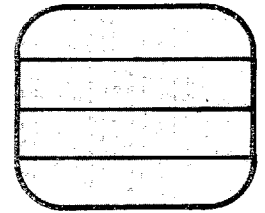


Highlights of Current
Better Hearing Institute Activities
communicator

Route to



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NATIONAL ASSNS POOL RESOURCES TO BOOST
BETTER HEARING AND SPEECH MONTH EFFORT

history. The organizations have formed a Council for Better Hearing and Speech Month to implement national special events and activities and provide public information tools for use in local communities (see other Communicator items highlighting Council plans).

In an unprecedented national public education effort, BHI has joined with other leading hearing and speech organizations to make next May the most effective Better Hearing and Speech Month in

Organizations cooperating in the effort include: Alexander Graham Bell Association for the Deaf; American Council of Otolaryngology; American Speech-Language-Hearing Association; Association of Service Programs in Communicative Disorders; Better Hearing Institute; Hearing Industries Association; National Association for Hearing and Speech Action; National Hearing Aid Society; and Sertoma Foundation.

NORM CROSBY WILL REPRESENT COUNCIL
AS NATIONAL CHAIRMAN OF MAY CAMPAIGN

Noted TV and nightclub comedian Norm Crosby, who overcame a hearing problem himself, will spearhead Better Hearing and Speech Month and serve as chairman of the month-long May public information campaign on behalf of 22,000,000 Americans with communicative disorders. Norm will represent the leading national organizations cooperating in the Council for Better Hearing and Speech Month (see above). He will spearhead national May events, including a special May 8 press conference at Washington's National Press Club, and plans to promote the effort on Johnny Carson's Tonight NBC television show and in other media appearances.



*Liberace, Crosby,
Carson on "Tonight"*

BHI PLANS TV SPECIAL WITH CELEBRITIES AND
TYPICAL PEOPLE WHO OVERCAME HEARING LOSS

One national broadcasting system has already approved the outline of a BHI-initiated television special, "You Should Hear What You're Missing," and at least two lead-

ing television personalities feel that it has strong major television network potential. The program will focus on the personal lives of both celebrities and typical people who refused to let hearing loss interfere with their various walks of life. They overcame hearing loss--and will tell how--by benefiting medically, surgically, from hearing aids, or through hearing rehabilitation.

"We can do more good with this program in one hour of major network prime time than we've been able to accomplish in years," said BHI National Chairman Norm Crosby. "I think it's a great idea...a real winner if we make it entertaining and palatable." Proposed program personalities include Crosby, Nanette Fabray, Henry Fonda, Florence Henderson, and Frankie Valli, plus a typical senior citizen with nerve deafness and a young mother of two children.



Kevin Stittle



Emily Pesola

1979 POSTER CHILDREN NAMED FOR

BETTER HEARING AND SPEECH MONTH

Kevin Stittle, 4, of Annandale, Va., and Florida charmer Emily Pesola, 3, of Tampa, were chosen as poster children out of a record 200-plus contestants in the 1979 Council-sponsored poster child contest for Better Hearing and Speech Month. Hearing-impaired, and having worn hearing aids since infancy, Emily and Kevin will serve as

symbols of hope for the many others with hearing and speech disorders during the May campaign.

Kevin, sponsored by his parents, has worn hearing aids since he was four months old. Enrolled in preschool programs since he was 18 months old, Kevin currently attends Camelot School, Annandale, in an oral program that mainstreams him with hearing children. Emily's hearing loss was discovered at 10 months old. She was fitted with a hearing aid at 11 months. Emily was sponsored by the University of South Florida's Speech and Hearing Clinic (Tampa), where she attends classes. The poster children will make special public appearances in Washington during the second week in May, be featured on a poster for national distribution, and participate in a May 8 national press conference with BH&SM Chairman Norm Crosby.

Poster child runners-up are Caroline Coates, 2, of Little Rock, Arkansas, and Jason White, 2, of Jacksonville, Florida.

BARNEY OLDFIELD DONATES HONORARIA

TO BHI PUBLIC SERVICE TV SPOT FUND

Aviation pioneer Barney Oldfield, reputed public speaker, recently contributed the honoraria for two of his speaking engagements--totaling \$1,000--to BHI for planned television public

service announcements featuring Fred W. O'Green, president of Litton Industries, one of the nation's leading corporations. The public service spots will show how O'Green, like many other prominent Americans, overcame a personal hearing problem to achieve success in a field where communication is par-

particularly vital. Oldfield, Litton corporate director for special missions and projects, has also used his speaking platform to encourage others to help fund BHI public education programs.

