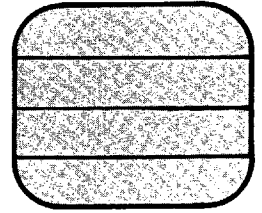




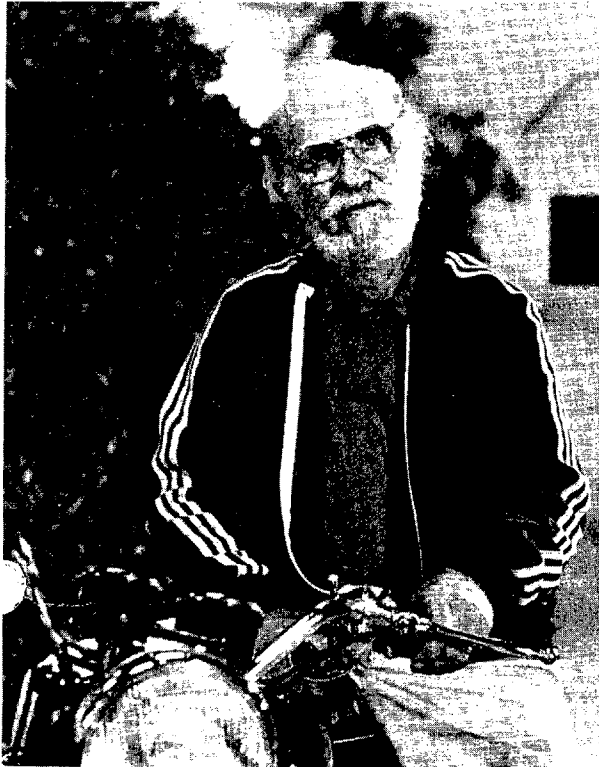
Highlights of Current  
Better Hearing Institute Activities  
**communicator**

Route to



September 1980

Vol. 8, No. 3



ONE TELEVISION PSA NETWORK EXPOSURE  
WORTH \$110,000 IN COMMERCIAL TIME!

CBS television network's "60 Minutes" program recently featured BHI's 60-second public service announcement starring actor Keenan Wynn. This one free exposure alone in prime time was worth the equivalent of \$110,000 in commercial time.

The exposure was in addition to earlier liberal CBS network use of BHI television PSAs during the first half of 1980, totaling almost half a million dollars worth of free public service time.

CBS network Vice President Don H. O'Brien wrote BHI: "Had this time been purchased at commercial rates, the cost of these announcements would have approximated \$475,670."

*Keenan Wynn in PSA*

HEARING AND SENIOR CITIZENS, HELPLINE

SET FOR OCT. 27 "OVER EASY" TV AIRING

Actor Keenan Wynn and noted ear surgeon Howard P. House, M.D., both BHI advisory board members, will focus on hearing and the elderly on the PBS network television show, "Over Easy," tentatively scheduled for October 27 airing. The program will also feature the Institute's toll-free Hearing HelpLine service, and its easy accessibility to senior citizens. "Over Easy" is hosted by Hugh Downs.

Janice Tunder, "Over Easy" studio producer, advised BHI that the program "may be scheduled for repeat broadcasts at least four times within the next three years." The Public Broadcasting System has 295 stations in its U.S. network.

PBS has more stations than any other network in the world, more than ABC, CBS, or NBC.



*Dr. Howard House*

## 21 NATIONAL ORGANIZATIONS PARTICIPATE IN BETTER HEARING AND SPEECH MONTH MEETING

The Council for Better Hearing and Speech Month's meeting last month in Washington was attended by representatives of 21 national organizations, who reviewed the outstanding results of last May's public information campaign and provided input for a new program. Fourteen leading hearing and speech organizations--three more than last year--have already committed themselves to the Council's united public education effort 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.

Organizations represented at the Council's planning meeting were: Academy for Rehabilitative Audiology; A.G. Bell Assn. for the Deaf; American Council of Otolaryngology; Assn. of Service Programs in Communicative Disorders; Better Hearing Inst.; Colorado Hearing and Speech Center; Consumers Organization for the Hearing Impaired; Convention of American Instructors of the Deaf; EPA Office of Noise Abatement and Control; FDA Bureau of Medical Devices; Gallaudet College; H.E.A.R. Foundation; Hearing Industries Assn.; Nat'l Captioning Inst.; Nat'l Council of Graduate Programs in Speech Pathology and Audiology; Nat'l Council of Senior Citizens; Nat'l Hearing Aid Society; Nat'l Retired Teachers Assn./American Assn. of Retired Persons; Nat'l Society for Autistic Children; Nat'l Technical Inst. for the Deaf; and Sertoma Foundation.

