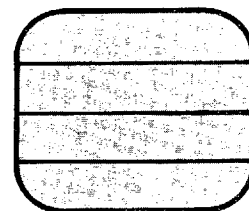




Highlights of Current  
Better Hearing Institute Activities  
**communicator**

Route to



March, 1980

Vol. 8, No. 1

AMERICAN COUNCIL OF OTOLARYNGOLOGY

AND BHI CO-SPONSOR TELEVISION PSA

Actress Nanette Fabray stars in a new television PSA to be jointly produced later this month by the Better Hearing Institute and the American Council of Otolaryngology. The PSA is scheduled for spring release to the major networks and 400 stations in the nation's leading markets.

In the spot, Ms. Fabray will acknowledge her own hearing loss, how she overcame it, and encourage others with hearing problems to benefit medically, surgically, with hearing aids, or through rehabilitation. The PSAs will be issued in 60- and 30-second versions for more flexible use by television stations.

*Nanette Fabray*

HEARING TEAM MATCHES \$47,000 CHALLENGE

FOR \$94,000 'HEARING HELPLINE' PROGRAM

BHI President Ralph Campagna announced this month that Hearing HelpLine--the nationwide toll-free telephone public service program that provides hearing help information--will soon open its lines to consumers across the nation, thanks to enthusiastic hearing team support.

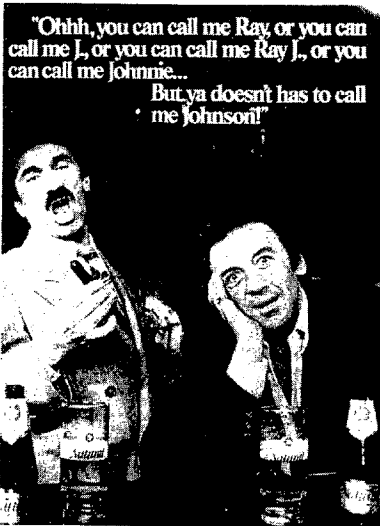
"Responding to a challenge by a private foundation that it would sponsor half of the program if we raised the first half," said Campagna, "we successfully rallied \$47,000 in matching pledges and contributions from hearing aid manufacturers, suppliers, and other public-spirited individuals and companies for our \$94,000 HelpLine program." The foundation board responded with quick approval of its share.

Campagna said HelpLine will be promoted heavily, especially in new television public service announcements that reach millions of Americans (see page 4).



NORM CROSBY CELEBRITY GOLF TOURNEY

SPONSORED BY ANHEUSER-BUSCH FOR BHI



Anheuser-Busch, Inc., better known as the brewer of Budweiser and Natural Light beers, will sponsor the 1980 Norm Crosby "Help America Hear!" Celebrity Golf Tournament set for June 20-22 at the Washingtonian Country Club and Convention Center, Gaithersburg, Maryland. Better Hearing Institute has been named sole beneficiary of this year's tournament. Entry fees are \$350 for one golfer plus non-playing guest needing hotel accommodations (\$225 for locals), and \$575 for two golfers sharing a room (contact BHI for entry forms).

Many Hollywood celebrities will participate in this year's tournament and serve on its committee, now being organized. Last year's committee included Morey Amsterdam, Frankie Avalon, Joey Bishop, David Brenner, Jim Brown, Red Buttons, Glen Campbell, Jack Carter, Vic Damone, Sammy Davis, Jr., Florence Henderson, Dennis James, Frankie Laine, Steve Lawrence, Bob Newhart, Don Rickles, Telly Savalas, and many other notables.

HIA MEMBERS ACCLAIM WYNN,  
INSTITUTE PROGRAM RESULTS

Keenan Wynn spearheaded a special Better Hearing Institute presentation warmly received at last month's Hearing Industries Association annual meeting in Palm Springs, California. BHI Executive Director Joe Rizzo showed a new audiovisual report on BHI activities as well as current television public service announcements, including the new PSA featuring Keenan Wynn. Many HIA members provided the seed grants that launched BHI in 1973, and they continue to support Institute public information projects.

