



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS

Hearing Help Advances Focus of Next TV/Speaker's Video *Argosy Grant Funds Script Development for New Production*

A special grant from Argosy Electronics will fund scripting of a new TV production and speaker's tool to inform viewers of hearing help advances, it was recently announced by Institute president Jerry G. Johnson.

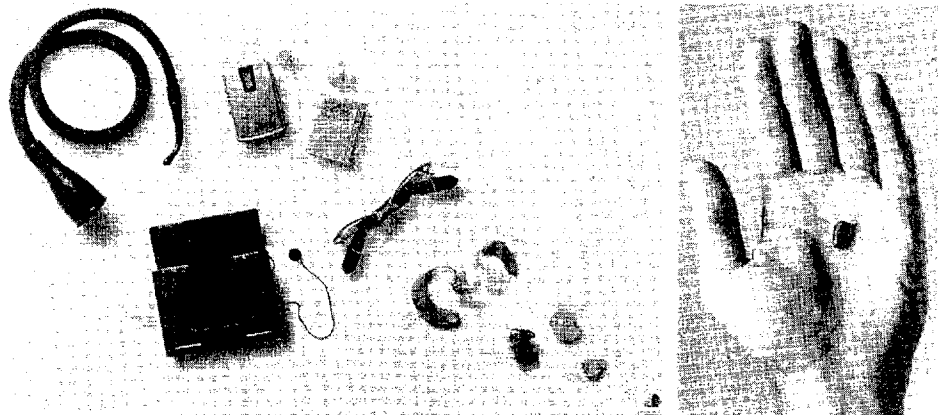
"Our new production will highlight the latest in technological help, particularly the advances in modern hearing instruments," said Johnson, "which now can benefit more than 90 percent of those with hearing loss."

Follows Success of Current Video

Johnson said the new video follows the warm public reception afforded BHI's hearing protection video, "People Vs. Noise." It received more than 2,600 television airings, including several national and many major market broad-



Cochlear implant today helps children and adults with profound or total hearing loss.



(Left photo): Samples suggest how hearing instrument technology has evolved in sophistication and size; (Right): Modern hearing aids include sophisticated programmables and the new completely-in-the-canal (CIC) hearing aid, in hand to illustrate size.

casts, and is now available as a public service rental at almost 2,000 Blockbuster stores. The video currently is being used by many hearing health care providers and by International Better Hearing Speaker's Bureau volunteers (see p. 2 item on first speaker's awards) for showings to social, civic and fraternal organizations.

Grant Added to Quarterly Donations

"We particularly appreciate Argosy's funding of the script for this new project, recognizing that this major BHI sponsor's special support is in addition to its regular quarterly donations to the Institute," said Johnson.

Johnson said the new video will offer new encouragement to many hard-of-hearing people who have been reluctant to take advantage of available hearing help for various reasons.

Will Seek to Alleviate Stigma

"Our new production will include the whole spectrum of available hearing help, ranging from medical and surgical advances such as the cochlear implant," said Johnson, "to the new completely-in-the-canal hearing instruments. It will seek to mitigate the stigma problem, showing how many young and vigorous people are among the millions now benefiting from available hearing help."

**Toll Free Public Service Hearing HelpLine: 1-800/EAR WELL
Better Hearing Institute, P.O. Box 1840, Washington, D.C. 20013**

BHI Honors SHHH and Sertoma Volunteers With New Int'l Speaker's Bureau Awards

First awards for outstanding service in the new International Better Hearing Speaker's Bureau were recently presented to members attending annual conventions of Sertoma in Richmond, VA and Self Help for Hard of Hearing (SHHH) in Dallas.

In Dallas, first honorees were Spotsylvania, VA SHHH member Arva Priola and SHHH's Rappahannock chapter. Priola, a former schoolteacher and a cochlear implant recipient, received her outstanding service award from BHI director and past president, Ross J. Roeser, Ph.D., who said:

"Arva's own personal experiences with better hearing have given great impact and credibility to her marvelous speaking presentations. Overcoming her own hearing challenge with a cochlear implant, she has been a source of inspiration to many people, including more than a thousand schoolchildren reached by her messages."