New Council sponsoring organizations include the Nat'l Technical Inst. for the Deaf, Int'l Lions Hearing Center, and the Nat'l Captioning Inst. Other current Council sponsors are: American Council of Otolaryngology; Assn. of Service Programs in Communicative Disorders; Better Hearing Inst.; Boys Town Inst. for Communication Disorders in Children; Ear Research Inst.; EPA Office of Noise Abatement and Control; Gallaudet College; Hearing Industries Assn.; Nat'l Hearing Aid Society; Nat'l Retired Teachers Assn./ American Assn. of Retired Persons; and Sertoma Foundation.



*Nanette Fabray*

## HEARING HELPLINE GETS NATIONAL EXPOSURE IN NEW NANETTE FABRAY TELEVISION SPOTS

Actress Nanette Fabray promotes availability of the Institute's toll-free Hearing HelpLine service in a new television public service announcement released last month to the major networks and 400 TV stations in the top 100 U.S. markets. The spot, issued in 60- and 30-second versions, is the first in a series encouraging easy access to HelpLine for hearing information and sources of local help.

Ms. Fabray, who overcame her own hearing problem, was the first celebrity to star in an Institute PSA in 1973. Since then, 16 other celebrities have helped the cause of better hearing by appearing in BHI PSAs or films. They include baseball great Hank Aaron, actor Ed Asner, football great Larry Brown, comedian Art Carney, comedian Bill Cosby, comedian Norm Crosby, actor Henry Fonda, actress Florence Henderson, singer Julius LaRosa, comedian Bill Murray, U.S. Senator Charles Percy, singer Johnnie Ray, actress Charlene Tilton, singer Frankie Valli, Governor George Wallace, and actor Keenan Wynn.



Murray



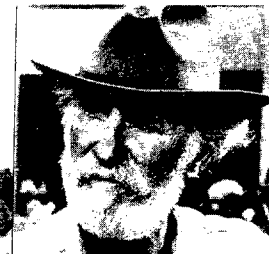
Aaron



Crosby



Asner



Wynn



Tilton

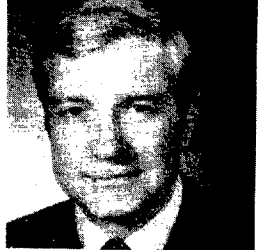
BHI 'LISTEN UP WITH NORM CROSBY' FILM

FEATURES SPECTRUM OF 10 PERSONALITIES

Ten personalities from Hollywood, television, sports and government appear in BHI's first major public service film on noise, hearing protection and available hearing help. Sponsored by E-A-R Corporation, the 27-minute film now in production, "Listen Up With Norm Crosby," is hosted by BHI National Chairman Crosby, who personally overcame a wartime, noise-induced hearing loss. Other stars include baseball great Hank Aaron, actor Ed Asner, football great Larry Brown, singer Marianne Challis, singer Julius LaRosa, comedian Bill Murray, U.S. Senator Charles Percy, actress Charlene Tilton, and actor Keenan Wynn.



Challis



Percy



Brown



LaRosa

The film is designed for half-hour television programming, but will also be produced in a 14-minute version for speaker showings to industry and social, civic, and fraternal organizations. Unlike other films on hearing conservation, "Listen Up With Norm Crosby" uses a lively and entertaining format, with many of its stars themselves living examples of how to overcome hearing problems, that makes the information more credible, palatable, and receptive to viewers.

FDA, NRTA/AARP, BHI EXPLORE PROGRAM

ON HEARING AIDS FOR SENIOR CITIZENS

Representatives of the Food and Drug Administration, the Better Hearing Institute, and the National Retired Teachers Association/American Association of Retired Persons met last month to consider a joint education program for the elderly on hearing aids. The first phase, as outlined in an FDA proposal, would be a joint pilot education program in Pennsylvania, New York, and Delaware, where NRTA/AARP has 585 chapters. Public education tools proposed include television and radio public service announcements, slide/tape speakers presentations, booklets and training guides for volunteers.

NEW TELETYPE INFORMATION SERVICE

BOOSTS HEARING HELPLINE PROGRAM

BHI has set up a nationwide teletype service as part of its expanded Hearing HelpLine program that provides hearing help information, according to Ralph Campagna, BHI president. "Our additional toll-free telephone lines and new TDD/TTY (Telecommunications Device for the Deaf) service are fully operational," said Campagna, meaning that hearing-impaired individuals can now contact HelpLine from any U.S. location by voice or through a TDD."

Campagna said the new Institute service enables people with hearing impairments who have their own teletype equipment, as well as those who use teletype machines at centers for the deaf, to gain access to Hearing HelpLine's public information resources. Institute staff answers TTY calls at (202) 638-2848 on weekdays from 9 a.m. to 5 p.m., Eastern Standard Time.

