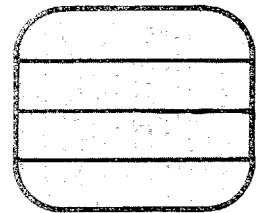


Highlights of Current Better Hearing Institute Activities **communicator**

Route to



December 1978

Vol. 6, No. 4

NATIONAL WEEKLY NEWS MAGAZINE

DONATES FULL PAGE TO INSTITUTE

public service advertisement featuring popular gold record soloist Frankie Valli. The donated space would have cost BHI \$18,250. Estimated readership of the publication is 6,000,000-plus.

U.S. News & World Report, one of the nation's top three news-weeklies, this month ran a full-page Better Hearing Institute pub-



"When my doctor said I was going deaf I thought my career was over!"

Learned Deafness is a condition that can strike anyone at any time. It can be a devastating experience, but it doesn't have to be. With the help of the Better Hearing Institute, you can find the answers you need to live a full and productive life.

Learn more about us today. Call 1-800-4-A-HEAR or write to: Better Hearing Institute, 1430 K Street, N.W., Washington, D.C. 20005.

Better Hearing Institute

Do you or someone you know have a hearing problem?

BHI PSA Ad

The magazine's December 4 issue carried the BHI public service announcement message to five metropolitan areas: Boston, Chicago, New York, Philadelphia, and Washington-Baltimore. The December 11 "million market edition" included the BHI ad in copies circulated through 10 states and the District of Columbia: New York, Pennsylvania, New Jersey, Massachusetts, Connecticut, Maryland, Delaware, Virginia, Rhode Island, and Vermont. Future issues will carry the message to the remaining U.S. markets.

PUBLIC EDUCATION PRIORITIES EXPLORED

BY NATIONAL HEARING AND SPEECH ASSNS

BHI joined more than a dozen other national hearing and speech organizations to assess public education priorities at a Sertoma Foundation-sponsored meeting last month at Boys Town Institute, Omaha, Nebraska.

BHI President Ralph Campagna and Executive Director Joe Rizzo were invited as were the chief elective officer and staff head of each organization.

"I believe this was a most productive meeting," said Campagna, "and will hopefully lead to a pooling of future efforts by our organizations, to mitigate duplication and to enhance the effectiveness and impact of our programs." To this end, the organizations agreed to meet at BHI this month to discuss possible coordination of Better Hearing and Speech Month plans (see page 2 item).

HENRY FONDA LANDS NEW ROLE

AS MEMBER OF ADVISORY BOARD

of two hearing aids, Fonda joins a distinguished cast of 24 other Advisory Board members, including celebrities who overcame hearing loss and professionals from other fields. They provide BHI program input and serve as spokesmen.

Henry Fonda, player of many key roles in an illustrious acting career, has taken on a new one: BHI Advisory Board member. Himself a user



Henry Fonda

NATIONAL HEARING ASSNS TO DISCUSS

BETTER HEARING MONTH PLANS AT BHI

Representatives of a dozen national hearing organizations will meet this month at BHI to discuss possible coordination of Better Hearing and Speech Month (May) efforts. The December 18 Washington meeting was called by Sertoma Foundation, which sponsored last month's meeting of the organizations in Boys Town (see page 1).

Organizations expected to be represented: Alexander Graham Bell Association for the Deaf, American Council of Otolaryngology, American Speech and Hearing Association, Academy of Rehabilitative Audiology, BHI, Association of Service Programs in Communicative Disorders, National Technical Institute for the Deaf, Gallaudet College, National Association of the Deaf, National Association for Hearing and Speech Action, and Sertoma Foundation.

BHI WELCOMES YOUR NOMINEES

FOR 1979 BHSM POSTER CHILD

BHI invites your help in its search for a poster child for Better Hearing and Speech Month. The Institute hopes to find the winning smile of a hearing-impaired youngster between two and six, to be the symbol of hope and understanding during May. The campaign is a national month-long public information effort to alert people to the magnitude of hearing loss and available hearing help.

To enter a child, submit his or her name, at least two different, good-quality black and white photographs (preferably 8x10" glossies); biographical information; and a professional estimate of the degree of hearing loss. Mail entries to "Poster Child Contest," Better Hearing Institute, 1430 K Street, N.W., Suite 600, Washington, D.C. 20005 by Friday, January 26th. Winners will be announced in February and appear in March newsletter.



