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SYNDICATED COLUMNISTS ENCOURAGE READERS TO CONTACT INSTITUTE ABOUT HEARING HELP

"hear what you've been missing." Cottin quoted BHI on the scope of hearing disorders and the fact that most people with hearing loss can be helped. He identified several Institute celebrities who overcame hearing problems, including Art Carney, Nanette Fabray, Governor Wallace, and others. He concluded by urging people to write the Institute for additional hearing help information. "Growing Older" is distributed to more than 600 newspapers nationwide, with a combined circulation in excess of 25,000,000.

Nationally syndicated columnist Lou Cottin ("Growing Older") recently advised readers that May is Better Hearing Month, a good time to take steps to

Press Associates released a BHI photo news item to labor editors throughout the U.S. in May warning of excessive noise hazards and naming the Institute as a source of information and assistance. "Help-Mate," a nationally syndicated column by Merrill Rose, suggested readers contact BHI for facts about hearing aids or for help in resolving hearing health care problems.

In addition, newspapers and magazines across the country received information about Better Hearing Month, hearing help, and BHI during May.

LITTON'S BARNEY OLDFIELD COMMENDS BHI AT HEARING INDUSTRIES ASSN CONFERENCE

members of the Hearing Industries Association at their annual meeting in Hilton Head, South Carolina.

Standing in for Litton Industries President Fred W. O'Green, BHI advisory board member and childhood victim of hearing loss, Col. Barney Oldfield recently addressed

Oldfield, aviation pioneer and Litton corporate director for special missions and projects, told his audience about O'Green's hearing loss and how he overcame it to become chief operating officer of America's 60th ranking company. He praised BHI programs in O'Green's behalf and encouraged those present to support the Institute. "The continuance of this effort is crucial," said Oldfield, "and he (O'Green) hopes you will all search your consciences and your treasuries to the end of increasing contributions in this sector....An entity such as BHI is extremely 'good business' for the millions who need and benefit from its persistence. The more the word is spread to the general public, the more appreciated your kind manufacturing effort will be. The Better Hearing Institute is a round-the-clock, unflagging storyteller and placer of this information and alternatives."



Col. Barney Oldfield

INSTITUTE CALLS FOR INCREASED AWARENESS
OF DANGERS FROM EXCESSIVE NOISE EXPOSURE

BHI recently presented its position on enforcement of the Noise Control Act of 1972 for oversight hearings of the Subcommittee on Resource Protec-

tion, Senate Committee on Environment and Public Works. Emphasizing its concern for more than 14.5 million Americans already suffering from hearing disabilities who may be more susceptible to noise-induced hearing loss, the Institute noted that millions of others are daily exposed to hazardous sound levels.

BHI stressed the importance of greater public awareness of the dangers of exposure to loud or prolonged noise: "The demand for an effective national noise alert/abatement program is clear. Americans routinely subjected to damaging sound levels must be alerted to the attendant risk, to ways to prevent overexposure to noise, and to what can be done for those already suffering from its harmful effects." The Institute therefore urged a strengthening of the Noise Control Act by a significant increase in appropriations for research and public information in the areas of noise abatement and control and hearing conservation.

In conclusion, BHI commended the fine efforts already made in this direction by the Environmental Protection Agency's Office of Noise Abatement and Control, but added that much more is needed to adequately inform everyone affected about noise and its possible impact on hearing, overall health, and peace of mind.

COMEDIAN NORM CROSBY, BHI HONORARY CHAIRMAN,
PROMOTES BETTER HEARING MONTH ON NATIONAL TV

Word-bumbling comedian Norm Crosby, BHI honorary national chairman, discussed Better Hearing Month, hearing loss and available help, and

his own hearing disorder during May appearances on the "Tonight Show," "Dinah," and "Merv Griffin." Combined estimated viewership of the three shows is 50,000,000. Average cost for commercial time: \$34,000 per minute.

In addition to serving as BHI's national chairman, Crosby stars in two Institute television public service announcements, narrates BHI's slide/cassette presentation, "We Overcame Hearing Loss," is featured in BHI's celebrity booklet of the same title, and authored "You Should Hear What You're Missing" for Family Weekly magazine.

CONGRESSIONAL RECORD TWICE REPORTS
BARNEY OLDFIELD HILTON HEAD SPEECH

Congressman Charles E. Grassley, representative from Fred O'Green's hometown of Mason City, Iowa, and Congressman Mendel J. Davis, representative from South Carolina's 1st Dis-

trict, both entered in the Congressional Record the address delivered by Litton Industries' Barney Oldfield. Given on behalf of LI President Fred O'Green, the speech was presented to Hearing Industries Association members at their recent South Carolina meeting.