Sertoma's William Weber, Jr., of Ft. Wayne, IN, received his award from BHI executive director Joe Rizzo, who said: "Mr. Weber has achieved extraordinary results in spreading the better hearing message, and we are happy to recognize his accomplishments." Rizzo also presented a special award to Larry

Harrell, Sertoma Tulsa club president, whose chapter was cited for its special presentations during Better Hearing and Speech Month; Tulsa member Richard G. Mohler was honored for his individual presentations.

Encouraging Launch for New Speaker's Bureau

Launched this year, the first International Better Hearing Speaker's Bureau has had an encouraging start, with more than 150 volunteers already equipped with speaker's kits and BHI's "People Vs. Noise" video highlighting hearing protection and available hearing help. In addition to Sertoma and SHHH, Delta Zeta Sorority implements current bureau efforts. Thousands of hearing help



BHI past president Ross Roeser, Ph.D. presents Speaker's Bureau plaque to Arva Priola.



(Top photo)--(l-r) Sertoma's Larry Harrell and Richard G. Mohler accept award from BHI's Joe Rizzo; (Bottom)--Rizzo presents plaque to Sertoma member William Weber, Jr.

professionals have also received "People Vs. Noise" videos, and are expected to augment the bureau's program with their presentations to community groups.

YOU Can Now Be Part of Speaker's Bureau!

You, too, can help promote better hearing as part of the new speaker's bureau and earn awards and publicity recognition for outstanding performance. For further information, contact bureau director Janice Little at 800/EAR WELL. Join now and help us get the word out about available hearing help!

First Communication Awareness Day: Richard Thomas, Kathy Buckley to Spark Events

October 18, 1995 marks the first national "Communication Awareness Day," according to Stephen Epstein, M.D., of Friends of NIDCD (National Institute on Deafness and Other Communication Disorders).

"The awareness day will focus attention on latest help for people with communication disorders--and how NIDCD-supported scientific research improves their quality of life," said Dr. Epstein. "Helping us will be the united efforts of

prominent interdisciplinary professionals and organizations." Senator Mark Hatfield (R-OR) and Congressman John Edward Porter (R-IL) are co-sponsors of planned Capitol Hill events featuring personalities who overcame communication disorders, and scientific demonstrations of the benefits of research.

A morning exhibit at the House Office Building will feature hands-on interactive displays encouraging general public involvement. Demonstrations will

include latest developments in hearing aids, tinnitus, and cochlear implants. Headlining a Senate Office Building luncheon will be comedienne Kathy Buckley and actor Richard Thomas, other celebrities, members of Congress, and brief human-interest presentations representing major research areas.



Kathy Buckley



Richard Thomas

No Summer Lull for Hearing Awareness!

Despite hot summer doldrums, there was no let-up in generous broadcast and print exposure for better hearing messages. Here are some exposure highlights:

● **TWO NATIONAL NEWS-WEEKLY MAGAZINE ISSUES DONATE JULY FULL PAGES TO WRIGHT MESSAGE!** -- Robin Wright's print message promoting new BHI parent's guide received a full page of space in both the July 10 and July 22 issues of *U.S. News & World Report*.

● **TIME AND NEWSWEEK DONATE MAY & JUNE FULL PAGES!** -- May and June issues of newsweeklies *Time* and *Newsweek* also contributed regional major market full pages to Wright's public service messages.

● **MISS AMERICA'S TV SPOTS SET SIXTH-WEEK EXPOSURE RECORD!** -- Nielsen satellite-tracking service reported 801 sixth week airings of Heather Whitestone's BHI TV PSAs -- more than the comparable week's 509 broadcasts of Robin Wright's record-breaking PSA.