NATIONAL PRESS CLUB NEWS CONFERENCE

WILL HIGHLIGHT 1979 BH&SM CAMPAIGN

the Council's 1979 Better Hearing and Speech Month chairman. The press conference will feature Crosby and the BH&SM poster children, Kevin Stitle and Emily Pesola. Representatives of leading national hearing and speech organizations will be present at the news conference. The formal presentation will include brief remarks by Chairman Crosby, possibly presenting a Presidential Proclamation, announcements from Council spokesman Joseph Rizzo, and a special appearance by the poster children. Other planned events for the poster children while in Washington include a tour of the city, and a possible White House meeting.

Norm Crosby will spearhead Better Hearing and Speech Month efforts at a Council-sponsored national news conference in Washington, May 8, at the National Press Club. Crosby is

COUNCIL BH&SM POSTER AND

KIT MATERIALS AVAILABLE

Developed materials for this year's May campaign. The packet of materials containing how-to information will aid members or affiliates of Council organizations in conducting successful Better Hearing and Speech Month campaigns. Sample proclamations for mayors/governors, sample letters to editors to promote BH&SM coverage, fact sheets, and special events ideas are some of the tools included. Additional copies are available from all Council member organizations including BHI.

A special poster featuring 1979 poster children, Kevin Stitle and Emily Pesola, and the Better Hearing and Speech Month message ("Make a Sound Investment...Get Hearing and Speech Help") is now in production along with other Council-developed

CROSBY CELEBRITY GOLF TOURNEY TO

BENEFIT BETTER HEARING INSTITUTE

BHI National Chairman Norm Crosby says his Fourth Annual Celebrity Golf Tournament goes national this year and that the Institute will share a full half of the proceeds. Other half will benefit

Hope for Hearing, affiliated with the University of California in Los Angeles. Entry fees for the tourney, being played May 19-20 on the Tierra Del Sol course in California City, are \$350 for individuals needing hotel accommodations (\$200 for locals), and \$575 for two golfers sharing accommodations at California City's Lakeshore Inn (contact BHI for entry forms).

The tournament's honorary committee includes Frankie Avalon, Joey Bishop, David Brenner, Red Buttons, Glen Campbell, Vic Damone, Sammy Davis, Jr., Henry Fonda, Florence Henderson, Frankie Laine, Steve Lawrence, Peter Marshall, Rita Moreno, Bob Newhart, Fred O'Green, Don Rickles, Telly Savalas, and many other notables.

Tournament Poster



'JOE RIZZO MARATHON FOR BETTER HEARING'

PROMOTED BY HEARING INDUSTRY AND PRESS

of hearing help services are cooperating in a fund-raising effort recognizing BHI Executive Director Joe Rizzo's personal commitment to run in April's Boston Marathon on behalf of the Better Hearing Institute. He qualified for the 26 mile, 385 yard marathon by finishing in the top 15 percent of last November's Marine Corps Marathon. The sponsors of the Rizzo "Run for Better Hearing" are preparing a direct mail campaign that suggests contributions to BHI linked to miles completed by Rizzo.

"I'm moved by this warm, united effort to help BHI encourage America's hard-of-hearing millions to benefit from available help," said Rizzo.

The steering committee organizing the fund-raising program is still growing, but included the following at Communicator press time: Chairman Jane Hixson, Dahlberg Electronics; Gary Cushman, Ray-O-Vac; Marj Skafte, Hearing Instruments; Lane Burger, Qualitone; Dick Kulander, Danavox; and Al Bruce, Starkey Laboratories.

BHI PUBLIC INFORMATION TOOLS

READY-TO-USE BY YOU IN BH&SM

available, targeted for audiences from teens through senior citizens, include: hearing help booklets, article reprints for handouts or campaign mailings, slide/cassette presentations for May speaking engagements, radio and TV PSAs, and Better Hearing and Speech Month Kits.

A comprehensive kit of public education tools, originally prepared for an earlier campaign, can be particularly effective, and is half-priced at \$6.25. A smaller packet of BH&SM aids, updated for 1979, is available for \$2.00. Prepare for this year's campaign early by ordering now from BHI.

RAY-O-VAC SPONSORS REPRINTING OF

BHI "SOUNDS OR SILENCE?" BOOKLET

contributions to the Institute, has made possible numerous other BHI projects including: TV public service announcements starring Henry Fonda, Bill Cosby, and Norm Crosby; creation and development of BHI's "We Overcame Hearing Loss" slide/cassette presentation; and reprinting of the companion "We Overcame Hearing Loss" celebrity booklet.

The "Sounds or Silence?" booklet features personal case histories and educational vignettes that explore the hearing process, types and causes of hearing loss, prevention, warning signs, and where to go for help.

Hearing field manufacturers, suppliers, journalists, and providers



Rizzo Training