

Highlights of Current
Better Hearing Institute Activities
communicator

Route to

December 1979

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MORE ORGANIZATIONS POOL RESOURCES FOR
STRONGER BETTER HEARING & SPEECH MONTH

Speech Month's united 1980 national public information campaign next May. Others have also been invited to join the Council, which will implement national special events and activities and provide public information tools for use in local communities.

Eleven leading hearing and speech organizations--three more than last year--have already committed themselves to the Council for Better Hearing and

Council members to date include: Alexander Graham Bell Association for the Deaf; American Council of Otolaryngology; Association of Service Programs in Communicative Disorders; Better Hearing Institute; Ear Research Institute; Environmental Protection Agency Noise Office; Gallaudet College; Hearing Industries Association; National Hearing Aid Society; National Retired Teachers Association/American Association of Retired Persons; and Sertoma Foundation.

Last year's unprecedented cooperative Council effort by eight leading hearing and speech organizations resulted in the strongest Better Hearing and Speech Month ever, focusing national attention on communicative disorders and available help as never before. It was picked up by the major photo and wire services, hundreds of newspapers, and broadcast media.

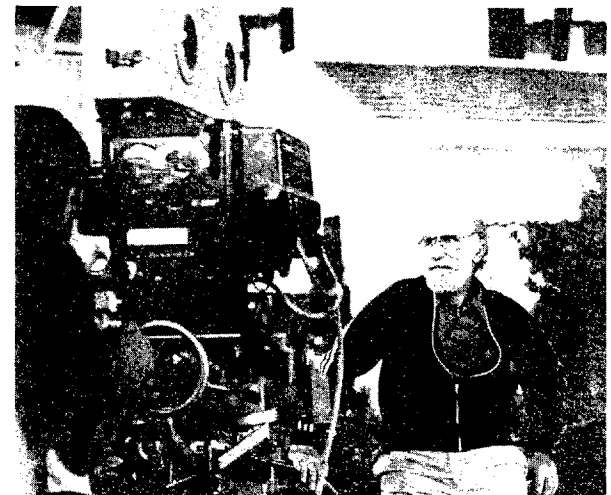
KEENAN WYNN TELEVISION PSA
RELEASED TO 400 TV STATIONS

BHI's recently produced television public service announcements

featuring movie and television actor Keenan Wynn were released this month to the major TV networks and 400 stations in the nation's leading markets (see promoboard, page 4).

The spots, issued in 60- and 30-second versions for more flexible usage by stations, were sponsored by a special grant from E-A-R Corporation.

In the PSA Wynn discusses his own noise-induced hearing loss, and warns others to help prevent a similar problem by using hearing protection. He emphasizes that most people suffer needlessly from hearing loss when most could be helped medically, surgically, with hearing aids, or through rehabilitation. For him, hearing aids were the answer.



Keenan Wynn



CROSBY, FABRAY, VALLI, AND WYNN

STAR IN NEW BHI TELEVISION FILM

Thanks to a special grant from E-A-R Corporation, Better Hear-

ing Institute plans production next month of a unique public service film on noise, hearing protection, and available hearing help. The 27-minute film is designed for half-hour television programming as well as for speaker showings to industry and social, civic, and fraternal organizations.

Norm Crosby with E-A-R Corp.'s Tom Sweeney & Joe Rizzo

Unlike other films on the subject, this one incorporates an entertainment format--featuring celebrities who overcame hearing problems themselves--that makes the information more palatable and receptive to viewers.

Norm Crosby, who suffered a noise-induced hearing loss from depth charges during World War II, will moderate the film from a nightclub stage and utilize his word-bumbling expertise in a variety show format. Other participating celebrities to date include actress Nanette Fabray, singer Frankie Valli, and actor Keenan Wynn.

LILLY ENDOWMENT CHALLENGES BHI WITH \$47,000 MATCHING GRANT FOR HELPLINE

Lilly Endowment, Inc., has offered to fund half of a \$94,000 program to strengthen BHI's "Hearing Help-Line"--the national toll-free telephone public service program that

assists those in need of hearing help. The catch is that BHI must secure the other half--\$47,000 in firm cash or pledges this year.