● **WRIGHT TELEVISION SPOT USE CLIMBS TO RECORD 23,526 BROADCASTS WORTH \$7,057,800!** -- Nielsen satellite-tracking report of Robin Wright's TV PSAs show 23,526 total airings worth \$7,057,800 in equivalent commercial time -- 14,534 in daily viewing hours and 8,992 in late night hours (see time chart breakdown and analysis on page 5).



Heather Whitestone



Curtis Pride


● **JULY REDBOOK AND AUGUST PREVENTION GIVE NATIONAL EXPOSURE TO PRIDE MESSAGE!** -- Baseball player Curtis Pride tells how hearing aids helped him cope with hearing loss in his BHI PSA in the July issue of *Redbook* and August's *Prevention*.

● **CURRENT ARTICLES IN LOCAL NEWSPAPERS ACROSS THE U.S. AND CANADA** include a human-interest feature on Robin Wright and the new parent's guide. *News USA* reports recent articles appeared in 144 publications with a readership of 13,405,492.

● **SENIOR MAGAZINE FEATURES BHI CELEBRITIES!** -- June issue of California's *Senior Highlights* includes a major article showing how BHI program personalities overcame hearing loss with available help. The publication serves L.A. and Orange counties, San Diego, San Bernadino, and Riverside counties, San Fernando, Ventura County and surrounding coastal communities.

HEARING

Pay Attention to Children's Hearing Cues, Actress Urges



Robin Wright, actress and BHI parent's guide author, urges parents to pay attention to their children's hearing cues. She says that hearing loss in children can go undetected for years, leading to language and learning problems. Wright, who has a hearing aid, emphasizes the importance of early detection and intervention.

HEARING

Pay Attention to Children's Hearing Cues, Actress Urges



Actress Robin Wright, who has a hearing aid, urges parents to pay attention to their children's hearing cues. She notes that hearing loss in children can be subtle and often goes undetected until it's too late. Wright's BHI parent's guide provides valuable information on how to identify hearing problems and seek help.

● **NEW ENGLAND JOURNAL OF MEDICINE GIVES 2/3 PAGE TO PRIDE!** -- The two-thirds-page version of Curtis Pride's print message appeared in the June 22 issue of the *New England Journal of Medicine*, a regular contributor of generous space to better hearing messages.

● **CANADIAN MAGAZINES CONTINUE GENEROUS DONATION OF SPACE TO BHI PSAs** -- Canadian *TV Guide* and *Time* maintain ongoing exposure of BHI print messages, such as August 7 *Time* and August 18 *TV Guide* issues shown in magazine spread.

Robin Wright Cited for Outstanding Efforts With 1995 Better Hearing Achievement Award

Presentation of the 1995 International Better Hearing Achievement Award to Academy Award-winning "Forrest Gump" movie co-star Robin Wright was recently announced by BHI president Jerry G. Johnson. He said the award recognizes Wright's outstanding efforts, including "her broadcast and print messages which generated thousands of requests for BHI's booklet for parents, *A Guide to Your Child's Hearing*.

TV PSA Sets New Record

"Our latest Nielsen satellite-tracking report shows Robin's TV spots alone received 23,526 airings, worth \$7,057,800 in equivalent commercial time." (See page 5 analysis of current TV spots.) Wright's print public service

messages also earned generous space in leading consumer magazines--including full pages in *Parents*, *Time*, *Newsweek* and *U.S. News & World Report*--and a human-interest feature on Wright and the parent's guide appeared in local newspapers throughout the U.S. and Canada.

While visiting Dallas last month, Wright received her award from Ross J. Roeser, Ph.D., BHI board member and immediate past president.

Earlier Award Winners

Previous award recipients include actor Leslie Nielsen, comedienne Kathy Buckley, President Ronald Reagan, auto racing legends Al and Bobby Unser, actor Richard Dysart, comedian Norm Crosby, actress Nanette Fabray, actors



Robin Wright accepts award from BHI past president Ross J. Roeser, Ph.D.