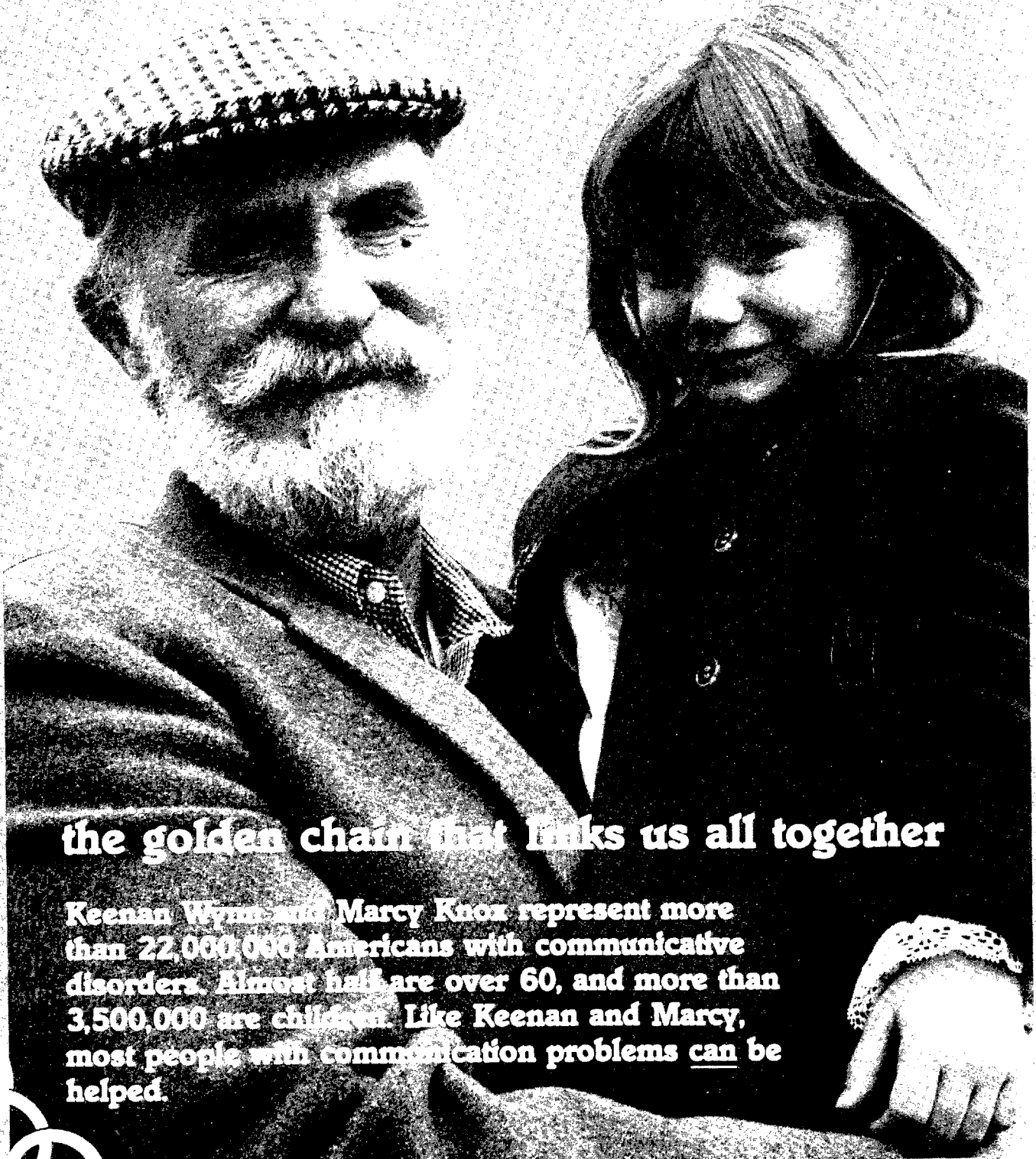
CELEBRITY LIST GROWS FOR  
MAJOR BHI TELEVISION FILM

BHI's first major public service film on noise, hearing protection, and available hearing help--sponsored by E-A-R Corporation--will benefit from the unselfish participation of a growing list of celebrities. As the Communicator went to press, participating celebrities include Henry Fonda, Norm Crosby, Nanette Fabray, Frankie Valli, Keenan Wynn, Jimmy Walker, Larry Brown, Charlene Tilton, and Hank Aaron. The 27-minute film, now in production, is designed for half-hour television programming as well as for speaker showings to industry and social, civic, and fraternal organizations.