Preceding the address, remarks by both congressmen (Grassley's titled "Hearing Impairment Not an Insurmountable Obstacle" and Davis' headed "Better Hearing: An Inspiration") refer to O'Green's tremendous accomplishments despite early hearing loss and to the goals of the Better Hearing Institute (copies available on request from BHI).

HANK RAYMONDS, HEARING-IMPAIRED MU COACH,
ACCEPTS INSTITUTE ADVISORY BOARD POSITION

Hank Raymonds, head coach of Marquette University's winning basketball team (1977 NCAA champs) and a hearing aid wearer, recently joined the BHI

team as an advisory board member. For Raymonds, the hard work and group spirit, which helped guide this year's Marquette squad to a 24-4 record and their 12th consecutive invitation to a post-season tournament, transcends the sports arena: "I am most happy to serve on the BHI advisory board," Raymonds told BHI. "I'll be awaiting further instructions as to what I can do to help!"

Two other additions to the advisory board are John Kojis, president of Marcon, Inc., and James T. Spencer, Jr., M.D., prominent ear specialist and victim of hearing impairment. Both are former members of the BHI board of directors.



Hank Raymonds

INSTITUTE DIRECTOR, MISS DEAF AMERICA
APPEAR ON PBS' "CHALLENGE" DURING MAY

Joseph J. Rizzo, BHI executive director, and Susan Davidoff, Miss Deaf America, appeared on Public Broadcasting's "Challenge" during Better Hearing Month. Ms. David-

off discussed the personal experience of deafness. Rizzo talked about the magnitude of hearing disorders, types of hearing help, and the purpose of the Institute. Viewers were advised to call BHI for more information.

Ms. Davidoff also starred in "Sing-A-Sign," a half-hour PBS special featuring deaf performers. Also aired in May, the show portrayed the beauty of sign language and the creative talents of the deaf through sing/sign, dance, poetry, mime, and comedy skits.

BETTER HEARING MONTH, 1978:
HIGHLIGHTS OF BHI ACTIVITIES

This year's Better Hearing Month--the 52nd anniversary of an intensive public information effort held each May--was marked by a variety of BHI activities aimed at focusing national attention on the problem of hearing

loss and the services available to the hearing impaired. Some highlights:

- * New Frankie Valli television PSA was released to 400 stations in the top U.S. markets.
- * The Institute distributed feature ideas and information packets to magazine editors and syndicated columnists across the country, resulting in numerous hearing-related articles.
- * BHI's Joe Rizzo talked about hearing loss and BHI on PBS' "Challenge."
- * Better Hearing Month Chairman Frankie Valli and BHI's Honorary National Chairman Norm Crosby appeared on TV/radio talk shows during May. Each discussed his own hearing loss and the special significance of the month.
- * Resource packets were sent to local volunteers nationwide, encouraging them to plan Better Hearing Month events and providing them with press releases and feature suggestions for area editors.

SATALOFF AND BURCHFIELD ELECTED
TO INSTITUTE BOARD OF DIRECTORS



Dr. Sataloff

Joseph Sataloff, M.D., and James R. Burchfield recently were elected to the BHI board of directors. Sataloff, noted Philadelphia

ear surgeon, respected authority on industrial hearing loss and hearing conservation, and author of several books on these subjects, accepted the post despite heavy surgery and research responsibilities. In assuming the position Sataloff stated: "I have a strong commitment to the work you are doing. I am delighted to accept and will do everything possible to help."

James Burchfield, practicing Ohio attorney, is also president of the Sertoma Foundation, an organization dedicated to serving the hearing impaired through development of testing and rehabilitation programs. Burchfield brings 25 years of experience with nonprofit organizations to his new role, having also worked with United Appeal, Hospital Federation, and other health organizations.



James Burchfield

BHI MEETS WITH ACO, NAHSA TO
DISCUSS AREAS OF COOPERATION

BHI President Ralph Campagna met last month with Dr. Harry McCurdy, executive director of the American Council of Otolaryngology, and Dr. James T. Spencer, Jr., president of the National Association for Hearing and

Speech Action, to consider possible avenues of cooperation. These preliminary meetings are the first of several BHI's president will undertake during the next year, with other hearing organizations as well, to discover ways to maximize impact and effectiveness of all groups, to avoid duplication of efforts, and to fully utilize existing resources.

VALLI TV PUBLIC SERVICE SPOT
DRAWS TOP STATION RESPONSE

BHI's new television public service announcement starring Frankie Valli--popular gold-record soloist, former lead vocalist of The Four Seasons, and BHI's Better Hearing Month chairman--was released to 400 stations in the nation's leading 100 markets in time for concentrated airing during Better Hearing Month (see promo sheet, page 6).