Richard Thomas, Henry Fonda and Lorne Greene, golfer Arnold Palmer, inventor/industrialist Hugh G. Knowles, hearing field publisher Marjorie Skafte, past BHI president Richard Burger, drummer Mark Herndon, and others.

Hearing Help Providers Offered Useful Kit of Tools for Community Awareness

A new "Community Awareness Kit," loaded with how-to information and ready-to-use tools, is now available to hearing specialists from BHI. Contents explain how to start an awareness campaign, including useful tips

on publicity, making effective speaking presentations, enlisting help of local TV, radio, and newspaper people, and arranging community special events.

The kit also contains warning signs of hearing loss, statistics on deafness and

hearing disorders, and samples of available BHI print and audiovisual tools to augment local efforts. A bonus is a suitable-for-framing certificate recognizing the hearing professional's better hearing efforts and BHI support. For your copy, send check for \$25 to Community Awareness Kit, 5021-B Backlick Road, Annandale, VA 22003.

Starkey Joins Other Major BHI Sponsors to Strengthen Hearing Awareness Efforts

BHI President Jerry G. Johnson recently announced that Starkey Laboratories has joined the ranks of other major BHI sponsors to further strengthen public awareness of available hearing help.

"We are delighted by this added support by Starkey, which has made possible many BHI multimedia projects over the years," said Johnson. "Combined with generous support from our

other major sponsors, who provide ongoing quarterly donations based on sales, Starkey's new support will help us to strengthen current BHI efforts and implement more projects coordinated with priorities of hearing specialists."

Johnson said hearing industry support has been the key to major BHI hearing awareness results, "especially the continued generous support of hearing aid

manufacturers and suppliers providing sales-based quarterly donations."

Other 1995 major BHI sponsors include Argosy Electronics, Duracell, U.S.A., Etymotic Research, Eveready Battery Company, Gennum Corporation, Hal-Hen/Widex, Hearing Services International, Knowles Electronics, Maico Hearing Instruments, Miracle Ear/Dahlberg, Oticon Inc., Philips Hearing Instruments, Qualitone Inc., Rayovac Corporation, ReSound Corporation, Rexton Inc., Siemens Hearing Instruments, and Unitron Industries.

Nielsen Reports Wright Broadcasts Set All-Time High

Latest Nielsen TV Access Service reports on satellite-tracked airings of current public service spots show the best results ever for Robin Wright, co-star of the Academy Award-winning "Forrest Gump" movie, recent recipient of the 1995 Better Hearing Achievement Award (see page 4).

The Wright PSA's unprecedented 23,526 airings, more than double the number of broadcasts received by each of the two past PSA releases, were worth \$7,057,800 in equivalent commercial time (see chart). Wright's spots generated thousands of HelpLine requests for BHI's *A Guide to Your Child's Hearing*, with 14,534 broadcasts--62 percent--aired during daily viewing hours.

How does this compare with encouraging airings of two earlier BHI PSAs featuring legendary puppeteer Shari Lewis and Mark Herndon, drummer for the popular group "Alabama?" The Lewis spots generated 11,300 airings worth \$3,390,000, exceeding earlier PSAs. Lewis' PSA performed better than Wright's spots in daily viewing hours, 67 versus 62 percent.

Herndon's spots also scored well with 10,963 airings, valued at \$3,288,900 if purchased as commercial time. But Herndon's PSA earned the best daily viewing hours, 70 percent versus 67 and 62 for Lewis and Wright respectively.

Why Phenomenal Scores for Wright TV Spots?

Why such remarkable results for Wright's PSA? While hard to pinpoint, good timing had a lot to do with it. Wright's PSA was released when "Forrest Gump" led in Academy Award nominations and soon won the two top Oscars for best movie and actor for star Tom Hanks. Wright's spots also offered viewers free copies of the new parent's guide, and showed a warm playground setting with children, considered a strong plus in generating human interest. Also help-

ing was the considerable following of fans for Wright's earlier movies, particularly her starring role in "The Princess Bride." All factors contributed, but timing probably was most important.

