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SINGER FRANKIE VALLI DEMONSTRATES  
COURAGE, HOPE FOR HEARING DISABLED  
IN NEW INSTITUTE TELEVISION SPOT



*Frankie Valli and BHI's Joe Rizzo (right) discuss script for new TV PSA.*

Frankie Valli, popular soloist, former lead vocalist of The Four Seasons, and victim of a serious hearing impairment, joins the cast of celebrities who donate time and talent to the cause of better hearing by starring in a Better Hearing Institute television public service announcement. The Four Seasons--"Sherry," "Dawn," "Rag Doll"--are the best-selling American singing group in history, with more than 85,000,000 records sold since 1962.

The new spot, which encourages people with hearing loss to seek help, was filmed recently at Valli's Beverly Hills home. It will be issued next month, in 60- and 30-second versions, to 400 stations in the nation's leading 100 markets.

Valli opens the PSA singing his golden hit single, "My Eyes Adored You." He goes on to describe his fear on learning that he had a hearing loss. "I thought my whole life and career were coming to a tragic end. But," he adds, "I was wrong. Because I got hearing help." The singer explains that most people with poor hearing can benefit from medical, surgical, or amplification assistance, and urges those who suspect a problem to have it checked immediately.

LITTON DONATES COPIER TO INSTITUTE,  
DISTRIBUTES POSTER TO U.S. DIVISIONS

Litton Industries recently donated a \$4,750 copier to BHI for use in its hearing help efforts. "I am pleased to inform you," said Litton President Fred W. O'Green in noti-

fying BHI of the contribution, "that we will be delivering a Litton Royal Bond Copier I....It is a pleasure to be able to help this most worthwhile organization."

O'Green, who is himself hearing-impaired, belongs to the BHI advisory board and appears in the Institute's "We Overcame Hearing Loss" (*continued, p.6*)

HEARING IMPAIRED GET ENCOURAGEMENT

FROM ACTRESS FLORENCE HENDERSON IN

NEW BHI TV PUBLIC SERVICE MESSAGE

"Most people don't know it, but I nearly went deaf a few years ago," reveals "Brady Bunch" actress Florence Henderson

in a new BHI television public service announcement. "But," she continues, "for the sake of my family, my happiness, and my career, I did something about it."



*Florence Henderson*

After successful surgery for otosclerosis, Henderson's hearing is greatly improved. Yet she hasn't forgotten the fear and loneliness that accompany a hearing disorder. "The people I would really like to help," she says, "are those millions with a hearing problem who, because of lack of information, misinformation, or just plain pride, haven't sought help."

Henderson offers encouragement to the 14½ million Americans with hearing loss, explaining: "The shocker is this: nearly all who suffer from hearing problems could be helped to hear better--medically, surgically, or through amplification."

Filmed recently in Hollywood, the new spot is scheduled for fall release in 60- and 30-second segments to 400 stations in the top U.S. markets.

FRANKIE VALLI NAMED CHAIRMAN FOR

1978 BETTER HEARING MONTH EFFORT

Frankie Valli--star of BHI's new TV PSA and recent addition to the Institute's advisory board--will chair this year's Better Hearing Month campaign, an intensive month-long public information

effort conducted each May by BHI and other hearing organizations across the country.

As chairman, Valli becomes the official Institute spokesman, appearing on television and radio talk shows, at special May events, and in newspaper and magazine interviews and features. The goal is to focus public attention on hearing loss--the problem, the myths, the emotional, psychological, and social ramifications, and the help that is available.

EVEREADY SPONSORS PRINTING, DISTRIBUTION

OF BHI "WE OVERCAME HEARING LOSS" BOOKLET

Battery Products Division, Union Carbide Corporation recently awarded an \$18,500 grant to BHI for the printing and distribution of 100,000

"We Overcame Hearing Loss" celebrity booklets. The firm was instrumental in the early widespread usage of the booklet as well, purchasing and disseminating 150,000 copies when it first was published in 1973.

Now in its sixth printing, "We Overcame Hearing Loss" reveals the personal stories of 13 prominent Americans who refused to let hearing loss stand in their way to success. The brochures are ideal companion pieces to BHI's slide/cassette presentation, posters, and other materials of the same title (see p. 4).

INSTITUTE OFFERS ARRAY OF MATERIALS  
FOR USE DURING BETTER HEARING MONTH

at the local level are BHI hearing help booklets, reprints, slide/cassette presentations, 1977 Better Hearing Month kits, and other materials. Contact BHI for ordering information.

The Kit: Materials from last year's BHM kit remain effective--the poster, button, bumper sticker, speeches, special events ideas, fund-raising suggestions, display ideas, how-to information, etc. Press releases and some other materials need only the date changed.

For readers who do not have the kit or who wish to obtain an extra copy, this useful media tool will be available at half-price (\$6.25) while the supply lasts. (Supply is limited, so don't wait too long to order.)