The new spot, in which Valli discusses his own hearing loss and encourages those who suspect a hearing problem to seek help, already has prompted more favorable comments from station program directors than any PSA in BHI history: "Great!", "Well produced, interesting," "Good effective spot," "Thank you for sending them."...

BHI VISITS MINNEAPOLIS AREA
MANUFACTURERS AND SUPPLIERS

BHI goes to Minneapolis this month to present a special activity report to employees of hearing aid manufacturer/supplier supporters of the Institute. The goal is to stimulate employee pride in their role

in better hearing through greater awareness of BHI and its programs. The report, 30 or 60 minutes in length, dramatizes how the Institute helps inform and motivate millions of Americans with impaired hearing to seek help. Other companies or groups interested in such a presentation may contact BHI Director Joe Rizzo at the Institute.

OLDFIELD DISTRIBUTES SC SPEECH
TO LITTON DIVISIONS NATIONWIDE

In an effort to let Litton employees know more about their chief executive and also to inform them about BHI and its programs on behalf of millions of Americans with hearing disabilities,

Col. Barney Oldfield recently distributed copies of his Hilton Head speech to all Litton divisions. Oldfield, surrogate speaker for Litton president, BHI advisory board member, and poster person Fred W. O'Green, gave the talk to Hearing Industries Association members attending their annual meeting.

Litton, which recently donated a \$4,750 copying machine to BHI, had 1977 sales of \$3,442,924,000, employs 94,000 people, and operates from 175 production and research facilities.

NY HEARING ASSOCIATION INVITES
BHI TO MAKE MEDIA PRESENTATION

BHI will give a media presentation highlighting Institute educational achievements at the New York Hearing Aid Specialists Association annual meeting

July 22 in Syracuse, New York. Included

in the 45-minute program are a slide/cassette report on BHI happenings, BHI's award-winning series of TV public service messages, and the "We Overcame Hearing Loss" slide show narrated by comedian Norm Crosby.

CAMPAGNA RECEIVES AWARD
AT ANNUAL BOARD MEETING

BHI pioneer and two-term president Ralph Campagna received "The President's Award" for outstanding service to the Institute at the recent BHI board meeting in Washington, D.C. Accepting the award, Campagna expressed his strong commitment to the Institute, calling it "the most effective ongoing public information vehicle in the hearing field."

The board also elected new members and officers, laid the groundwork for expanded cooperation with other hearing organizations, and approved Institute programs for the 1978-79 fiscal year. Officers elected include Ralph Campagna, president; Donald Galloway, vice president; Marylene Freshley, secretary; and Larry Alkire, treasurer. New members are Sertoma Foundation President James Burchfield and Dr. Joseph Sataloff, Philadelphia otolaryngologist. Thomas Arnold and Richard Burger were reelected to second terms as directors.



Ralph Campagna (right) receives President's Award from directors John Kojis and Marylene Freshley.

BHI BRIEFS

The first two in BHI's new series of short booklets on hearing loss and hearing help--"Nerve Deafness" by Dr. Gale Gardner and "Tinnitus" by Dr. Norman Lee Barr, Jr.--will be ready for distribution by mid-July....Visitors at a recent Los Angeles Health Fair were given BHI booklets and other literature. Those with specific questions were advised to call the Institute's toll-free Hearing HelpLine number.... BHI Advisory Board Chairman Dr. Charles W. Gross recently contacted Ralph Lynam, president-elect of Lions International. The purpose was to acquaint him with the work of the Institute and to request that Lions consider active support of BHI projects.

Newest Release In The BHI Celebrity PSA Series For Television



The Extraordinary Story of Frankie Valli

Top Hit Singer Is Featured In Better Hearing Institute PSA's

The extraordinary story of Frankie Valli is something that everyone will appreciate... hard-of-hearing or not. His experience as a super-star, facing the prospect of going deaf and overcoming the impairment, has tremendous purpose and impact. Frankie tells his own story over a videotape of his performance in a recent television concert.

In these messages, Valli urges those with a hearing problem and those with friends or relatives who suffer from hearing loss to seek help, as he did. They will be especially appropriate during May, national Better Hearing and Speech Month.

Add your audience to the power and appeal of Frankie Valli, latest in the parade of outstanding stars and celebrities who speak for the Better Hearing Institute.

You should ~~hear~~ what you're missing.

16 mm, Sound, Color, 30 and 60 Seconds



Better Hearing Institute

1430 K Street, N. W., Suite 600. Washington, D. C. 20005