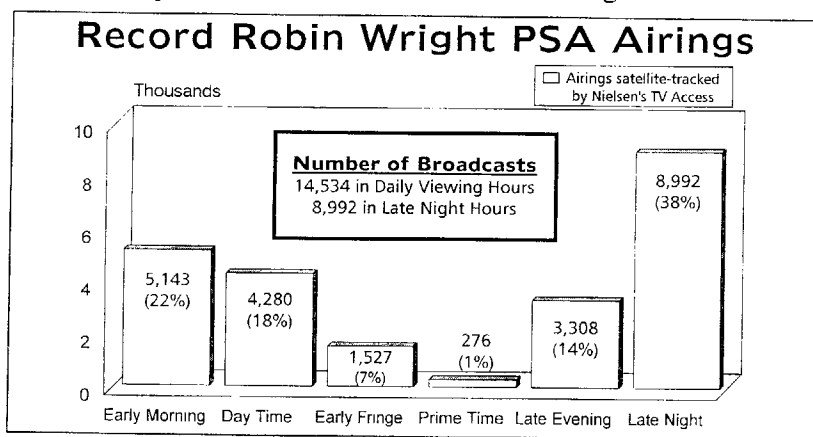
Multimedia Synergistic Effect Helped

Contributing to the impact of Wright's spots were similarly-timed print messages. Her print public service messages received generous space in leading consumer, specialty and medical magazines. Among those contributing full pages were *Parents*, *Time*, *Newsweek*, and *U.S. News & World Report*.

A Wright human-interest feature article was also issued recently to community newspapers. Scores of clippings have already resulted with many more expected. Wright's TV spots also may have stimulated the encouraging exposure in magazines and newspapers.

Miss America PSA Sets Sixth-Week Record

BHI's most recent TV spots, featuring Miss America Heather Whitestone, received 801 airings in the sixth week after release--more than the comparable week's 509 broadcasts for Wright's record-breaking PSA.



New 'Play It Loud' Media Messages Prompt Better Hearing Call for Nintendo Boycott

Complaints from parents, teachers and hearing health professionals about new Nintendo "Play It Loud" television commercials prompted a recent call by BHI for a boycott of the gamemaker's products "as long as Nintendo continues this campaign that disregards children's hearing health." The boycott was called by BHI executive director Joe Rizzo during an interview on Boston NBC network affiliate WHDH-TV's "Child Watch" program.

BHI president Jerry Johnson said: "We assumed Nintendo was acting responsibly and with concern for children's

hearing when it withdrew its first three 'Play It Loud' TV commercials following a flood of protests. Complaints came from hearing experts, concerned prominent entertainers and parents, leaders of hearing field organizations, and representatives of all hearing help disciplines." Rizzo said that many "feel betrayed by the new ads, as we thought Nintendo was genuinely concerned for children's hearing by pulling the original TV spots. The 'Play It Loud' theme encourages children to listen to sound levels that could permanently damage their hearing."

'Assure Your Child of Better Hearing'



Actress Robin Wright, who co-stars with Tom Hanks in top box office movie "Forrest Gump," is a mother concerned about better hearing. That's why she asks: Will parents know to detect hearing loss in children and advise them about available hearing help?

As an actress, hearing and vision are an extremely important part of playing a true star's role. As a mother, when it's your child's hearing, the stakes are higher and the stakes are often more vital.

For example, does your child respond to your voice? Does your child complain of ear pain? Does your child have difficulty speaking well? The hearing in your child's ears may not be what you think. A child with permanent hearing loss. Remember, a child is never too young for a hearing evaluation, and there are ways to hearing help.

To help you better understand hearing, the Better Hearing Institute will gladly send you "A Guide to Your Child's Hearing," a special booklet for children and hearing help for children. For a free copy, call toll-free Hearing Help Line at 1-800-ARWELL, weekdays 9 a.m. - 5 p.m.

