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ART CARNEY TO MAKE BHI

PUBLIC SERVICE SPOTS

Art Carney, this year's Academy Award winning best actor, will encourage the nation's 14.5 million hearing impaired people in three new BHI television and radio public service announcements (PSAs), soon to be produced. Himself a hearing aid wearer, Carney will appear in 60-, 30-, and 10-second spots---one set for TV, another for radio---dramatizing the magnitude of hearing problems and urging those who suspect a problem to seek medical, surgical or amplification help.

The Carney spots will be distributed this fall to 400 TV and 1,620 radio stations in the nation's top 100 markets.

KIWANIS, BHI JOIN FORCES TO HELP

SENIOR CITIZENS WITH HEARING LOSS

Kiwanians attending the Kiwanis International Convention June 22-25 in Atlanta will get BHI-prepared educational materials to help them implement "The Greater Years" program, in which Ki-

wanians provide assistance to the aging and those approaching pre-retirement. They will use the BHI tools in developing hearing help speaking presentations for Golden Age Clubs and other local senior citizen groups. Handouts at these presentations will include BHI's They Overcame Hearing Loss booklet and reprints of the BHI-initiated Sylvia Porter column on hearing loss.

A. G. Terry Shaffer, Kiwanis program development manager, also plans a special mailing of BHI aids to Kiwanian program directors across the U. S. Kiwanis boasts a worldwide membership of 275,000 and expects some 18,000 to attend the June convention.

NHAS PAC EFFORTS, BHI-NAHSA 'UMBRELLA'

SPEARHEAD BIGGEST BETTER HEARING MONTH

An intensive barrage of national publicity initiated cooperatively by the Better Hearing Institute and the National Association for Hearing and Speech Action provided

a supporting umbrella for the local Better Hearing Month efforts of NHAS Public Affairs Committees (PACs) and NAHSA speech and hearing centers throughout the U. S. last month. Their efforts paid off with the most successful Better Hearing Month results in history (see p. 4 montage of some examples).

Armed with comprehensive promotional materials prepared by BHI and NAHSA---including publicity photos, posters, TV and radio PSAs, sample proclamations, news releases, editorials, ideas for special events and camera-ready newspaper features---NAHSA agencies and NHAS PACs got BHM proclamations from mayors and governors, obtained extensive print media, radio and TV coverage, set up special events, and much more to encourage the hearing-impaired to seek available help.

Highlights of the month: BHI's "Sounds" TV PSA, which provokes human interest with a rapid staccato of life's different sounds, was sent to 370 stations in the nation's top 100 markets; NAHSA released its new TV and radio PSA's, including two special Better Hearing and Speech Month spots; BHI's Better Hearing Month "Symphony" spot received extensive coverage, including prime time NBC network usage (see p. 2); a full page advertisement in the May, 1975 issue of the Reader's Digest promotes Better Hearing Month

and available hearing help and includes a write-in offer for BHI's They Overcame Hearing Loss booklet; two separate interviews on the Helen Hall Radio Show with comedian Norm Crosby and BHI president Ralph Campagna were distributed to over 500 major stations; hearing help features were sent by Deaf Media Service to 6,100 newspapers and 30,000 editors of print media throughout the country; live radio copy promoting Better Hearing Month was released to 2,200 stations.

NATIONAL PUBLIC RADIO AIRS
SPECIAL BHI BHM INTERVIEW

National Public Radio launched Better Hearing Month with an interview of BHI director Joe Rizzo. The show was heard over more than 300 radio stations across the country. Rizzo discussed the national scope of hearing problems and available sources of hearing help. He also encouraged listeners who suspect a problem to see a hearing or a hearing aid specialist.

MAY 'DINAH SHOW' INTERVIEWS
ART CARNEY AND NORM CROSBY

Famous actor-comedian Art Carney and malaprop comedian Norm Crosby, two show business personalities who refused to let hearing problems stand in their way, made separate Better Hearing Month appearances on Dinah Shore's

CBS network TV show, "Dinah."