The Charles E. Merrill Trust has already provided \$10,000 to help BHI meet the Lilly Endowment challenge. Now you--and others concerned about serving hearing-impaired Americans--are urged to help BHI obtain the "HelpLine" grant. Please make the modest contribution requested by completing the pledge form below and mailing today. Thank you for helping Americans to hear what they're missing!

TO: Better Hearing Institute
Lilly Endowment Fund
1430 K Street, N.W.
Suite 600
Washington, D.C. 20005

Yes, I want to help meet the Lilly Endowment challenge! I pledge:

\$100 \$50 \$25 Other _____

() Enclosed is my check.

() Please bill me.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

VALLI HEARING HELP STORY

INSPIRES MANY AMERICANS

service announcement he appeared in two years ago. Valli's PSA continues to be aired by the nation's TV stations while the average life of a PSA is less than a year.

"I believe it's because many people are encouraged by Frankie's personal victory over hearing loss," said Rizzo. "Thanks to hearing help, he made a dramatic comeback after fearing that his life and career were coming to a tragic end." After recording the smash title hit for the movie, "Grease," Frankie publicly talked about hearing help on network television shows and in newspaper and magazine articles. He was BHI's 1978 Better Hearing and Speech Month chairman, is a member of BHI's Advisory Board, and will appear in a new BHI television film (see page 2, first item).



Valli



Norm Crosby with 1979 poster children Kevin Stitle & Emily Pesola

1980 POSTER CHILD SEARCH LAUNCHED

FOR BETTER HEARING & SPEECH MONTH

Hearing and Speech Month, now seeking a boy or girl to represent the more than 22,000,000 Americans with communicative disorders during next May's national public information campaign. Poster child nominees must be between two and eight years old and have a significant hearing, speech, or language problem. Contestants may be sponsored by parents, friends, teachers, hearing or speech field professionals, or organizations.

Your nominees for a 1980 poster child are welcomed by the Council for Better

To enter a child, submit his or her name; biographical information; at least two different, good-quality black and white photographs (preferably 8" by 10" glossies); a professional estimate of the degree of hearing or speech loss; and a signed photo release. Mail entries to "Poster Child Contest," Council for Better Hearing and Speech Month, 1430 K Street, N.W., Suite 600, Washington, D.C. 20005 before December 31, 1979. Winners will be selected in January.

BHI BRIEFS

Attendees at the recent International Symposium on Sensori-neural Hearing Loss, Vertigo and Tinnitus in Minneapolis acclaimed BHI's public information efforts on behalf of hearing-impaired Americans. Director Joe Rizzo's BHI report included a showing of the Institute's award-winning television public service announcements. . . . Michael Paparella, M.D., chairman of the Otolaryngology Department, University of Minnesota, has become a member of BHI's Advisory Board. He joins other prominent Americans who provide vital input for Institute programs. . . . Leonard Katzman, producer of CBS-TV's top-rated "Dallas" series, recently received a special appreciation award citing his help in filming BHI's "Keenan Wynn" television PSA. Katzman arranged for the CBS network crew to film the spot at no charge to Better Hearing Institute.



Keenan Wynn (l) and Joseph Rizzo (r) present award to Leonard Katzman



"I overcame my noise-induced hearing loss—but I could have prevented it!"

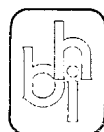
Actor Keenan Wynn featured in new PSAs

Keenan Wynn believes his loud lifestyle—including many years of motorcycles and race cars—caused his own noise-induced hearing loss. He stresses that hearing protection could have prevented it and says that most Americans suffering hearing loss can be helped—medically, surgically, with hearing aids, or through rehabilitation. For Wynn, it was hearing aids.

In these PSA's, Wynn urges viewers to protect their hearing and to take advantage of available hearing help if they need it. He joins the BHI parade of celebrities who speak out against hearing loss, including Henry Fonda, Bill Cosby, Art Carney, Frankie Valli, Florence Henderson, Norm Crosby, Nanette Fabray, Johnnie Ray, and others.

Wynn's message to viewers: "You should hear what you are missing!"

16mm, sound, color, 30 and 60 seconds



Better Hearing Institute

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