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Fonda tells viewers, "You should hear what you're missing!"

SUPERSTAR HENRY FONDA, HEARING LOSS VICTIM, URGES OTHERS TO SEEK HELP IN NEW BHI TV PSA

Consummate actor Henry Fonda, stage, screen, and TV star, acknowledges his own hearing loss and encourages others with hearing disorders to seek help as he did in a new Better Hearing Institute television public service announcement. Sponsored by a special supplemental grant from Ray-O-Vac Division, ESB, Inc., the spot recently was filmed at the star's Bel Air home and will be issued this fall in 60- and 30-second versions to 400 major stations nationwide.

In the PSA Fonda likens wearing hearing aids to wearing glasses. Admitting he has a nerve loss, Fonda says that for him, "hearing aids were the answer." He adds that he sought help because he "got bored asking people to repeat everything--or being left out." Stressing that most people with hearing disabilities can be helped, Fonda urges those who suspect a problem or who have a loved one who doesn't hear well to arrange for a hearing checkup soon.

ABC TV "GOOD MORNING AMERICA" HOST HUGH DOWNS

INTERVIEWS BHI DIRECTOR, ADVISORY BOARD MEMBER

when guest host Hugh Downs interviewed BHI Director Joe Rizzo and advisory board member Frankie Valli on the popular early morning program.

Valli--gold record vocalist and victim of otosclerosis--described his own hearing problem and how he found the courage to seek help and to continue his singing career. Rizzo talked about sensorineural hearing impairment, causes, prevention, and concluded by emphasizing that: "One point shouldn't be overlooked. Most people with hearing loss can be helped--medically, surgically, or by amplification."

The interview, which lasted for eight minutes, would have cost \$78,400 for equivalent ABC network commercial time.



Rizzo (left), Valli, and Downs

NAT'L PRINT MEDIA FOCUS

ON BETTER HEARING CAUSE

Syndicated columnist Jack Smith ("Time of Your Life") discusses the magnitude of hearing disorders, types of hearing loss and help available, and hearing aids; lists several BHI celebrities who overcame hearing handicaps; encourages readers to get help for their problem; identifies warning signals; and recommends that readers write BHI for more information in a column recently released to newspapers across the country. (See reprint, bottom of page.) The column, distributed by United Feature Syndicate, reaches an estimated 7,500,000 readers.

Writing for Seventeen Magazine, Ed Walsh quotes BHI Director Joe Rizzo on noise and the extent of the problem. In the article, "To Your Health: Quiet Please! Pointers on Protecting Your Hearing," Walsh mentions noise levels, how to recognize hearing loss, and ways to prevent noise-induced hearing impairment. Estimated readership of Seventeen Magazine is 4,500,000.

A Good Housekeeping feature on noise and hearing disabilities will appear in the magazine's November "The Better Way" section. At the conclusion of the article readers are advised to contact BHI for information about hearing loss and its prevention. Estimated GH readership: 15,000,000.

Finally, a recent item in Twin Circle magazine, "How to Help Yourself to Better Hearing," covers the scope of hearing disorders, warning signs, prevention, hearing help, lists BHI celebrities who surmounted their own hearing problems, and suggests readers write BHI or call the Institute's toll-free Hearing HelpLine.

After 60

Hearing Checkup Is Vital Precaution

By JACK SMITH

According to the Better Hearing Institute, one out of every 15 of the readers of this column suffers from hearing disorders.

That's bad news. Few handicaps spoil the enjoyment of aging and retirement so much as hearing loss. Conversation, music, television, movies, telephone visits and bird songs are all nothings if you can't hear well.

Poor hearing makes one irritable. There's nothing quite as frustrating as seeing mouths moving and not knowing what they're saying.

You aren't as welcome a person in any group, even your own family, if you have to ask "Eh?" and "What?" all the time.

So if you're facing advanced aging — and who isn't? — get ready for it with a hearing checkup.

Few people take the trouble to ask for a hearing test when they have their annual medical examinations — nor to schedule a periodic visit to a specialist as they do to maintain their eyesight. Few people take these precautions even when their spouses are reminding them that they aren't hearing as well as they once did!