The interview with Crosby---recipient of BHI's first International Achievement Award---appeared on the May 26 show. Crosby, who appears in BHI TV and radio public service announcements that also include Governor George Wallace, Nanette Fabray and Johnnie Ray, is one of 12 prominent Americans who tell their personal success stories in BHI's They Overcame Hearing Loss booklet.

The program with Carney was aired May 29. Carney will soon film and tape TV and radio PSAs for the Institute.

NBC-TV MAKES EXTENSIVE USE OF
BHI BETTER HEARING MONTH PSA

BHI's special Better Hearing Month PSA was aired frequently throughout May, according to Betty Randolph, NBC-TV public service coordinator, with prime time exposure including the "Flip Wilson Show." The spot

features a senior citizen symphony orchestra and emphasizes help available to people over 65---who represent almost half the 11.5 million Americans with uncorrected hearing impairments.

BOARD EXPANDS BHI PROGRAMS,
ADDS PROJECTS FOR 1975-76

Encouraged by effective results of BHI's first two years, the board of directors approved for 1975-76 the most ambitious and far-reaching BHI program to date at its annual meeting in Miami April 4.

Highlights of coming year BHI projects include: development of speakers bureau talks and slide-sound presentations for hearing health team use; preparation of consumer help pamphlets; production and distribution of three new TV and 10 new radio PSAs; expanded editorial publicity efforts and establishment of a BHI Advisory Board (see p. 3).

BHI 'PUPPETS' TV SPOT
TO BE RELEASED IN JUNE

BHI's new "Puppets" PSA will be released this month to 370 TV stations in the nation's top markets. The spot features two nationally known puppets---a grumpy old hard-of-hearing walrus and a wise old fox---who help erode resistance to

wearing a hearing aid. Radio versions of the spot were issued earlier this year.

6,100 NEWSPAPERS, 30,000 EDITORS

RECEIVING HEARING HELP FEATURES

Camera-ready proofs of two BHI-prepared hearing help features are being released by Derus Media Service to 5,500 weekly newspapers and 600 dailies across the U.S. The features

will also appear in Editorial Pace magazine, sent to over 30,000 editors of print media.

One feature, released this month, employs a cartoon format to dramatize facts on hearing loss and available hearing help. Another, by-lined by BHI president Ralph Campagna and timed for Better Hearing Month release, emphasizes the human and financial burdens of hearing loss, and urges those with uncorrected hearing problems to seek a hearing or hearing aid specialist and get a hearing test.

BHI "SOUNDS" TV SPOT, RADIO PSA DISC

ISSUED TO COUNTRY'S KEY BROADCASTERS

A new BHI television public service announcement has been released to 370 TV station's in the nation's top 100 markets. The "Sounds" spot dramatically provokes human inter-

est with an unusual panorama of life's diverse and rewarding sounds. A special radio disc containing all 14 BHI radio PSAs to date has been sent to 1,500 radio stations in the country's 100 leading markets. The record includes eight new radio spots as well as previous PSAs featuring Fabray, Ray and Crosby.

H. A. SPECIALISTS WILL GET READY-TO-USE

HEARING HELP FEATURES, PUBLIC SERVICE ADS

A special Union Carbide-sponsored "Better Hearing Month" mailing to the nation's hearing aid specialists will feature easy-to-use promotion

tools from BHI. They include two sets of ready-to-go public service advertisements and two camera-ready proofs of hearing help features for local newspaper and magazine editors.

NBC-TV LAUDS BHI "CHILD" PSA,

ORDERS 72 PRINTS FOR NETWORK

NBC-TV, one of the three major networks showing BHI TV public service announcements, has acclaimed the Institute spot dramatizing the importance of hearing help for a child as the best yet produced by BHI. Betty Randolph, NBC-TV

public service coordinator, described the PSA as being "especially high in human interest" and ordered 72 special sets of 35mm and conventional 16mm prints, so that the spots can be incorporated into 35mm network programming as well as for use by major NBC stations before and after network programs.

BHI BOARD WILL MEET NEXT MONTH

TO PLAN NEW FISCAL YEAR PROGRAM

Better Hearing Institute's board of directors will meet April 4 in Miami to explore new directions and programs for the new BHI fiscal year beginning May 1, 1975 through April 30, 1976.