Discover a world of better hearing!

Better Hearing Institute
40 Denham Road, Toronto, Ontario M3C 1S1

Canadian Distribution of Wright Print Messages Made Possible by Efforts of A.H.I.P. Members

A series of magazine public service messages, featuring "Forrest Gump" co-star Robin Wright, was released last month to Canadian consumer and specialty publications.

The print PSA was made possible by a special fundraising effort by the Association of Hearing Instrument Practitioners of Ontario (A.H.I.P.). The group raised more than \$3,400 CAN at a Better Hearing Fun Run/Walk held in conjunction with their May meeting. A.H.I.P. members plan to continue this effort at their April, 1996 meeting.

The Wright magazine PSA offers readers a free copy of BHI's *A Guide to Your Child's Hearing*, and encourages parents to watch for hearing problem cues in their children.

To date BHI Canadian print PSAs have appeared in *Allergy Journal*, *Arch-Type*, *Broadcast Weekly*, *Canadian Family Physician*, *Canadian House and Home*, *Canadian Living*, *Chatelaine*, *Fifty-Plus*, *Medicine North American*, *Parkhurst Exchange*, *Sports Illustrated*, *Time*, *TV Guide*, *Western Living*, and *Western Reflections*.

Greater Hearing Aid User Satisfaction Gets Boost from Guide Now Offered by Institute

Dr. Wayne Staab's popular guide to greater satisfaction from hearing instruments is now available to hearing help providers from BHI (see back cover order form). *Hearing Aids: A User's Guide* is designed to assist hearing professionals in encouraging the hard-of-hearing to get the most from their hearing instruments. The profusely illus-

trated 144-page book is an easy read and provides a comprehensive rehabilitation and adjustment program with helpful suggestions for hearing aid use, especially in difficult listening situations.

By emphasizing realistic expectations, the user's guide enhances the hearing aid delivery package and its value. Author Wayne J. Staab, Ph.D., with the hearing

aid industry since 1972, has been responsible for marketing, education, publishing, lecturing, product development, and management of hearing aid manufacturing companies. He has authored five books, contributed chapters to eight other audiology and hearing aid texts, and has written more than 50 articles for professional and trade journals.



Staab

Better Hearing Pioneers Nanette Fabray And Marj Skafta Share New Experience

Nanette Fabray and Marj Skafta, both past recipients of the International Better Hearing Achievement Award, met again for a special occasion in Duluth. Marj, well-known for her hearing industry publishing activities, was honored with a Success Over Sixty Award for her efforts in starting *The Hearing Review*, her role as past-president of University for Seniors, and for her many other contributions. The award was presented by the Arrowhead Regional Development Commission, the City of Duluth and the Minnesota Senior Federation, groups that promote 60-plus people to keep challenging themselves.

Marj was an officer on BHI's first board of directors, and has long served as an Institute ambassador in her talks throughout the U.S. and abroad. She and actress Nanette Fabray, BHI program pioneer, continue to serve on the Institute's advisory board. The award was presented at the Options North Convention, where Nan entertained and addressed attendees. She starred in the Institute's first TV spots and in many broadcast and print media projects promoting better hearing, and helped enlist President Reagan and other Hollywood friends to be among nearly 100 celebrities who participated in BHI's program.



Actress Nanette Fabray congratulates Marj Skafta on her Success Over Sixty Award.