Often the remedy for a hearing loss isn't nearly as bad as you might have feared it would be. Many hearing difficulties came from blockage of the ear canal by wax. When the physician softens and removes the wax, the trickle of a water faucet may suddenly sound like Niagara.

If you don't get ear wax removed periodically, there is a possibility that you will injure your own ear by digging at it.

Some ear ailments are more difficult because the inner ear chamber is affected or because the outer ear chamber has become infected.

The latter may be treated medically or surgically, but an inner ear ailment will probably require a hearing aid.

It's best if you have your physician direct you to one or more hearing aid dealers, just as your eye doctors does with your prescription for corrective lenses.

There are various types of hearing aids, and very wearer should have the one with which he feels most comfortable. Hearing aids are mechanical, and you should be protected with warranties and assured that you can get needed repairs done as easily as you've made the original purchase.

Embarrassment need not concern you. We seldom know every friend and contact who is using a hearing aid. But it's better to be conspicuous with a hearing aid than to be conspicuous because you never understand a request, a direction or a compliment.

Some rather prominent people use hearing aids. Gov. George Wallace of Alabama, Art Carney, Nanette Fabray, and halfback Larry Brown of the Washington Redskins are among those shown in a booklet about hearing aid wearers recently issued by the Better Hearing Institute.

The institute is located at 1430 K Street, N.W., Washington, D.C. 20005. You can write for information if you wish, but a good initial step is to self-check your own hearing and see if a professional examination may be warranted.

If you find that you're having to sit close to the television set, that you can no longer hear a normal conversational tone from the other end of the dining table, and that you can't understand the name of the player coming to bat on your favorite baseball team, the answer is probably "yes."

BILL COSBY NAMED TOP STAR PRESENTER FOR 1978;

FEATURED IN INSTITUTE TV PUBLIC SERVICE SPOTS

Comedian Bill Cosby, star of two BHI television PSAs,

recently was named "Star Presenter of the Year" by the editors of Advertising Age for his unique ability to mix light humor and sincerity to sell products and ideas.



Bill Cosby

Judging from the success of the BHI spots, in which Cosby compares wearing eyeglasses to wearing a hearing aid, the award is well-deserved. The Cosby PSAs have received an overwhelming response from consumers--flooding the Institute with requests for information--and from TV program directors--"Excellent! Excellent! Excellent!"..."Great announcements; Bill must be gratified!"..."Best one yet! Thank you."

RAY-O-VAC PROMOTION OF BHI PRESENTATION

PUTS USEFUL TOOL INTO HANDS OF HUNDREDS

Promotion by Ray-O-Vac Division, ESB, Inc., of BHI's "We Overcame Hearing Loss" slide/cassette presentation (produced originally through a Ray-O-Vac grant) resulted

in the sale of almost 200 presentations. Narrated by comedian Norm Crosby and featuring success stories of other hearing-impaired celebrities, the slide show was offered free through Ray-O-Vac to many of its battery users. This successful program helped to put the presentation--an effective public information tool in spreading the message of hearing help--into the hands of hundreds of hearing health professionals. Gross income for BHI produced by the project: close to \$10,000.

POP SINGER FRANKIE VALLI GETS INSTITUTE

"1978 INTERNATIONAL ACHIEVEMENT AWARD"

Frankie Valli--top hit soloist, BHI advisory board member, and victim of hearing loss--recently received BHI's "1978 International Achievement Award" for his outstanding public information and education efforts on behalf of millions with hearing problems.



Rizzo presents award to Valli, with ABC's Hugh Downs looking on.

Presenting the award following an appearance with Valli on ABC TV's "Good Morning America," BHI Director Joe Rizzo commended Valli, "a key figure in Institute public service programs," for his personal courage and unselfish contribution of time and talent to the cause of better hearing.

NEW FLORENCE HENDERSON TV PSA

RELEASED TO 400 MAJOR STATIONS

BHI's new television public service message featuring actress Florence Henderson, star of TV's "The Brady Bunch," was released last month to 400 stations in 100 U.S. markets.

In the spot, Henderson talks about her own bout with deafness, the scope of hearing loss, and types of hearing help. She concludes by encouraging others to get help. (See promotion sheet, insert.)

