

Top Box Office Draw Burt Reynolds Stars in New BHI Television PSA

Burt Reynolds, number one movie box office star for the past four years, appears in a new Better Hearing Institute television public service announcement made possible by a special grant from Activair, the battery division of Gould, Inc.

Burt offered to star in the PSA, filmed last month in his Jupiter, Fla., hometown, when he learned that his friend Keenan Wynn is the Institute's national chairman. Reynolds notes Wynn's personal hearing loss in the new PSA to emphasize that most people with hearing problems can now be helped--medically, surgically, with the use of hearing aids, or through rehabilitation. The PSA will be released next March to the major networks and 400 stations in the top 100 U.S. markets.

Reynolds is only the third actor in motion picture history to be named number one box office star four years in a row. The others were Shirley Temple and Bing Crosby. "Best Friends," his latest film, is set for national release later this month. Burt's father in the movie is none other than Keenan Wynn, who wears his hearing aids in the role. In one humorous scene, Wynn turns down the volume of his hearing aid to tune out his chattering wife. Goldie Hawn stars opposite Reynolds in the film.

Activair has funded many other BHI public information projects, including TV PSAs starring Lorne Greene and Keenan Wynn, and publication of BHI's new catalog of communications tools and the redesigned "We Overcame Hearing Loss" celebrity booklet.



Burt Reynolds in scene from new television PSA promoting hearing help

Burt takes filming break with Activair's Terry Ross (right) and Jeanne Broenen, and BHI's Joe Rizzo



Phyllis Diller BHI Television PSA Made Possible by Ray-O-Vac Grant



Phyllis Diller

Phyllis Diller tells how she overcame her own hearing problem and encourages others with hearing loss to seek help as she did in a new Better Hearing Institute television public service announcement set for September, 1983 release. The PSA, sponsored by a special grant from Ray-O-Vac, Madison, Wisc.-based battery manufacturer, was filmed recently at the star's Brentwood, Calif., home.

"Most of us take our hearing for granted," says Miss Diller in the PSA, "but it's not funny when you can't hear. I know, because I experienced a sudden hearing loss. Fortunately it was corrected by medical therapy. There's similar hope and help for some 20 million Americans who have hearing problems. Most can be helped...medically, surgically, with hearing aids, or through rehabilitation...."

Ray-O-Vac has made possible numerous other BHI projects including: TV PSAs starring Henry Fonda, Bill Cosby, and Norm Crosby; creation and development of BHI's "We Overcame Hearing Loss" slide/cassette presentation; and reprinting of several Institute booklets.



Valli Ad Runs in U.S. News, Newsweek; Time, Family Circle Also Plan Free Use

Full page Better Hearing Institute magazine public service advertisements featuring gold record vocalist Frankie Valli were recently published by Newsweek and U.S. News & World Report, and Time magazine advised BHI of its plans to use it this month. The three magazines are the nation's three leading newsweeklies. Family Circle also approved the ad for publication and expects to publish it in the near future. This free exposure donated by these magazines is worth the equivalent of more than \$125,000 in commercial space for the hearing help message.

"When my doctor said I was going deaf, I thought my career was over!"

Frankie Valli, like millions of other famous and not-so-famous people, found new hope and happiness by overcoming hearing loss.

More than 14,500,000 Americans suffer from hearing disorders, most of them needlessly. Like Frankie, most could be helped -- medically, surgically, or through amplification.

So whether it's you or someone you love who has a hearing problem,

don't delay. Arrange for a hearing checkup.

For more information about hearing loss and available hearing help write: Hearing, Box 1040, Washington, D.C. 20012.

You should hear what you're missing!

Better Hearing Institute

Valli is lead singer of the Four Seasons, the best-selling American singing group in history, with more than 90,000,000 records sold since 1962. Their hits include "Sherry," "Dawn," and "Rag Doll."

Valli ad

"When my doctor said I was going deaf, I thought my career was over," says Valli in the magazine message. He urges others to get help for their hearing problem as he did: "So whether it's you or someone you love who has a hearing problem, don't delay. Arrange for a hearing checkup."

Superstar Bob Hope Will Acknowledge Hearing Help in BHI Television PSA

The "King of Comedy" Bob Hope will star in a Better Hearing Institute television public service announcement scheduled for production this month and release next June to the major networks and 400 stations in the leading 100 markets across the country.