PUBLIC INFORMATION TOOLS AVAILABLE FROM BHI!

CONVENIENT ORDER FORM

Fill out and mail to: Better Hearing Institute, 1430 K St., N.W., Washington, D.C. 20005.

Please print or type--Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, state, zip: \_\_\_\_\_

Please ship the following to me at the above address:

TOTAL

_____ "We Overcame Hearing Loss" booklets @ \$21.85/100	_____
_____ "Sounds or Silence?" booklets @ \$21.85/100	_____
_____ "Nerve Deafness and You" booklets @ \$12.00/100	_____
_____ "Tinnitus, or Head Noises" booklets @ \$12.00/100	_____
_____ "BHI Is" booklets @ \$19.00/100	_____
_____ "Keenan & Marcy" BHSM poster @ \$2.50 each	_____
_____ "Emily & Kevin" BHSM poster @ \$2.50 each	_____
_____ "We Overcame Hearing Loss" poster @ \$2.50 each	_____
_____ "This Is Angie" poster @ \$2.00 each	_____
_____ "We Overcame Hearing Loss" slide/cassette pres. @ \$54.95	_____
_____ "Silence Is Lonely" slide/cassette pres. @ \$54.95	_____
_____ "You & Your Hearing" slide/cassette pres. @ \$49.00	_____
_____ Public Service Ads @ \$1.00/ad	_____
_____ Better Hearing & Speech Newspaper and Magazine Features @ \$1.00 each	_____
_____ Better Hearing & Speech Month bumper stickers @ \$.40 each	_____
_____ "Communicator" newsletter @ \$8.50/yr., \$15/2 yrs.	_____
_____ "You Should Hear What You're Missing" reprint @ \$5.00/100	_____
_____ "Your Money's Worth" reprint @ \$5.00/100	_____
_____ "After 60" reprint @ \$5.00/100	_____
_____ "To Your Health: Quiet Please!" reprint @ \$5.00/100	_____
_____ "Deafness: The Silent Epidemic" reprint @ \$7.00/100	_____

GRAND TOTAL (check enclosed)

(CHECK MUST ACCOMPANY ORDER)

HOLLYWOOD AND SPORTS PERSONALITIES SPARK

CROSBY 'HELP AMERICA HEAR!' GOLF CLASSIC

A star-studded celebrity field of Hollywood, television, radio and sports personalities teed off with other golfers concerned about better hearing in Norm Crosby's first "Help America Hear!" Golf Classic held June 21-22 in Gaithersburg, Maryland.



*MISS AMERICA PAGEANT LOVELIES join (l-r): FDA's Ed McDonnell, Ken Dahlberg of Dahlberg Electronics, Crosby, BHI's Ralph Campagna and Joe Rizzo*

"We're delighted that our first Washington tournament generated goodwill and enthusiasm from everyone associated with it," said Norm Crosby, BHI's national chairman, "and we look forward to it one day rivaling other major tournaments in drawing public attention, network television coverage, and the funds needed for our vital cause of better hearing in America."

Sponsored by Anheuser-Busch Natural Light Beer, the tournament featured Norm, Mike Connors, June Haver, Fred MacMurray, Mickey Manners, Ed Nelson, Leslie Nielsen, Lou Rawls, Joe Santos, Tom Sullivan, Forrest Tucker, and David Wayne. Sports celebrities included all-pro center Mike Webster of the Pittsburgh Steelers, Washington Capitals hockey goalie Bernie Wolfe, and former Washington Redskin greats Sonny Jurgensen and Chris Hanburger.



*Charlene Tilton*

CHARLENE TILTON TELEVISION PSA PROMOTES  
NOISE ABATEMENT, HELPLINE, HEARING HELP

Better Hearing Institute will release a special television public service announcement this fall that promotes hearing conservation, available hearing help, and easy access to toll-free Hearing HelpLine service.

The new BHI PSA features Charlene Tilton, a star of the top-rated CBS network television series, "Dallas," who joins the parade of celebrities who donate time and talent to the cause of better hearing by starring in BHI television public service spots. The young and glamorous blonde actress, herself a victim of hearing loss, encourages all hearing-impaired viewers to seek available help--and to protect their remaining hearing, especially from the threat of noise. Charlene, 20, is the youngest celebrity in the Institute's award-winning PSA series.

Supplemental HelpLine support by EPA's Noise Office further strengthened the national toll-free telephone service, promoted in the Tilton PSA. EPA's HelpLine financial assistance gives BHI added opportunity to encourage Americans to not only benefit from available hearing help, but to protect their remaining hearing from the hazards of noise.