



March 1977

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BHI, NAHSA POOL FINANCIAL RESOURCES FOR

SUPER 1977 BETTER HEARING & SPEECH MONTH

Hearing and Speech Action--promises to be the biggest and best yet.

Highlights: A new Better Hearing and Speech Month television public service announcement featuring BHI National Honorary Chairman Norm Crosby will be released to 400 TV stations in the nation's leading markets for May. An early May kick-off press conference at Washington's National Press Club will feature Nanette Fabray, Better Hearing and Speech Month Chairman, and the 1977 poster child.

An extensive barrage of national print and broadcast publicity is planned for May. BHI has prepared a 100-page kit of ready-to-use communications tools for use by hearing and speech field professionals during Better Hearing and Speech Month and year-round. An interview with Norm Crosby on the Helen Hall Show will be distributed to 500 radio stations in May. A "Quickie Quiz" on hearing loss and a "Better Hearing and Speech Crossword Puzzle" will be sent to more than 5,000 newspapers across the country during Better Hearing and Speech Month. And more.

'WE OVERCAME HEARING LOSS' BOOKLET

FEATURES ACTOR ART CARNEY, OTHERS

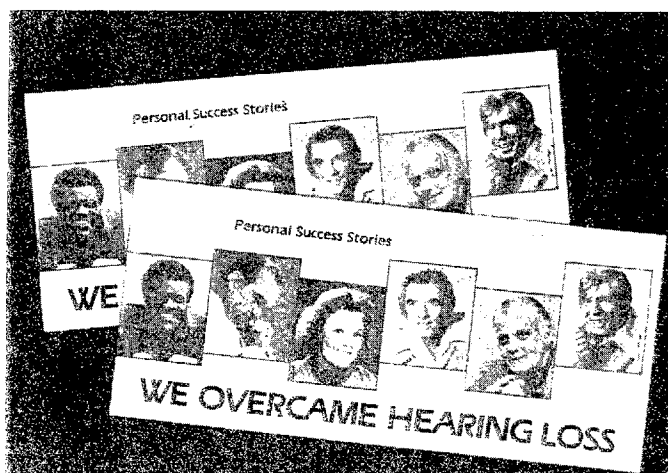
Included are photos and personally signed success stories of personalities in football, television, boxing, movies, politics, theater, music, business --people like Academy Award-winning Best Actor Art Carney, comedian Norm Crosby, actress Nanette Fabray, Governor George Wallace, singer Johnnie Ray, football star Larry Brown, and others. Each acknowledges his or her own hearing loss and encourages those who suspect a problem to seek help.

"We Overcame Hearing Loss" will help to inform and inspire the hearing impaired, their families and friends. You can distribute copies in your waiting room, at speaking engagements, or by mail. Your association name and address may be imprinted in a space provided for this purpose on the back cover. (See order form, insert page.)

This year's May Better Hearing and Speech Month campaign --sponsored jointly by the Better Hearing Institute and the National Association for

Hearing and Speech Action--promises to be the biggest and best yet.

Thirteen prominent Americans from different walks of life tell how they overcame their own hearing problems in BHI's revised celebrity booklet, "We Overcame Hearing Loss."



NORM CROSBY TALKS ABOUT HEARING LOSS,

BHI IN CHICAGO SUN-TIMES INTERVIEW

interviewed by Cleveland Amory, columnist for the Chicago Sun-Times (estimated readership: 1,653,000). "You'll have to talk a little louder," Crosby instructed Amory. "I'm a little deaf, you know." He continued: "Hearing can be dangerous. It can cause deviation in your section, prognosis in your duct, and fimp in your navel observatory."

Norm Crosby, BHI national honorary chairman and Advisory Board member, recently was



Norm Crosby

About BHI Crosby said, "We don't sell hearing aids or do surgery. We let people know something can be done. There are 11 million Americans who have (uncorrected) hearing problems. They walk around and suffer and miss everything. They don't realize there are new breakthroughs every day...."