Attending will be Ralph Campagna, president; Joseph Lucke, vice president; James Johnson, secretary; Robert Lee, treasurer; Richard Burger, Mae Carlyle, John Kojis, and Institute executive director Joe Rizzo.

Better Hearing Institute



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Low Money's Worth by Sylvia Porter, courtesy of Field Enterprise Syndicate. This column appeared 2/25/75 in 402 newspapers with a combined circulation of more than 50 million.



YOUR MONEY'S WORTH

Most Common Malady Is Loss of Hearing

By Sylvia Porter

While on a quick trip to the West recently, I caught a cold which settled in my left ear, then compounded the annoyance into a major hearing problem by flying back to New York and circling Kennedy airport for 2½ hours. The result has been a series of expensive, time-consuming sessions with two ear specialists — and a new sympathy for the millions of you who suffer from loss of hearing.

Did you know that:

— The most widespread malady in the United States today is loss of hearing — affecting more Americans than heart disease, cancer, blindness, tuberculosis, venereal disease, multiple sclerosis and kidney disease put together. More than 14.5 million Americans are afflicted and at least one out of every 15 of us is involved, according to the National Institutes of Health.

— Of the total, a full three million are school-age children. The malady is more prevalent among the elderly, however, with about half of the millions needing attention over the age of 65. What's more, the problem is getting worse, says the Better Hearing Institute in Washington — if for no other reason than the fact that we are living longer and deafness among the elderly is growing.

— Yet, we pay less attention to this disability than to any other ailment. Millions refuse even to admit that they have any impairment; others know it but ignore it; still others fail to follow up on treatment that could be of immense benefit to them. An estimated 11.5 million Americans suffer from uncorrected hearing loss; most could be helped by available medical, surgical or amplification treatment.

— This is much more than an intensely personal problem. It has major economic-social implications, for hearing loss directly costs our nation \$410,445,000 annually, estimates the Department of Health, Education and Welfare, just for the education, management and compensation of those with impaired hearing. The same HEW study puts the yearly loss of earnings due to communicative disorders at a massive \$1.75 billion.

— "It's a needless waste," says Joseph J. Rizzo, executive director of the Better Hearing Institute, in disclosing that this coming May has been designated Better Hearing Month, in order to focus attention on what you can do to

help yourself. If you suspect you are afflicted:

(1) Recognize that nearly everyone with uncorrected hearing loss can benefit from medical, surgical or amplification help.

(2) Find out what kind of hearing loss is your problem. There are two major types — conductive and sensorineural, or "nerve," hearing loss. Conductive hearing loss can often be traced to wax blocking the ear canal, infection of the tissue lining the middle ear. You will find that conductive hearing loss often can benefit from medical or surgical help.

(3) If yours is "nerve" loss, though, your problem is in the inner ear and caused by damage to the hair cells, nerve fibers or both. This type is generally not medically correctable and is most commonly helped by a hearing aid. More than 95 per cent of all hearing aid users have a sensorineural hearing loss.

(4) Your first step is to consult a physician, preferably an ear specialist — called an otologist or otolaryngologist. The specialist will diagnose the cause of your hearing loss and may be able to help you medically or surgically.

(5) If a hearing aid appears to be the answer, your doctor probably will refer you directly to a hearing aid specialist or first to a clinical audiologist, who is trained to measure hearing and to help rehabilitate and counsel you if you have a loss.

(6) When you are referred to a hearing aid specialist, be sure he is reliable. While most states have licensing regulations which establish qualifications and standards for hearing aid specialists, check whether the specialist will:

Stand behind the product he sells; clearly define for you the guarantees or warranties; be able and willing to provide quick and efficient repair of your hearing aid when necessary; be qualified for membership in the National Hearing Aid Society, which sets high standards for the testing of human hearing, and in the selection, adaptation, fitting and servicing of hearing aids.

(7) For additional information, write the BHI at 1430 K St., N.W., Suite 800, Washington, D.C. 20005 or call toll free directly at (800) 424-8576.

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