INSTITUTE VISITS 11 LEADING

MANUFACTURERS AND SUPPLIERS

Nearly 2,500 employees of 11 major hearing aid manufacturers and suppliers have seen a special BHI activity report during recent weeks. In trips to Chicago and New Jersey, BHI Director Joe Rizzo spoke to employee groups at Beltone, Knowles, Oticon, Seimens, and Zenith. An earlier trip to Minneapolis included talks to workers at Dahlberg, Danavox, Gould, Maico, Qualitone, and Starkey.

The presentations were designed to familiarize personnel of Institute-supporting organizations with BHI activities and accomplishments, and to reinforce employee pride in their role in better hearing. Included in the 30-minute presentations were "Better Hearing--BHI's First Five Years," a slide/cassette show describing BHI's goals as a nonprofit public education organization and spotlighting Institute achievements; and BHI's award-winning series of television public service announcements.

Other companies or groups interested in a similar presentation should contact BHI for information.

BHI DIRECTOR JOE RIZZO

FEATURED ON WRNG RADIO

WRNG radio, Atlanta, Georgia, last month invited BHI's Joe Rizzo to respond to caller questions on noise, hearing loss, prevention, and hearing help. Program callers asked everything from "How loud is too loud?" and "Will listening to rock music cause

my kids to go deaf?" to "What help is there for people suffering from noise-induced hearing loss?" In wrapping up the discussion, Rizzo noted that "hearing disorders from exposure to loud or persistent noise cannot be treated medically or surgically. The only help for this type of impairment," he added, "is amplification with a hearing aid."

KNOWLES SPONSORS FIRST TWO

IN NEW BHI BOOKLET SERIES

"Nerve Deafness and You" and "Tinnitus, or Head Noises," the first two in BHI's new series of hearing help booklets, are expected to come off the press later this month. Produced through a special grant from Knowles Electron-

ics, Inc., the booklets provide useful information and hope for the millions suffering from these hearing disorders. "Nerve Deafness and You," written by Dr. Gale Gardner, considers the scope of the problem, myths about nerve deafness, the hearing process, and what to do if you suspect a hearing impairment. "Tinnitus, or Head Noises," by Dr. Norman Lee Barr Jr., covers magnitude, causes, and treatment. (For ordering information see insert.)

BHI BRIEFS

BHI increasingly is becoming a valuable source of media information. Recently, for example, KCRA TV in Sacramento, American Baby magazine, Today's Education, and a reporter for Jack Anderson's column contacted the Institute for facts about hearing loss....Within the next month or so BHI plans to place a sponsor-paid advertisement in the Wall Street Journal identifying symptoms of hearing loss, the cost of the problem in terms of lost income and productivity, and suggesting that readers write the Institute for information....BHI recently presented a multimedia update on Institute activities at the annual meeting of the New York State Hearing Aid Specialists Association in Syracuse....Highlights of BHI's ongoing and expanding hearing conservation program are discussed in a September Hearing Instruments article by Joe Rizzo, BHI Director.

Newest Release in BHI's Celebrity PSA Series for Television



"I was nearly deaf until I got help"

**Florence Henderson is featured in Better Hearing
Institute PSAs**

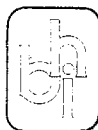
"Most people don't know it," says beautiful and charming Florence Henderson, one of Hollywood's busiest television personalities, "but I nearly went deaf a few years ago. But for the sake of my family, my happiness, and my career, I got help."

That's why she reaches out in these messages to help millions of others still suffering from hearing loss... most of them needlessly. With great warmth and sincerity, Florence urges those who suspect a hearing problem to seek help, as she did.

Henderson joins the parade of outstanding personalities who support the Better Hearing Institute to eradicate America's number one disability, hearing impairment... Art Carney, Frankie Valli, Bill Cosby, Nanette Fabray, Norm Crosby, Johnnie Ray, Larry Brown, Governor George Wallace, and others.

Henderson's message to viewers: "You should **hear** what you're missing!"

16mm, sound, color, 30 and 60 seconds



Better Hearing Institute

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