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

*Henry Fonda*



**the golden chain that links us all together**

**Keenan Wynn and Marcy Knox represent more than 22,000,000 Americans with communicative disorders. Almost half are over 60, and more than 3,500,000 are children. Like Keenan and Marcy, most people with communication problems can be helped.**

**Box 1840  
Washington, D.C. 20013**

American Council of Otolaryngology  
Association of Service Programs in  
Communicative Disorders  
Better Hearing Institute

Boys Town Institute for Communicative  
Disorders in Children  
Ear Research Institute  
EPA Office of Noise Abatement and  
Control

Gallaudet College  
Hearing Industries Association  
National Hearing Aid Society

National Retired Teachers Association/  
American Association of Retired  
Persons  
Sertoma Foundation

BHI EXTENDS THANKS TO CONTRIBUTORS FOR NEW HELPLINE PROGRAM

Better Hearing Institute appreciates the matching gifts from the following individuals and organizations who made possible our expanded HelpLine program (see also page 1). Thanks to them, BHI's new toll-free telephone service will soon be available to all Americans in need of hearing help information.

Acousticon Electronics  
Allan's Hearing Aid Service  
American Overseas Trading Corp.  
Audiotone  
Audivox  
Beltone Electronics Corporation  
Bommer-Rexton Foundation  
Clark's Hearing Aid Service  
Componex, Inc.  
Dahlberg Electronics, Inc.  
Danavox, Inc.  
Alfred R. Dunlavy  
Emtech Laboratories, Inc.  
Environmental Protection Agency  
Fidelity Electronics, Ltd.  
Frye Electronics, Inc.  
Alfred R. Gaston  
HC Electronics, Inc.  
Hearing Aid Foundation  
Hearing Aid Journal  
Hearing Health Group  
Knowles Electronics  
Lehr Instrument Corporation  
Floyd Loupot  
Magnatone Hearing Aid Corporation

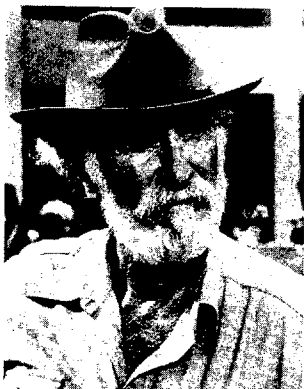
Maico Hearing Instruments  
P.R. Mallory Company  
Marcon Hearing Instruments  
Merrill Trust  
Midas-International Corporation  
National Hearing Aid Centers  
Oticon Corporation  
Oto-Dyne Hearing Instruments  
Phillips Hearing Aids  
Qualitone, Inc.  
Ray-O-Vac Div., ESB, Inc.  
RCI, Inc.  
Mrs. Betty Reilly  
Rion Acoustic Instruments  
Siemens Hearing Instruments  
Southard's Hearing Aid Center  
Starkey Laboratories, Inc.  
Telex Communications, Inc.  
Tibbetts Industries, Inc.  
Tuveson Hearing Center  
Union Carbide Corporation  
Unitron Industries, Inc.  
Vicon Instrument Company  
Widex-Hal-Hen Hearing Aid Company  
Zenetron, Inc.

**HELPLINE HELPS YOU help the hearing-impaired**

**TOLL  
FREE**

KEENAN WYNN WILL REPRESENT COUNCIL  
AS NATIONAL CHAIRMAN OF MAY EFFORT

Television and movie actor Keenan Wynn, who overcame a hearing problem himself, will lead Better Hearing and Speech Month efforts in May by serving as chairman of the month-long



*Keenan Wynn*

public information campaign. Wynn will represent the Council for Better Hearing and Speech Month, a consortium of leading organizations united in sponsoring the effort to inform and help Americans with communicative disorders.

Wynn will launch the campaign during May 1 kickoff ceremonies at Lafayette Park, Washington, D.C., where he will release a special message from President Carter. He and the 1980 Better Hearing and Speech Month poster child will also lead a procession of hearing and speech volunteers in front of the White House.

HUMAN CHAIN AT WHITE HOUSE  
WILL LINK BH&SM VOLUNTEERS

Better Hearing and Speech Month Chairman Keenan Wynn will lead a walking "human chain" of children, parents, senior citizens, and hearing team representatives linked in front of the White House next May

to dramatize the national public information campaign's 1980 theme: "Hearing and Speech--the Golden Chain that links us all together." The procession on behalf of 22,000,000 Americans with communicative disorders will immediately follow Better Hearing and Speech Month ceremonies in nearby Lafayette Park, sponsored by the Council for Better Hearing and Speech Month.

