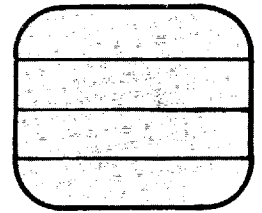


Highlights of Current
Better Hearing Institute Activities
communicator

Route to



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INSTITUTE AGAIN WINS TOP AWARD
FOR TV PUBLIC SERVICE MESSAGES

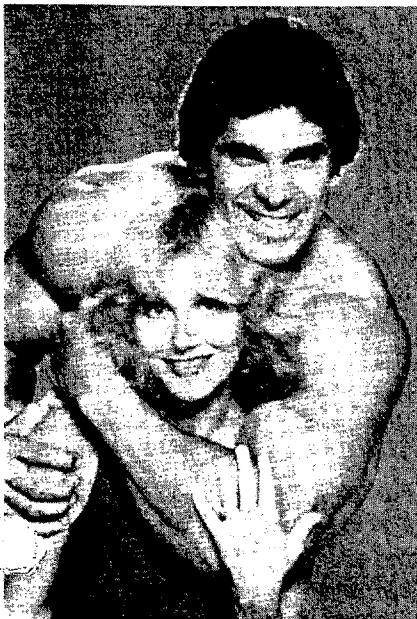
Better Hearing Institute has received the 23rd International Film & TV Festival's Gold Award--its highest honor and the second presented to BHI--for "outstanding creative effort and achievement" in television public service announcements. The latest award specifically recognizes BHI's "You Should Hear What You're Missing" series and current PSAs featuring Henry Fonda, Charlene Tilton, Keenan Wynn, and Nanette Fabray.



BHI's Joe Rizzo receives Gold Award from British actress Millicent Martin

Institute President Ralph Campagna noted that many unselfish people contributed to the successful program, generously given more than \$26 million worth of free time by television networks and local stations in eight years.

Since 1973, 17 celebrities have appeared in BHI PSAs or films. They include Hank Aaron, Ed Asner, Larry Brown, Art Carney, Bill Cosby, Norm Crosby, Nanette Fabray, Henry Fonda, Florence Henderson, Julius LaRosa, Bill Murray, Sen. Charles Percy, Johnnie Ray, Charlene Tilton, Frankie Valli, Gov. George Wallace, and Keenan Wynn.



Lou Ferrigno and wife Carla

'INCREDIBLE HULK' TO STRENGTHEN
BETTER HEARING AND SPEECH MONTH

TV actor-strongman Lou Ferrigno, who overcame a hearing and speech problem himself, will lead Council for Better Hearing and Speech Month efforts next May as chairman of the month-long public information campaign on behalf of 22,000,000 Americans with hearing, speech, and language disorders.

Representing sponsoring national organizations (see page 2), Ferrigno will launch kickoff ceremonies May 1 in Washington, D.C. and begin a series of national media appearances. Star of the popular CBS-TV series "The Incredible Hulk," Ferrigno will play his first speaking role in "The King of the Beach" episode due to air in February. He also has been slated to star opposite Robert Blake in the Steinbeck classic "Of Mice and Men" for NBC.

19 ORGANIZATIONS POOL BH&SM RESOURCES
FOR STILL GROWING 1981 COUNCIL EFFORT

Nineteen of the top hearing and speech organizations--eight more than last year--already have financially committed themselves to the Council for Better Hearing and Speech Month's united 1981 national public information campaign next May. Others are also expected to join.

Sponsoring Council members to date include: American Council of Otolaryngology--Head and Neck Surgery; Association of Service Programs in Communicative Disorders; Better Hearing Institute; Boys Town Institute for Communication Disorders in Children; Ear Research Institute; EPA Noise Office; FDA Bureau of Medical Devices; Gallaudet College; Hearing Industries Association; International Lions Hearing Center; National Captioning Institute; National Hearing Aid Society; National Hearing Association; National Technical Institute for the Deaf at Rochester Institute of Technology; Sertoma Foundation; and Suzanne Pathy Speak-Up Institute. Cooperating members are: American Tinnitus Association; Convention of American Instructors of the Deaf; and National Retired Teachers Association/American Association of Retired Persons.



1980 winner Marcy Knox

1981 POSTER CHILD SEARCH LAUNCHED
FOR BETTER HEARING & SPEECH MONTH

Nominees for the 1981 poster child are welcomed by the Council for Better 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 three and six 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.