ANGIE FOSTER NAMED POSTER CHILD FOR
1977 BETTER HEARING AND SPEECH MONTH

Angela Denise Foster, an inquisitive little 3½-year-old with pig-tails and a radi-

ant smile, has been designated as this year's Better Hearing and Speech Month poster child. She was selected by BHI, NAHSA, and other participating hearing and speech organizations to carry the banner of hope and understanding for 19...

Angie, daughter of John and Betty Jo Foster, Charlotte, North Carolina, was sponsored by the North Carolina School for the Deaf.



Angie Foster

As poster child, Angie will visit Washington, D.C., the first week in May to help launch the campaign. Her activities will include, among other things, a tour of the city, a White House and Capitol visit, and participation in a national press conference. Angie will represent more than 22 million Americans with hearing and speech disorders.



Sonja Heiser



Danny Mathews

Poster child runners-up are Sonja Heiser, daughter of Maureen and Bruce Heiser, Londonderry, New Hampshire, and Richard Danny Mathews, son of Fran and Richard Mathews, Tulsa, Oklahoma. Sonja was sponsored by her grandparents, John and Anne Griffin. Quota Club of Tulsa, Oklahoma, sponsored Danny.

WASHINGTON REDSKIN LARRY BROWN SPEAKS AT

MARYLAND HEARING AID ASSOCIATION CEREMONY

Larry Brown, Washington Redskin halfback, BHI Advisory Board member, and chairman of last year's Better Hearing Month effort, recently spoke

at the certificates award ceremony of the Hearing Aid Specialists Association of Maryland, Washington, D.C., and Delaware, Inc. The ceremony honored students who successfully completed their first course in hearing aid technology at Anne Arundel Community College in Arnold, Maryland.

Better Hearing Institute

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PUBLIC SERVICE
ANNOUNCEMENT
Norm Crosby '77
:60 and :30 seconds



ANN.: From Hollywood,
the National Chairman of
the Better Hearing Institute
---Norm Crosby.



CROSBY: It is an extinct
pleasure for me to have these
few moments of dissipation
with you nice people on a
matter of utmost urgency
and crucial insurrection.



You know, I've made a
whole career out of enter-
taining people by butchering
the English language.
It's funny stuff for people
who catch the lines. But
it's not for people who can't
hear them.



And what they miss hearing
can be the difference
between a life of happiness
and one of withdrawal and
loneliness.



Over 14 million people
suffer from hearing loss---
3 million are school-age
children. The tragedy is
that most can be helped...
medically, surgically, or...
like me...through amplifi-
cation.



So if you, or someone you
know, doesn't hear well,
arrange for a hearing
checkup.



SON: Hey Dad!..Dad!
Watch this!



CROSBY: OK, Daniel,
I hear you.



You should hear what you
are missing.

NANETTE FABRAY TO KICK OFF BHSM AT
NATIONAL PRESS CLUB NEWS CONFERENCE

Nanette Fabray, star of television, theater, motion pictures, and musical comedy, will

kick off Better Hearing and Speech Month the first week in May at a special BHI-sponsored press conference at the Washington, D.C., National Press Club. Ms. Fabray, who successfully overcame her own hearing loss, is 1977 Better Hearing and Speech Month chairman and a member of the BHI Advisory Board.



Ms. Fabray

Also attending the conference will be BHI Advisory Board member Dr. Howard P. House, president of the Ear Research Institute, Los Angeles, California; and this year's Better Hearing and Speech Month poster child, Angie Foster, from Charlotte, North Carolina.

NORM CROSBY, BHI NATIONAL CHAIRMAN,

During a recent guest appearance on Johnny Carson's "Tonight" show, Norm Crosby announced that he is national honorary chairman of BHI and talked about hearing loss, hearing help,

PROMOTES HEARING HELP ON 'TONIGHT'

and his own hearing aids. "I don't wear my hearing aids all the time," he quipped. "Just when I want to hear!"

