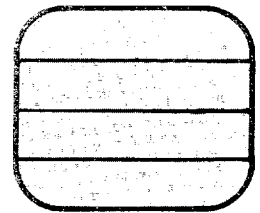


# Highlights of Current Better Hearing Institute Activities **communicator**

Route to



September 1979

Vol. 7, No. 3

## NEW TELEVISION PSA STARS KEENAN WYNN,

### ON- AND OFF-SCREEN HEARING LOSS VICTIM

hearing aids in real life and plays the role of a hard-of-hearing oil foreman on the popular "Dallas" CBS television series. This month he will film a new Better Hearing Institute television public service announcement planned for fall release to the major TV networks and 400 major stations nationwide.

Actor Keenan Wynn wears two



*Past television PSA celebrities*

Wynn, son of the late, great comedian Ed Wynn, has enjoyed an illustrious career spanning stage, movies and TV. Hearing aids helped him overcome a sensorineural loss which he attributes to noise. "I'm sure the race cars and motorcycles were major causes," said Wynn. Willard "Digger"

Arnes, the roustabout oilman played by Keenan on "Dallas," similarly has a noise-induced hearing loss. In his BHI PSA role, Wynn will acknowledge his own hearing problem and stress that most people with a hearing loss can be helped medically, surgically, with hearing aids or through rehabilitation.

Other BHI PSA personalities include actor Henry Fonda, comedian Norm Crosby, actress Florence Henderson, singer Frankie Valli, actress Nanette Fabray, comedian Art Carney, football great Larry Brown, Governor George Wallace, comedian Bill Cosby, and singer Johnnie Ray.



## CHARLES E. MERRILL TRUST GRANT

### STRENGTHENS 'HEARING HELPLINE'

*Expansion of Better Hearing Institute's "Hearing HelpLine" --the national toll-free telephone public service program that assists those in need of hearing help--has been made possible by a special \$10,000 grant from The Charles E. Merrill Trust.*


*The grant will make it possible to increase HelpLine services on behalf of hard-of-hearing Americans, providing greater access to information, referrals, references, grievance assistance, and resources of available hearing help. HelpLine has responded to thousands of requests for information and assistance since its introduction almost seven years ago.*

*The Charles E. Merrill Trust was founded in 1956 following the death of Mr. Merrill, who established Safeway stores, a leading grocery chain. He was also a founding partner of Merrill Lynch, the world's largest stock brokerage firm.*

# NEW BHI BOARD PROFILES


## BRIEF INTROS TO NEW MEMBERS OF THE BHI BOARD OF DIRECTORS & ADVISORY BOARD

### ADVISORY BOARD



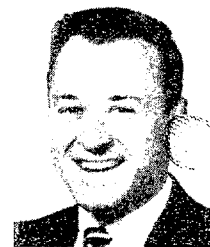
RICHARD P. DE CAMARA, president and chief executive officer of Mid International Corporation, has a doctorate in business administration from George Washington University. On behalf of Midas, de Camara recently presented \$12,000 in scholarships to hearing-impaired children, \$3,000 to the Alexander Graham Bell School for the Deaf in Chicago, and has strongly supported hearing conservation programs.

DAVID E. DUNN III practices law in the Washington firm of Patton, Boggs and Blow, where he specializes in legislative law. Dunn was assistant to the President in the Overseas Private Investment Corp., and has worked for the Democratic National Committee and the Democratic Presidential Campaign, Inc. He holds a law degree from the University of Alabama, and is a member of the Alabama and District of Columbia Bar Associations.




LILIAN GROSVENOR JONES, granddaughter of Alexander Graham Bell, is a past director of the Alexander Graham Bell Association for the Deaf. Mrs. Jones has contributed articles to the National Geographic, The New Yorker, the American Foreign Service Journal, and to many newspapers. She has actively carried on her grandfather Bell's work on behalf of people with hearing problems.

KENNETH R. LANE is director of professional programs, services and publications for Alexander Graham Bell Association for the Deaf. Lane has written over 100 articles on education of handicapped children, and is a member of the President's Committee on Employment of the Handicapped. He earned a B.A. degree in education from Gallaudet College, and an M.A. degree in administration from Louisiana State University.




### BOARD OF DIRECTORS



JOSEPH C. LUCKE, former president of Better Hearing Institute and the National Hearing Aid Society, is past president of the Florida Hearing Aid Dispensers Association. Lucke received his B.S. in journalism from Temple University and did postgraduate work in criminology.

JOHN M. ROPES, director of the Environmental Protection Agency's State and Local Programs Division, Office of Noise Abatement and Control, holds a B.A. in social and political science and an M.S. in sociology and secondary education, both from Drake University. He is a strong supporter of hearing conservation programs.



LASZLO K. STEIN, PH.D., is director of the David T. Siegel Institute at the Michael Reese Hospital and Medical Center, Chicago. His numerous publications and papers include work in the areas of auditory testing and the psychiatric and psychological aspects of deafness. He earned his Ph.D. from Northwestern University.



NATIONAL HEARING & SPEECH ORGANIZATIONS  
PLAN NEW UNITED PUBLIC EDUCATION EFFORT

Buoyed  
by its  
success  
last  
May,

the Council for Better Hearing & Speech Month has invited representatives of the nation's leading hearing and speech organizations to meet September 21 in Washington to map plans for next year's program. Council representatives reviewed results of the recent unprecedented national public information program--made possible by the united efforts of organizations that pooled their resources for the first time--at a Sertoma Foundation-hosted meeting July 13 in Washington.



*Sertoma President J. Harold Townes welcomes attendees to July 13 meeting in Washington.*

Organizations that joined in last May's effort were 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. Other organizations interested in participating in the new program--or who wish to attend the September Council meeting--are invited to contact Council Chairman Joe Rizzo at (202) 638-7577.

AWARD-WINNING BHI TELEVISION PSAS  
SLATED FOR INTERNATIONAL SYMPOSIUM

*An update on Institute public information efforts--including a showing of award-winning BHI television public service announcements--will be featured at the banquet of this month's*

*International Symposium on Sensorineural Hearing Loss, Vertigo and Tinnitus. The Symposium is scheduled for September 6-8, 1979 at the Minneapolis Auditorium and Convention Hall, Minneapolis.*

*Sponsors of the Symposium are the Department of Otolaryngology, Continuing Medical Education, University of Minnesota; the Hearing Instruments Institute; and the Lions District 5M. Purpose is a cooperative "team" effort to provide improved health care for the millions who suffer from hearing loss and other related ear problems.*



BHI BRIEFS

Ray-O-Vac Division, ESB, Inc. once again has underwritten a reprinting of BHI's "Sounds or Silence?" booklet, and has offered to print the Institute's upcoming catalog of public information materials. . . . Joe Rizzo visited the Ear Research Institute while in Los Angeles for "Quiet Year" appearances (see photo). Dr. Howard House, president of the Institute, and Ed Ethell, managing director, conducted a special tour of the facilities and explained new research techniques. Dr. House is a member of BHI's Advisory Board.

*Electron microscope's use in ear research is explained by Ear Research Institute's Dr. Howard House (l) to BHI's Joe Rizzo (r) with ERI staffers Ed Ethell and Frank Galey aiding demonstration.*