Council members include: American Council of Otolaryngology; Association of Service Programs in Communicative Disorders; Better Hearing Institute; Boys Town Institute for Communication Disorders in Children; Ear Research Institute; EPA Office of Noise Abatement and Control; Gallaudet College; Hearing Industries Association; National Hearing Aid Society; National Retired Teachers Association/American Association of Retired Persons; and Sertoma Foundation.

MARCY KNOX TO SYMBOLIZE NATIONAL  
CAMPAIGN FOR HEARING AND SPEECH

Charming Marcy Knox, 5, of York, Pennsylvania, has been named this year's national Better Hearing and Speech Month poster child to represent more than 22,000,000 Americans with com-

municative disorders. From some 200 nationwide nominees, Marcy was selected by the Council for Better Hearing and Speech Month, implementing a national effort that will serve as an umbrella under which community volunteers across the country will implement local special events and public information projects.

*Marcy Knox*



Marcy will be making special public appearances during May, and appears on a poster with Better Hearing and Speech Month Chairman Keenan Wynn (see insert page). Marcy has a severe bilateral hearing loss, discovered when she was 18 months old. She has since been enrolled in pre-school programs like the one at York's Easter Seal Rehabilitation Center, which sponsored Marcy in the poster child contest.

COUNCIL BH&SM POSTER AND  
KIT MATERIALS AVAILABLE

hearing and speech problems, is now available for use during May or throughout the year. It is one of many public information tools developed by the Council for Better Hearing and Speech Month to assist local volunteers. The ready-to-use materials include proclamations for mayors/governors, television and radio PSAs, fund-raising and special event suggestions, fact sheets, sample letters to editors encouraging BH&SM coverage, and more.

A special poster (see insert page) featuring actor Keenan Wynn and five-year-old Marcy Knox, dramatizing the age spectrum of



*Keenan and Marcy*

Copies of the poster or other kit materials may be purchased from any Council member, including BHI. Posters cost \$2.00 each, folded, or \$2.50 each, unfolded in special container. Packets of other public information tools are available at \$5.00 each.

HEARING VOLUNTEERS RALLY RESOURCES  
FOR 1980 'RUN FOR BETTER HEARING'

Hearing field volunteers, backed by many industry companies, have organized a 1980 "Run for Better Hearing" to strengthen BHI public information efforts for hard-of-

hearing Americans. As with last year's "Run," the 1980 program will also promote the many services and public information tools available from the Institute, the hearing field's most effective public education program.

The "Run" is highlighted by a Boston Marathon run by BHI Executive Director Joe Rizzo, who placed in the top third of the 1979 Boston Marathon, a race fielded by the world's best runners. Volunteers have prepared a direct mail and magazine advertising campaign that suggests contributions to BHI linked to miles completed by Rizzo. Supporting organizations for this year's "Run" include: Argosy; Beltone; Bosch; Dahlberg; Fidelity; Gould; Hearing Aid Journal; Hearing Instruments; Marcon; NHAS; Qualitone; Ray-O-Vac; Riverside Litho; Rion; Starkey; and Unitron.

HEAVY 'HELPLINE' PROMOTION PLANNED;  
RAY-O-VAC SPONSORS TELEVISION PSAs

Hearing HelpLine's expanded program of toll-free telephone service to all in need of hearing help information will be

promoted heavily in the months ahead, including television PSAs sponsored by Ray-O-Vac Division, ESB, Inc. Thanks to a special Ray-O-Vac grant--the seventh major award made over and above the firm's regular BHI support--BHI will film 60- and 30-second PSAs featuring Nanette Fabray, announcing HelpLine availability to millions of television viewers. The spots are scheduled for summer release.



*Fabray*

Other projects made possible by Ray-O-Vac grants include: television PSAs starring Henry Fonda, Bill Cosby, and Norm Crosby; "We Overcame Hearing Loss" slide/cassette presentation; reprinting of the companion "We Overcame Hearing Loss" celebrity booklet; and promotion of BHI audiovisual speakers presentations which helped put BHI public information tools into the hands of hundreds of hearing health professionals.