1995 RUN FOR BETTER HEARING HIGHLIGHTS

17TH ANNUAL EVENT IN DULUTH, MINNESOTA -- JUNE 16 & 17



1-Fun Run participants gather after 3-mile run; 2-(l-r) Audiologist David Gorden and Starkey's Kathy Saucedo visit with BHI's Joe Rizzo, Ross and Sharon Roeser; 3-(l-r) Rexton's Dan and Candy Anderson meet with hearing aid specialists Wayne and Dan Whitney; 4-WDIO-TV's Steve LaPage interviews Rizzo and BHI president Jerry Johnson; 5-Joyce and Jerry Johnson enjoy Kitchi Gammi reception; 6-Runners start Fun Run; 7-Knowles executive and BHI member Sergei Kochkin shares photos with audiologist Gail Gudmundsen; 8-The Hearing Review's half-marathon finishers Shirley Brandt and Karl Strom; 9-KBJR-TV's Evening News anchor Barbara Reyelts learns of latest hearing technology from Rizzo and Johnson; 10-Etymotic Research's Mead Killion entertains Kitchi Gammi Club attendees; 11-The Hearing Review's Lars Fladmark shares happy moment with James and Portia Fowler; 12-KDLH-TV's Marsh Nelson gets update on hearing instruments for half-hour program; 13-Hearing Services International president Mike Winship finishes 26-mile race; 14-Rizzo and Johnson brief KDAL-radio's Kerry Rodd on available hearing help; and 15-(l-r) Fun Run winners RTI's Suzanne Matthiesen and Roger Falde receive congratulations from Run steering committee member and Qualitone's Jim Anderson, with wife Betty.

Dr. Staab's Hearing Aid User's Guide Now Available as Satisfaction Tool from BHI

Another tool to encourage greater hearing aid use satisfaction is now available to hearing help providers from the Better Hearing Institute. *Hearing Aids: A User's Guide*, by Wayne J. Staab, Ph.D., is a profusely illustrated 144-page, easy-to-read booklet that helps the hard-of-hearing to get the most from their hearing instruments. It is, in effect, a comprehensive rehabilitation and adjustment program with helpful suggestions for hearing aid use, especially in difficult listening situations.



their family, friends, or business associates make the appropriate adjustments, with realistic expectations. It's also great for your waiting room.

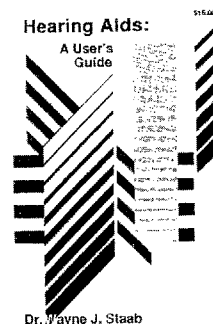
Chapters include: Training Schedule; Your Hearing and Your Well Being; Success With Hearing Aids; Hearing Aids; Hearing Aid Adjustment; Helpful Hints for Hearing Aid Wearers; Questions New Hearing Aid Users Ask; Hearing Aid Care and Maintenance; Emergency Troubleshooting and Repair, and many more.

Dr. Wayne J. Staab is a leading industry spokesman and hearing aid expert. Dr. Staab has lectured and written extensively on hearing-related topics and rehabilitation within the United States and internationally.

Objective and positive information help to develop user confidence in the dispenser and in the hearing aid. Constant positive feedback on hearing aids and their use encourage users to wear their hearing aids in situations where they feel they might not be as helpful as they would like. Excellent organization and content with illustrations and charts on almost every page make this a valuable resource.

The user's guide will enhance the hearing aid delivery package and increase its value! Users will get more than hearing instruments; they will feel they are receiving something which will help them,

Don't miss out on this excellent opportunity to receive your copies of the most accurate and commonly-used book on hearing aid use for the consuming public.



Please send me _____ copies of "*Hearing Aids: A User's Guide*."

Name _____

Organization _____

Address _____

City _____ St/Prov _____ Code _____

Prepayment required with order. Shipping and handling costs included within the U.S. **Please call Janice Little at 1-800 EAR WELL for Canadian and foreign shipping costs, as well as pricing for larger quantities. U.S. funds only.** Make check or money order payable to Better Hearing Institute and send to: User's Guide, 5021-B Backlick Road, Annandale, Virginia, 22003.

| Quantity | Price/Unit | U.S. S&H |
|----------|------------|-----------|
| 1-4 | \$15.00 | \$1.25 ea |
| 5-9 | 9.00 | .75 ea |
| 10-24 | 7.50 | .50 ea |
| 25-59 | 6.50 | .40 ea |



Better Hearing Institute
5021-B Backlick Road, Annandale, VA 22003