BHI ADVISORY BOARD MEMBERS AUTHORIZING  
NEW SERIES OF HEARING HELP BOOKLETS

Dr. Norman Lee Barr, Jr., conductive hearing disorders and treatment by Dr. Charles Gross, and noise and hearing loss by Dr. David Fairbanks. Upcoming subjects include the hearing aid, prevention, and hearing loss "checklists."

BHI will concentrate its Better Hearing Month activities on the national level this year, to make most effective use of Institute resources and manpower. Available for volunteers

at the local level are BHI hearing help booklets, reprints, slide/cassette presentations, 1977 Better Hearing Month kits, and other materials. Contact BHI for ordering information.

Several medical members of the BHI advisory board are writing short booklets on hearing help for BHI. Topics underway: nerve deafness by Dr. Gale Gardner, tinnitus by

These booklets will be offered to otologists, otolaryngologists, family physicians, audiologists, hearing aid dispensers, service clubs, and others for general distribution.

NBC CONSUMER REPORTER BETTY FURNESS  
TELLS VIEWERS TO CALL BHI HELPLINE

*show, "Buyline." The WNBC program (New York City metropolitan area) featured several hearing field experts who discussed such topics as warning signs, services performed by members of the hearing health team, the basic procedure for an audiological examination, and general hearing aid tips. Concluding the show, Furness recommended that viewers call BHI's toll-free Hearing HelpLine service for more specific information.*

*"Betty Furness suggested I contact you for information on where to go for hearing help in my area," said one of hundreds of callers responding to Ms. Furness' January 30 TV*

A.G. BELL, BHI DISCUSS AVENUES  
OF PUBLIC EDUCATION COOPERATION

for maximum impact. Possibilities include use of BHI communication tools by Bell's many volunteer parents during Better Hearing Month; extension of Bell's hearing conservation "Quiet Day" activities into "Quiet Week" or "Quiet Month"; joint sponsorship of television or radio public service messages, hearing help literature, speakers presentations, and other projects.

George Fellendorf, A.G. Bell Association executive director, and Joe Rizzo, executive director of BHI, recently met to consider ways both hearing organizations might pool their public education efforts

**We Overcame Hearing Loss**

Presented by the **Better Hearing Institute**

**Personal Success Stories**



**WE OVERCAME HEARING LOSS**

**Better Hearing Institute**

1430 K Street, N.W., Suite 600, Washington, D.C. 20005-2026 (202) 737-1100

**YOU SHOULD HEAR WHAT YOU ARE MISSING**

One of our favorite comedians, who also has a hearing loss, writes of the importance of good hearing.

**By Norm Crosby**

"I've never believed for me as Norman Crosby of the Boston Hearing Institute to have these few minutes of conversation with you people who are unable to hear, except for the few minutes of conversation you have, live with a simple career out of understanding people by listening, the people who speak to me as the people who can't hear them. And what they hear can be the difference between a life of independence and a life of dependence and dependence."

More than 18 million Americans — one out of every 15 of us — suffer from hearing loss — including many who are hard of hearing. The statistics show that a hearing loss is something that has helped through amplification or therapy.

"My hearing loss was diagnosed as severe damage. Since I'd been diagnosed with this hearing loss, I had to have a hearing aid. But I didn't need it, he said I had the best hearing in the world."

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**Better Hearing Institute's "We Overcame Hearing Loss" Series**



**We Overcame Hearing Loss**

These prominent Americans are among 14,500,000 people with hearing loss — our nation's number one handicapping disability.

Like them, most people with hearing problems can be helped — medically, surgically, or through amplification.

Don't suffer needlessly. Have a hearing test soon.

For information about hearing loss and where to go for help, contact: **Better Hearing Institute, 1430 K Street, N.W., Washington, D.C. 20005. (202) 638-7577**

"We Overcame Hearing Loss" slide/cassette presentation. Features word-bumbling comedian Norm Crosby talking about his own hearing loss, the magnitude of hearing disorders, and other celebrities who overcame their hearing problems. 10 minutes. \$49.95.

"We Overcame Hearing Loss" booklet. Personal accounts of 13 famous hard-of-hearing Americans who refused to let hearing loss stand in their way to success. \$19.85 per 100 copies.

"We Overcame Hearing Loss" poster. Includes 12 prominent Americans who surmounted their own hearing handicaps. 17" x 26 1/2". \$2.50 each; 5 for \$12.50; 10 for \$20.

"You Should Hear What You Are Missing" reprint. Family Weekly article by "Mr. Malaprop" — Norm Crosby, writing about hearing loss, hearing help, and famous personalities with impaired hearing. \$40.00 per 1,000.

Also available to television and radio stations are 60- and 30-second BHI public service announcements starring individual celebrities with hearing handicaps.

Order from the Better Hearing Institute, 1430 K Street, N.W., Suite 600, Washington, D.C. 20005. (202) 638-7577.

