



December 1976

Vol. 4, No. 4

NORM CROSBY WILL ENCOURAGE HEARING-IMPAIRED AMERICANS IN NEW BHI TELEVISION PSAs

Comedian Norm Crosby, Better Hearing Institute's honorary national chairman and advisory board member, will encourage Americans with hearing loss in two new BHI TV public service announcements scheduled for production this month. The spots, timed for

Better Hearing Month distribution, will be sponsored by a special grant from Ray-C-Vac ESB Inc., which is in addition to the firm's regular and consistent support of BHI programs.

Appearing in a 60- and 30-second PSA dramatizing the magnitude of hearing disorders, Crosby will acknowledge his own corrected hearing handicap and urge others who suspect a problem to seek help. The spots will be released in April to 400 TV stations in the key 100 U.S. markets.



Norm Crosby

BHI SUBMITS \$2.2 MILLION PROPOSAL TO NATIONAL CENTER FOR HEALTH EDUCATION

At the suggestion of Bureau of Health Education (BHE) representatives, BHI submitted its recommendations for a national program of hearing help information to the Na-

tional Center for Health Education. This \$2.2 million proposal originally was prepared for---and still is being reviewed by---BHE in response to a Department of Health, Education, and Welfare task force report on hearing aid health care. The report devoted an entire section to the lack of public information, misinformation, and misunderstanding about hearing loss and hearing help.

'HEARING INSTRUMENTS' PRESENTS BHI WITH 'DISTINGUISHED SERVICE AWARD'

Hearing Instruments magazine's 1976 "Distinguished Service Award" for out-

standing service to the hearing field was presented to BHI at the recent Hearing Aid Industry Conference/National Hearing Aid Society conferences in Chicago. The award previously has gone to individuals who have made a personal contribution to the field; this marks the first time it has ever been awarded to an institution.

BHI President Joe Lucke (above, left) and Joe Rizzo, executive director, received the award plus \$25 silver dollars---symbolizing NHAS' 25 years---from Hearing Instruments publisher Marjorie Skafte.



ART CARNEY, NEW FORMAT HIGHLIGHT

'WE OVERCAME HEARING LOSS' BOOKLET

of 12 famous Americans who overcame their own hearing handicaps. Featured in the new edition: Academy Award-winning best actor Art Carney, who received help for his hearing problem and urges others to do the same. Other celebrities: Washington Redskin halfback Larry Brown, comedian Norm Crosby, actress Nanette Fabray, singer Johnnie Ray, Governor George Wallace, and more.

"We Overcame Hearing Loss"---new title of the second edition--- will have brighter colors and an exciting new design. Copies will be available from BHI soon.

Currently in the works: an updated and revised edition of BHI's best-selling booklet, "They Overcame Hearing Loss," featuring the personal success stories



Art Carney

INSTITUTE AWARDED HAF GRANT FOR

BETTER HEARING MONTH ACTIVITIES

BHI recently received a \$3,500 grant from the Hearing Aid Foundation to expand its 1977 Better Hearing Month program. Announcement of the award was made by Samuel F. Lybarger, HAF president.

Lybarger noted that: "HAF believes BHI's efforts to alert Americans with hearing problems to all possible solutions is of great value---to hearing-impaired people of all ages and also to the families and friends of those with hearing disorders. We congratulate the Institute on the excellent work it is doing on behalf of the hard-of-hearing in the United States."

NEW BHI 'ALONE IN THE CROWD' TV SPOTS

RELEASED TO NATION'S KEY BROADCASTERS

Two new BHI television public service announcements emphasizing the importance of hearing and communication in everyday life recently were distributed to 400 top TV stations in the country's leading 100 markets.

"Alone in the Crowd," the first in BHI's new series of situation-type spots, concentrates on hearing loss and the elderly (see PSA storyboard, page 4). Future PSAs will focus on other age groups, different settings, and varied conditions. Two versions of the new spot---a 30- and a 60-second---were released, to maximize impact and station usability.

NEW BHI SPEAKERS PRESENTATION

HAILED AT CHICAGO CONFERENCES

the golden years and emphasizes all types of assistance---medical, surgical, and amplification.