Hope, who overcame a hearing problem himself, will urge PSA viewers with a hearing loss to seek help as he did, emphasizing that most can now benefit medically, surgically, through rehabilitation, or with hearing aids.

With five to seven prime time television specials airing each season, Hope continues to offer entertainment for the entire family.



Bob Hope

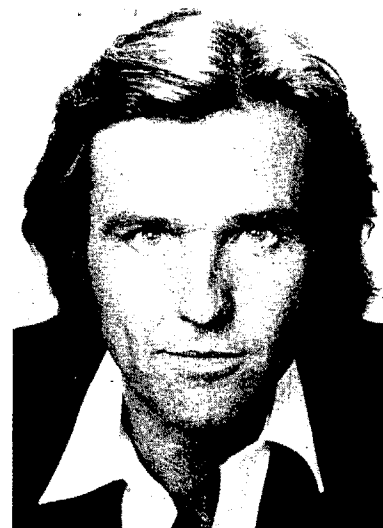
Institute Board Meets This Month To Chart Program, Elect Officers

The BHI board of directors meets in Washington, D.C., on December 10 to assess Institute progress, oversee a changeover from a fiscal to a calendar year, and to review program plans for the coming year. New officers will also be elected. Present Institute board members include: Richard T. Burger, president; Charles Gross, M.D., vice president; Jeanne Broenen, who replaces resigning Thomas K. Sweeney, secretary (see p. 4); Donald E. Galloway, treasurer; and directors Ralph Campagna, David E. Dunn, Esq., Reg G. Garratt, Ralph F. Naunton, M.D., and Laszlo Stein, Ph.D.

"Hill Street Blues" Star Kiel Martin Joins Award-Winning TV PSA Series

Actor Kiel Martin, who plays detective Johnny LaRue on prime-time TV's top drama series--NBC-TV's "Hill Street Blues"--will appear in a new television public service announcement produced by the Better Hearing Institute. Martin joins a growing parade of BHI celebrities who overcame hearing loss, including Art Carney, Norm Crosby, Nanette Fabray, Lorne Greene, and others.

In the new PSA, scheduled for production this month, Martin will tell how he overcame a chronic ear infection with corrective surgery. He will encourage others with hearing problems to get help medically, surgically, with hearing aids, or through rehabilitation. Martin's PSA is scheduled for national distribution next December to the major networks and hundreds of local stations in the nation's leading markets.



Kiel Martin

Martin brings a background of street savvy and hard-won experience to his role as the handsome womanizing detective on "Hill Street Blues." The award-winning, one-hour humorous police drama series centers on a dedicated, sometimes eccentric, and often beleaguered group of officers assigned to a frustrating shift in an unusual precinct station in a run-down part of an unnamed city.

Jeanne Broenen Named New BHI Board Member

BHI President Richard T. Burger this month announced the appointment of Jeanne Broenen, an Activair executive, to the Institute's board of directors. Burger said Ms. Broene was named to the post vacated by Thomas R.

Sweeney, who recently resigned after leaving the hearing health care field. Her post will be up for formal election at the Institute's Dec. 10 board meeting.



Jeanne Broenen

Ms. Broenen is national sales manager for the Activair division of Gould, Inc., Eagan, Minn.-based battery manufacturer. She is also executive vice president of Tele-marketing Managers, a national association of telephone sales personnel, and a board member of the Hearing Industries Association. A native of St. Paul, Minn., Ms. Broenen holds a B.A. degree in English from the College of St. Catherine and has done graduate study in law. She is the mother of six grown children, an accomplished ballroom dancer, winner of several dance contests, and a qualified dance instructor.

Most HelpLine Callers Pursue Help; 34,000 Get Info from BHI Staffers

Recent television PSA promotions of Better Hearing Institute's toll-free Hearing HelpLine have generated the most intense use of the public

telephone service in its nine-year history, with almost 34,000 inquiries fielded by Institute staff to date. A just-completed mail survey reveals that 67 percent of HelpLine callers sought hearing help after receiving BHI assistance. Of those who pursued help, 64% went to an ear doctor, 21% to an audiologist, and 15% to a hearing aid specialist. Of those helped, 50% were fitted with hearing aids, 7% received medical assistance, 7% were aided by a tinnitus masker, and 36% had not yet received help.