Mail entries to "Poster Child Contest," Council for Better Hearing and Speech Month, 1430 K Street, N.W., Suite 600, Washington, D.C. 20005. Entries must be received by the Council no later than January 9, 1981. Winners will be selected in January. For additional information, call (800)424-8576.

COUNCIL PLANS THEME OF STRENGTH
FOR PUBLIC INFORMATION CAMPAIGN

A "strong" public information campaign theme--appropriately tying in with the strength image of Better Hearing and Speech Month Chairman Lou Ferrigno--was

devised by Council steering committee members at their program planning meeting in Washington, D.C., last month. "Hearing and Speech: Building Strength in Our Lives" will be the slogan headlining the Council poster featuring Ferrigno and the new poster child, magazine public service advertisements, banners, news and feature releases, TV and radio PSAs, and other public information devices.

The theme will play on the various kinds of strength personified in hearing and speech, including the strength demonstrated by persons who overcame their communication problems with available help, how such help strengthens ability to communicate and cope with life's challenges and opportunities at school, on the job, at home, and in other life situations.

CHARLENE TILTON PSA RELEASED
TO TV NETWORKS, 400 STATIONS

BHI's recently produced television public service announcements featuring "Dallas" actress Charlene Tilton were released last month to the major TV networks and 400 stations in the nation's leading markets (see promoboard, page 4). The spots were issued in 60- and 30-second versions for more flexible usage by stations.



Charlene Tilton

Set in a blaring disco, the PSA focuses on the danger of noise to hearing. Charlene urges viewers to avoid harmful noise levels or wear hearing protection. She provides encouragement to those who have already suffered a noise-induced hearing loss, emphasizing that most people with hearing problems can be helped--medically, surgically, with hearing aids, or through rehabilitation.

BHI SEEKS HELP OF STATE CHAPTERS
WITH PUBLIC INFORMATION PROJECTS

BHI is now recruiting volunteers to establish a national hearing help information and referral service network of regional, state, and local chapters.

BHI chapters will encourage hearing-impaired people to seek the full range of readily available hearing help, implement public education programs locally, persuade local mass media to intensify use of BHI TV/radio PSAs and printed materials, and organize community fund-raising events to strengthen BHI's national program.

BHI offers assistance and direction to help chapters organize. Interested volunteers should write BHI (front page address) or call (800)424-8576 for further details.



PBS "Over Easy" TV show boosted HelpLine inquiries

TV PROMOTIONS UNLEASH BARRAGE
OF HEARING HELPLINE INQUIRIES

Recent television promotions of BHI's toll-free Hearing HelpLine have generated the most intense use of the public telephone service in its eight-year history. Almost 500 calls were fielded by HelpLine staff in one three-day period alone, a result of the recent PBS network "Over Easy" television program featuring actor Keenan Wynn and noted ear surgeon Howard P. House, M.D., both BHI advisory board members. Nanette Fa-

bray's HelpLine TV PSA generated hundreds more, raising HelpLine's total to 14,374 by late November.

Many recent callers expressed interest in hearing dogs and the cochlear implant pioneered by the Ear Research Institute. Most inquiries focused on local sources of help: lists of doctors, clinics, audiological facilities, and hearing aid dispensers. Others wanted information on hearing aids, tinnitus, nerve deafness, financial aid, and special devices.



Charlene Tilton Cites Hearing Help and Toll-Free 'Hearing HelpLine'

TV Actress Warns of Noise Danger to Hearing

Charlene Tilton enjoys dancing and disco but reminds TV viewers who share her love to remember their ears. She recommends hearing protection for those exposed to dangerous noise levels. She also encourages millions who already have a hearing loss, noting that most people with hearing problems can be helped medically, surgically, with hearing aids or through rehabilitation.

Miss Tilton urges viewers to get free hearing help information by calling BHI's toll-free "Hearing HelpLine." She joins the BHI parade of celebrities who speak out against hearing loss—including Henry Fonda, Bill Cosby, Art Carney, Keenan Wynn, Nanette Fabray, Norm Crosby, Ed Asner, Florence Henderson, Johnnie Ray and many others.

You should **hear** what you're missing.

16 mm sound, color, 30 and 60 seconds



Better Hearing Institute

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