals in Victoria, British Columbia, and the Association of Hearing Instrument Practitioners of Ontario in Huntsville, Ontario.

A.H.I.P. members were off and running...and raising funds at BHI's Fun Run/Walk during their Symposium in Huntsville. Participants raised \$3,400 CAN. in contributions to the Institute by collecting sponsors for the

Run/Walk. The three top fundraisers were Mike Steffler, Dianne Bernath/Cathy MacDonald, and Jamee Chatten. BHI will use the contributions to issue a print public service message to Canadian consumer and medical publications.

The Run/Walk was made possible by a special grant from Starkey Canada. Canadian comedian Don Harron, a.k.a. Charlie Farquharson, entertained event participants and presented the awards.

Runner awards went to: first place male Jim Bousquet; first place female Ruth Lawy;

second male Graham Twomey; second female Michele Valiquette; third male Andy Audia; and third female Trish Black.

Walker awards went to: first male Ron Redner; first female Debbie Deluca; second male Bill Cole; second female Linda Driscoll; third male Mike Vout; and third female Sue Vermeulen.

BHI's past president Ross Roeser, Ph.D. kicked off AAA's Dallas meeting by riding a horse into the opening session, and the meeting highlight was an address by Miss America Heather Whitestone.



Photo courtesy of The Hearing Review

Photo highlights of three recent meetings: (l-r) BHI's Michele Hartlove updates Western Symposium members; Hartlove with Charlie Farquharson/Don Harron at BHI's A.H.I.P. booth; A.H.I.P.'s Mike Steffler runs for the most contributions to BHI; Fun Run/Walk participants; Harron with A.H.I.P.'s Jamee Chatten; AAA president Bob Keith honors Miss America; Ross Roeser rides into AAA opening session.

Wide Array of Useful Information Tools Available Now to Hearing Help Providers

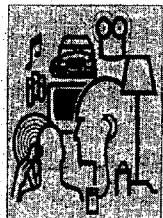
Hearing health care professionals now have access to a wide variety of easy-to-use BHI print, audiovisual, and video tools to help them promote better hearing and their own services. Tools include a new edition of BHI's popular *We Chose Better Hearing* booklet showcas-

ing younger and vigorous personalities who benefit from hearing help (see introductory offer, opposite page). Another is a new public awareness kit of convenient, ready-to-use tools that enable hearing help providers to become more effective better hearing ambassa-

dors (get yours free with your tax-deductible Better Hearing Institute contribution in the enclosed "Run for Better Hearing" return envelope!).

Many other available tools are described in the catalog included with this *News* issue. These tools have been designed to help you in your efforts. Take even more advantage of them by placing your order today, and get the word out in your community!

Phonic Ear Funds New Printing of Popular Assistive Devices Booklet



ANSWERS TO COMMON QUESTIONS ABOUT ASSISTIVE TECHNOLOGY

by Cynthia L. Compton, M.S., CCC-A
Professor of Columbia University & Hearing Devices Center

Answers to Common Questions about Assistive Technology, BHI's booklet requested often by Hearing HelpLine callers and used by hearing health care provid-

ers, will be reprinted thanks to a 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 originally was made possible by a Phonic Ear grant.

Ms. Compton is an audiologist and director of Gallaudet University's

Assistive Devices Center. She has published many articles about assistive technology, and is author of a popular training book and videotape on the subject. Her contributions to assistive technology awareness have been recognized with special awards from Self Help for Hard-of-Hearing People and the Academy of Dispensing Audiologists.

EXTRA!

Youthful and Vigorous Personalities Showcased in New Booklet Edition Complements Your FREE Copy of Celebrity Poster

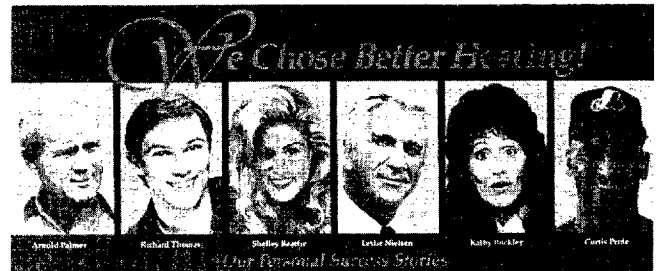
Hot off the press is Better Hearing Institute's new celebrity booklet *We Chose Better Hearing!* The booklet contains personal case histories of vigorous and youthful personalities who benefit from available hearing help.

This latest tool for hearing healthcare professionals represents a major facelift for BHI's popular booklet *We Overcame Hearing Loss*, as it now emphasizes younger and more active personalities and helps mitigate the stereotype that only older people benefit from hearing help.

The booklet's new title and colors are identical to those of BHI's popular celebrity poster. As the booklet and poster complement one another, they can be used together for synergistic effectiveness in speaking presentations, exhibits, at health fairs, and other special public events.

Designed to assist hearing healthcare providers with their public awareness efforts, the motivational booklet can be particularly useful as a handout during talks to community organizations and at other special events, and for use in waiting rooms and in public information mailings.

Front and back cover photos in the new booklet include Arnold Palmer, Richard Thomas, Shelley Beattie, Leslie Nielsen, Kathy Buckley, Curtis Pride, Mark Herndon, Don Harron, and Al Unser.



Please send my order and FREE poster to:

Name _____

Company Name _____

Address _____

City _____ St/Prov _____ Code _____

Make check or money order payable to:



Better Hearing Institute

5021-B Backlick Road, Annandale, VA 22003

Introductory Offer

As a special introductory offer, you will receive a **FREE** *We Chose Better Hearing!* poster with your initial order of the new booklet. Pre-payment required with order. Prices for multiple copies are as follows (shipping and handling costs included within the U.S., Canada and all other countries add \$4):

- \$ 50 for 100 booklets
- \$ 85 for 250 booklets
- \$155 for 500 booklets

New Release in Award-Winning PSA Series for Television



Miss America encourages children to hurdle obstacles

"You CAN Realize Your Dreams!"

Heather Whitestone, the first deaf woman to be crowned Miss America, is generously helping the cause of better hearing. In her new television public service spots for the Better Hearing Institute, Miss America encourages children to overcome the challenges they face - as she did with deafness - and to achieve their goals.

"You CAN realize your dreams despite any challenges you may face," she tells viewers. "If you face a hearing challenge, for example, help may be available for you medically, surgically, with hearing aids, or other rehabilitation."

Miss America especially urges young viewers to have a positive attitude and "to work hard, have a dream, don't let problems stand in your way, and get help when you need it."

She joins others who promote better hearing, including Shelley Beattie, Kathy Buckley, Bill Cosby, Phyllis Diller, Richard Dysart, Nanette Fabray, Lou Ferrigno, Florence Henderson, Mark Herndon, Bob Hope, Jack Klugman, C. Everett Koop, M.D., Shari Lewis, Leslie Nielsen, Donald O'Connor, Arnold Palmer, Ronald Reagan, Burt Reynolds, Richard Thomas, Charlene Tilton, Al and Bobby Unser, Robin Wright and many others.

Thanks again for helping your viewers to discover a world of better hearing.

Videotape, 30 and 60 seconds



**Better
Hearing
Institute**

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