## 402 NEWSPAPERS GET PORTER ARTICLE

### TELLING READERS TO CALL, WRITE BHI

Nationally syndicated columnist Sylvia Porter ("Your Money's Worth") recently wrote about the new FDA hearing aid regulation, its effect on consumers, and what to consider when buying a hearing aid. For help in locating a reputable hearing aid dispenser, she suggested readers contact the Better Business Bureau, BHI, or NHAS.

In response to the Porter article, the Institute has received hundreds of calls and letters requesting hearing help advice. "Your Money's Worth" appears in 402 newspapers nationwide with a combined circulation of 50,000,000.

## FRANKIE VALLI, FLORENCE HENDERSON JOIN

### BETTER HEARING INSTITUTE ADVISORY BOARD

Singer Frankie Valli and actress Florence Henderson, both victims of otosclerosis, recently joined the BHI advisory board. The announcement was made by Dr. Charles

W. Gross, ear surgeon and advisory board chairman.

"The stories of these two superstars and how they overcame hearing loss should help to influence and motivate many of the millions of Americans suffering from uncorrected hearing disorders," said Gross. "Their board membership and participation in Institute projects will be appreciated by all those whom BHI serves."

The advisory board provides input, suggestions, and ideas for BHI programs. Members also serve as Institute spokesmen, appearing on television and radio talk shows, in public service TV and radio announcements, at special events, in BHI literature, speakers presentations, and so forth.

Other advisory board members include Gale Gardner, M.D., associate chairman; Norman Lee Barr, Jr., M.D.; Sterling B. Brinkley, M.D.; Larry Brown; Norm Crosby; Nanette Fabray; David N.F. Fairbanks, M.D.; Martin L. Fortner; Irwin A. Ginsberg, M.D.; Aram Glorig, M.D.; Donald Higgins; Howard P. House, M.D.; Barbara Howar; Donald F. Krebs, Ph.D.; Fred W. O'Green; Lawrence Posen; Governor George C. Wallace; and Tony Zale.

## RAY-O-VAC PROMOTES BHI MATERIALS

### FOR BETTER HEARING MONTH CAMPAIGN

As part of its 1978 Better Hearing Month drive, Ray-O-Vac Division, ESB, Inc., will help promote BHI materials --ranging from informative booklets and reprints to slide/cassette shows,

posters, and television/radio public service announcements.

A special Better Hearing Month Ray-O-Vac offer makes the \$49.95 BHI slide/cassette presentation, "We Overcame Hearing Loss" (which they sponsored), available free to many Ray-O-Vac battery users (contact Ray-O-Vac for information). The program runs from March 3 to April 28, so those who take advantage of the offer can have their presentations in time for May showings to local social, civic, and fraternal groups.

(Litton, continued from p. 1) celebrity booklet and poster. Last month Litton distributed, to all its U.S. divisions, copies of the poster, the O'Green page from the booklet, and a note identifying O'Green as a BHI "poster person" and suggesting display of the material.

While in Los Angeles filming two new TV PSAs, BHI met with O'Green and other Litton staffers about Litton support and participation in Institute projects. Litton had 1977 sales of \$3,442,924,000, employs 94,000 people, and operates from 175 production and research facilities.

### SERTOMA AND BHI PLAN JOINT

### HEARING CONSERVATION EFFORT

*Informing Americans about how to conserve their hearing is the goal of a cooperative national public education effort planned by BHI, the Sertoma Foundation, and possibly other hearing associations. Don Organ, Sertoma executive vice president, met with BHI staff in Washington last month to explore areas of cooperation. Under consideration are special communications tools, literature, and audiovisuals that could be used by many of Sertoma's 35,000 members in nearly 1,000 clubs committed to helping the hearing impaired.*

### INSTITUTE SEEKS FOUNDATION FUNDING FOR

### MEDICAL RESEARCH, EDUCATION PROJECTS

BHI is approaching foundations for support of medical research and medical education projects on hearing disorders and types of assistance. Purpose of the medical re-

search study would be to objectively determine (1) the percentage of people with sensorineural hearing loss who can be helped, and how; (2) the reasons some patients may not be able to adjust to amplification; and (3) the proportion of hearing-disabled people with sensorineural problems.

Also proposed are a series of educational seminars on hearing loss, including an educational exhibit and training manual, to be presented at annual and regional meetings of family physicians, internists, pediatricians, and others.

The goal of both projects would be to inform non-ear specialists about hearing loss and hearing help.

### BHI BOARD MEETING

BHI's board of directors meets March 14 at BHI offices in Washington, D.C. Attending will be President Ralph Campagna, Vice President Donald Galloway, Secretary

Marylene Freshley, Treasurer Larry Alkire, and directors Thomas Arnold, Richard Burger, John Kojis, and James Spencer, Jr., M.D.

### TOO MANY COMMUNICATORS? NOT ENOUGH?

If you don't subscribe to the Communicator and want to (\$5 per year; \$9 for two), if you're moving, or if you're receiving more than one copy, please let us know. Send your mailing label to: Better Hearing Institute, Subscriber Service, 1430 K Street, N.W., Suite 600, Washington, D.C. 20005.