Past Poster Child Angie

INSTITUTE AWARDED 3RD HAF GRANT

FOR BETTER HEARING MONTH PROGRAM

BHI recently received its third consecutive Hearing Aid Foundation grant to strengthen Better Hearing and Speech Month public information efforts in 1979. In announcing the \$2,500 award, HAF president Larry

Kent said: "We appreciate the fine work the Institute is doing and hope this grant will in some small way help enhance BHI's program to educate people about hearing loss and available help." Plans for this year's Better Hearing and Speech Month campaign include selection of a poster child, special events, and a comprehensive media blitz.

U.S. EMPLOYEES RECEIVE

BETTER HEARING ADVICE

Last month's IEA News--Intergovernmental Employees Association journal issued to government employees across the country--carries a hearing help feature based on an interview with BHI Executive Director Joe Rizzo. The article, "How to...Buy a Hearing Aid," describes the steps to

take once a doctor determines that a hearing aid may be of help. Readers are advised to seek out consumer information on dispensers, products, and available services. The National Hearing Aid Society's list of certified dispensers and BHI's HelpLine are recommended as good sources.

NEW HENRY FONDA TV PSA

RELEASED TO 400 STATIONS

BHI's recently produced television public service announcements featuring consummate actor Henry Fonda were released this month to 400 stations in the nation's major markets (see storyboard, page 4).

The spots, issued in 60- and 30-second versions for greater station flexibility and usage, were sponsored by a special supplemental grant from Ray-O-Vac Division, ESB, Inc.

In the PSA Fonda discusses his own hearing loss, says that hearing aids were the answer for him, and urges others who suspect a problem to similarly seek medical, surgical, or amplification help.

NEW REPRINTS ON HEARING LOSS, NOISE,

& PREVENTION NOW AVAILABLE FROM BHI

Three BHI-initiated articles on hearing loss, hearing help, and hearing loss prevention are now available from the Institute:

"After 60: Hearing Checkup
Vital Precaution," by syndica-

ted columnist Jack Smith ("Time of Your Life," 7,500,000 readers); "To Your Health: Quiet Please," by Ed Walsh (Seventeen Magazine, 4,500,000 readers); and "How to Help Yourself to Better Hearing," Ed Walsh (Twin Circle, 1,200,000 readers).

These informative reprints make excellent handouts at speaking presentations, can be distributed in offices, used as mailing enclosures, and more to reinforce your message and spread the word about hearing loss and what to do about it. \$30/1,000 from BHI.

BHI PREPARES TWO NEW BOOKLETS ON

PREVENTION AND NOISE-INDUCED LOSS

Currently in the works are two new booklets in BHI's series of hearing help publications: prevention of hearing disorders by Irwin Ginsberg, M.D., chief of the otology section and attending otolaryngologist, Buf-

falo General Hospital; and noise-induced hearing loss by Joseph Sataloff, M.D., Philadelphia otolaryngologist and respected authority on industrial hearing loss and hearing conservation.

Scheduled for February completion, the new booklets will be brief (4-6 pages), easy-to-read, and attractively designed. BHI invites funding of all or part of this project.

The first two booklets in BHI's series, "Nerve Deafness and You" by Gale Gardner, M.D., and "Tinnitus, or Head Noises," by Norman Lee Barr Jr., M.D., F.A.C.S., are available from BHI for \$10 per 100.

BHI BRIEFS

BHI has been named to the advisory committee for the National Information Center for Quiet, recently created under a grant from the Environmental Protection Agency.

Purpose of the Center will be to assure dissemination of information on the damaging effects of noise on hearing and other aspects of health.... BHI Executive Director Joseph Rizzo recently made a presentation on hearing loss and available hearing help at the monthly luncheon meeting for the Washington, D.C., Lion's Club.

Newest Release in BHI's Celebrity PSA Series for Television



Venerable Star Henry Fonda Speaks up for Hearing Help

One of America's Best-Loved Actors Featured In New Better Hearing Institute PSA's

When you've been a star for 50-plus years in the tough world of entertainment, you must have a pretty good perspective on life and yourself. Fonda proves it in everything he does.

This is why we're so proud that he speaks up about his experience with hearing loss. In these latest PSA's from BHI, Fonda acknowledges his hearing disorder, says that for him hearing aids were the answer, and urges others who suspect a problem to seek help.

Fonda joins the BHI parade of celebrities who speak out against hearing loss, including Bill Cosby, Art Carney, Frankie Valli, Florence Henderson, Norm Crosby, Nanette Fabray, Larry Brown, Governor George Wallace, Johnnie Ray, and others. The message is basic but important: Get a hearing checkup.

We request that you preview these two public service messages at your earliest convenience and schedule them for frequent use.

Thank you for helping your viewers to **hear** what they've been missing!

16mm, sound, color, 30 and 60 seconds



Better Hearing Institute

1400 K Street, N.W., Suite 600, Washington, D. C. 20005