Most recent 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, or special devices.

New PSA Series Will Debut in Jan., Premieres at AAO, NHAS Meetings

Set for national release next month is the first spot in BHI's new series of television public service announcements featuring typical Americans who benefit from available hearing help. The inaugural scenario, made possible by a special grant from Knowles Electronics, Inc., focuses on a middle-aged salesman who succeeds by overcoming his hearing problem with a hearing aid.



BHI exhibit at AAO meeting

First showings of the PSA were warmly received at recent annual meetings of the National Hearing Aid Society in Minneapolis and the American Academy of Otolaryngology--Head and Neck Surgery in New Orleans. Future typical American series spots will target other living situations where hearing help can improve the quality of life for many people with hearing problems.



Lorne Greene

"Sharing Life through Hearing & Speech" Theme for Council's 1983 National Effort

"Sharing Life through Hearing & Speech" is the theme of the Council for Better Hearing and Speech Month's 1983 program, a cooperative public information campaign jointly sponsored by a consortium of the major organizations concerned about communicative disorders. Dr. William Castle, Council honorary president, said the new theme will tie together principal public information projects featuring 1983 Better Hearing & Speech Month chairman Lorne Greene and the Council poster child. It will be highlighted in the Council poster, television public service announcement, magazine public service advertisement, and in other national publicity materials.

As in past years, the filming, production, and distribution of the television public service announcement to the networks and local stations is being made possible by the generosity of the National Technical Institute for the Deaf at Rochester Institute of Technology.

27 Organizations Join United Council Program

Twenty-seven organizations are already financially pooling their resources in the Council for Better Hearing and Speech Month's united national public information program. Other national and local organizations were consid-

ering Council sponsoring or cooperating membership as this newsletter went to press.

Sponsoring members to date include: A.G. Bell Association for the Deaf; American Academy of Otolaryngology--Head and Neck Surgery; American Hearing Research Foundation; American Speech-Language-Hearing Association; American Tinnitus Association; Better Hearing Institute; Boys Town Institute for Communication Disorders in Children; Deafness Foundation; E.A.R. Foundation; Gallaudet College; Hearing Industries Association; House Ear Institute; Lions International Hearing Center; National Captioning Institute; National Hearing Aid Society; National Hearing Association; National Technical Institute for the Deaf; Quota International; Sertoma Foundation; Shhh...Self Help for Hard of Hearing People; Speech Foundation of America; Suzanne Pathy Speak-Up Institute; The Voice Foundation; and Wright Institute of Otology. Cooperating members are: Convention of American Instructors of the Deaf; Minnesota Foundation for Better Hearing & Speech; and National Retired Teachers Association/American Association of Retired Persons.

1983 Poster Child Search Launched For Better Hearing & Speech Month

The Council for Better Hearing and Speech Month invites nominations for a 1983 poster child who, with Lorne Greene, will represent the more than

22,000,000 Americans with communicative disorders during next May's national public information campaign.

Poster child nominees must be at least three but no older than 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 700, Washington, D.C. 20005. Entries must be received no later than January 3, 1983. Winners will be selected on January 4. For additional information, call (202) 638-7577.

Latest Release in Award-Winning PSA Series for Television



Actor Keenan Wynn says:

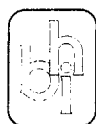
'Most Americans with Hearing Loss Can Be Helped!'

When you've acted in more than 225 Hollywood films as Keenan Wynn has, you keenly appreciate the value of better hearing. As national chairman of the Better Hearing Institute, Keenan speaks up about his own experience with hearing loss. In these latest PSAs from BHI, he acknowledges his own hearing problem, how he overcame it, and urges others who suspect a problem to seek help.

Wynn is part of a growing parade of BHI celebrities who overcame hearing loss, including Art Carney, Norm Crosby, Nanette Fabray, Lou Ferrigno, Henry Fonda, Lorne Greene, Florence Henderson, Sen. Charles Percy, Frankie Valli, and others. Wynn's message is basic but important: get a hearing checkup. He emphasizes that most Americans with a hearing problem can be helped—medically, surgically, with hearing aids, or through rehabilitation.

Thank you for helping your viewers to **hear** what they've been missing!

16mm, sound, color, 30 and 60 seconds



Better Hearing Institute

1430 K Street, N.W., Suite 700, Washington, D. C. 20005