Crosby was on the show, which reaches an estimated 40,000,000 television viewers, for 15 minutes. "Tonight" commercial time currently costs \$34,000 per minute.

1977 BETTER HEARING AND SPEECH MONTH

A comprehensive 100-page kit of easy-to-use communications tools for use during Better Hearing and Speech Month and year-round has been prepared by BHI to assist you

INFORMATION KITS AVAILABLE FROM BHI

in your publicity efforts. Included in each kit are how-to instructions; sample news releases, features, editorials, public service messages, proclamations, letters, television and radio announcements, speeches, and "filler" items; helpful suggestions and ideas; plus a better hearing and speech poster, button, bumper sticker, public service ads, and more.

Order yours while the supply lasts. \$12.95 from BHI.

IN MEMORIAM:

A.P. MYNDERS

Anton (Tony) P. Mynders, businessman, writer, philanthropist, past president of the National Hearing Aid Society, and a pioneer of the Better Hearing Institute, died on January 2, 1977 at his home in North Beach Haven, New Jersey. He was 63 years old. Friends have made special contributions to BHI in his memory.

NANETTE FABRAY PLAYS STROKE VICTIM ON
SPECIAL EPISODE OF 'MAUDE' TV SERIES

BHI Advisory Board member Nanette Fabray appeared on a special segment of "Maude" last month which delved into the difficult subject of public reaction, anger, intimidation, and fear of the handicapped. Ms. Fabray played an old college chum of Maude's who suffered a stroke. In humorous and heartwarming scenes, Maude experienced a gamut of emotions at the discovery of her friend's disability and learned a lesson in life as Katie (Fabray) showed her what courage is all about.

BHI Executive Director Joseph Rizzo has offered to assist "Maude" producers with a program involving a person with hearing loss.

NEW NORM CROSBY TV PSA
TIMED FOR MAY RELEASE

BHI's new television public service announcement featuring malaprop comedian Norm Crosby will be distributed to major TV stations throughout the nation for broadcast during Better Hearing and Speech Month. In the spot, Crosby discusses the magnitude of hearing loss, acknowledges his own corrected hearing problem, and urges others who suspect a hearing impairment to seek help (see storyboard, insert). The PSA was made possible by a special supplemental grant from Ray-O-Vac Division, ESB, Inc.

BHI BOARD MEETS THIS MONTH
TO REVIEW PROGRESS, PLANS

The BHI Board of Directors meets in Washington, D.C., on March 25 to assess Institute progress and to chart plans for the fiscal year beginning May 1. Expected to attend are: Joseph C. Lucke, president; John J. Kojis, vice president; Donald E. Galloway, secretary; Larry G. Alkire, treasurer; Thomas E. Arnold, Ralph Campagna, and Barclay Smith, directors.

BHI BRIEFS

Food and Drug Administration's Edward McDonnell has promised to actively assist BHI in its efforts to enlist funds from the Department of Health, Education, and Welfare....

BHI Executive Director Joseph Rizzo recently was interviewed by "Prime Time," a radio series produced for the American Association of Retired Persons and the National Retired Teachers Association. The program goes out this month to 150 radio stations across the country....FDA has put in a requisition for 60 sets of BHI speakers presentations and 100 Better Hearing and Speech Month kits....

While on location in California filming the new Crosby TV PSA, Joe Rizzo met with Dr. Howard P. House, BHI Advisory Board member and president of the Ear Research Institute, to discuss possible areas of cooperation.... The BHI Board of Directors recently met in St. Louis to assess and approve the proposed cooperation agreement between NAHSA and BHI....Joe Rizzo spoke to the Texas Hearing Aid Association recently about BHI, its programs, and plans....Thomas A. Fisher and Tony Hagedorn, president and vice president, respectively, of the Hearing Aid Specialists Association of Maryland, Washington, D.C., and Delaware, Inc., recently presented a \$3,500 grant from the Hearing Aid Foundation to BHI. The funds are to help BHI expand its 1977 Better Hearing and Speech Month activities.