"Silence Is Lonely," BHI's new speakers presentation starring actress Nanette Fabray, was acclaimed at the recent NHAS/HAIC conferences in Chicago. The new presentation focuses on hearing loss in

"Silence Is Lonely" can be used by all members of the hearing help team in their information and education efforts. Sets are available from BHI for \$49.95. (See order form, insert.)

BHI/NHSA MEET IN WASHINGTON

TO DISCUSS CLOSER COOPERATION

avoid costly duplication of effort, e.g., in the area of public information, thereby enhancing the ability of both organizations to better serve the hearing impaired. Negotiations are expected to continue through December.

Board delegations from BHI and the National Association for Hearing and Speech Action met in Washington, D.C., last month to discuss possible avenues of joint cooperation. Under consideration are ways to

BHI UNVEILS NEW PROGRAMS

AT NHAS/HAIC CONFERENCES

people but also from government officials and others in attendance. FDA's Ed McDonnell, for example, commended the Institute's I&E efforts and added unofficially that he believed HEW should join in support of its programs.

BHI presented its new programs on hearing loss and available hearing help to HAIC and NHAS members at the recent conferences in Chicago. Institute projects received an enthusiastic reception--not only from hearing aid industry

BHI GIVES PRESENTATION TO

LOCAL HEARING ASSOCIATIONS

audiovisual report by BHI President Joe Lucke on Institute accomplishments and plans; BHI's award-winning television public service announcements; "Silence Is Lonely," newest BHI slide presentation starring Nanette Fabray.

BHI recently accepted invitations from the Massachusetts Hearing Aid Society and the Hearing Aid Association of Kentucky to make a presentation at their respective fall meetings. Included in the program:

The Texas Hearing Aid Association has scheduled a similar presentation for next month. Other groups can do the same---without charge except for travel expenses. Contact Executive Director Joe Rizzo toll-free at (800)424-8576 to make arrangements.

BHI BRIEFS

Lions International of Winnipeg, Manitoba, Canada, recently requested a set of BHI TV PSAs and other materials for use in their 1977 telethon on hearing...The Bureau of Health Education, currently in the process of appraising BHI's \$2.2 million proposal for hearing health education, has asked for samples of the Institute's television and radio spots and printed materials for review...BHI's board of directors recently met in Chicago, in conjunction with the NHAS/HAIC conferences, to assess mid-year progress and chart future plans...The Institute's 1976 Better Hearing Month Awards formally were presented at the NHAS Chicago meeting to Clarence Hill, Oklahoma City, Oklahoma, and DuWayne Tremmel, Marshfield, Wisconsin. Also receiving awards were runners-up Louise Olsen, Duluth, Minnesota, and William Syers Jr., Davenport, Iowa.

TOO MANY COMMUNICATORS? MOVING?

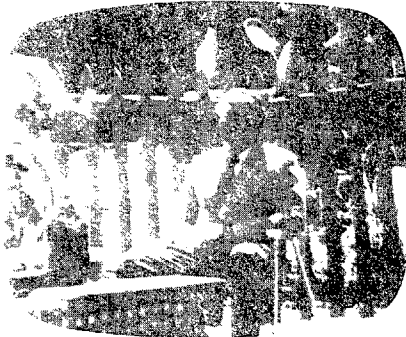
If you're moving, or if you're receiving more than one copy of the Communicator, please let us know. Send your mailing label with new address, comments, or corrections to BHI, Subscriber Service, 1430 K Street, N.W., Suite 200, Washington, D.C. 20005.

Better Hearing Institute

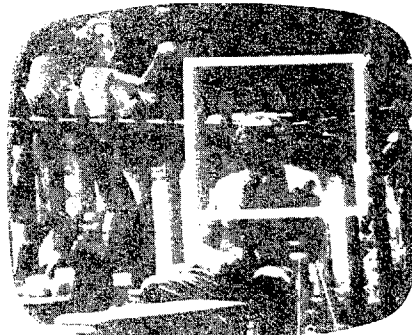
1430 K Street, N.W., Suite 200, Washington, D.C. 20005 202 / 638-7577



Public Service Announcement
"Alone in The Crowd"
30 and 50 Seconds
No. 9633-1



The terrible thing about hearing loss



is that it isolates people



from other people.



People who would normally be alert...
withdraw and feel almost useless.



Most people with a hearing impairment
can be helped.



Send for this free booklet from The
Better Hearing Institute.



He should hear...



"Grandpa, I love you".



What he's missing.