

Salesman is star  
of new PSA

## Knowles Sponsors First BHI PSA In "Typical American" TV Series

Better Hearing Institute, winner of many awards for television public service announcements starring celebrities who overcame hearing loss, has launched a new TV PSA series featuring typical Americans who benefit from available hearing help.

BHI President Richard T. Burger said the first spot in the series, scheduled for release early next January, has been made possible by a special grant from Knowles Electronics, international manufacturer of acoustic devices. "Our new series shows how people cope with hearing loss in everyday situations, and emphasizes that most can be helped medically, surgically, with

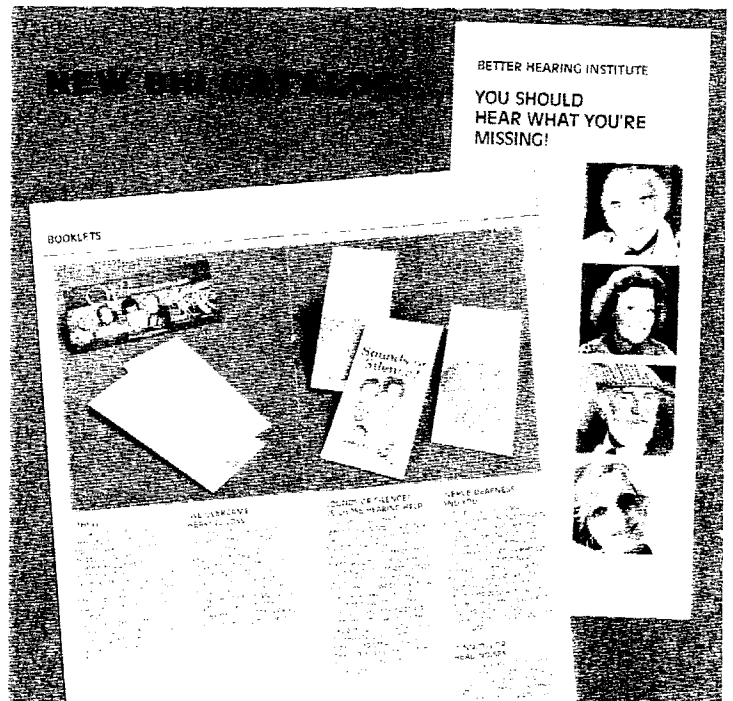
hearing aids, or through rehabilitation," said Burger. "The inaugural scenario focuses on a middle-aged salesman who succeeds by overcoming his hearing problem with a hearing aid."

Future spots will target other living situations where hearing help can improve the quality of life for many people.

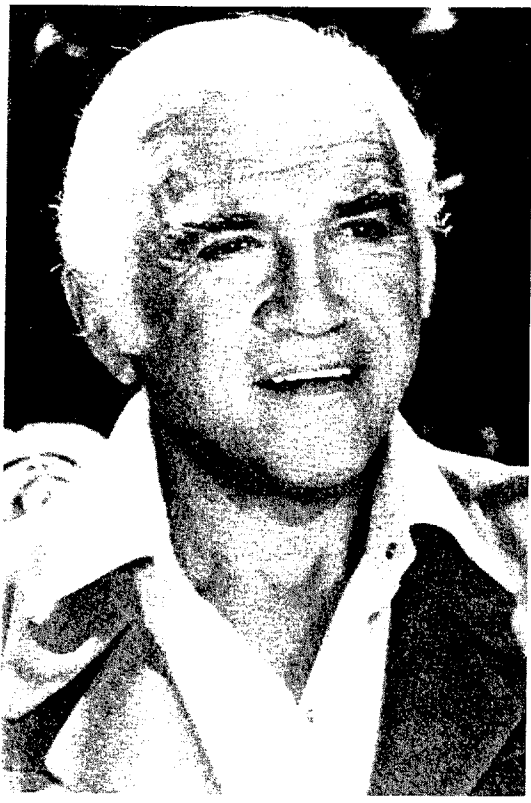
## Activair Promotes BHI Aids For Hearing Health Team

A special mailing of BHI's new catalog of public education aids and "We Overcame Hearing Loss" booklet will be released this month by Activair to providers of hearing help, including otolaryngologists, hearing aid specialists, audiologists, and manufacturers of hearing aids. Both publications were made possible by special grants from Activair, the battery division of Gould, Inc.

"We at Activair are happy to make possible these BHI information tools for members of the hearing health care team to use in their public education projects," said Jeanne Broenen, Activair sales manager. Copies of catalog are available on request from BHI.



## Lorne Greene to Lead Council's 1983 Public Education Campaign



Lorne Greene

The Council for Better Hearing and Speech Month will launch a "bonanza" public information effort next May, spearheaded by actor Lorne Greene as 1983 Better Hearing and Speech Month chairman. Greene, who personally overcame a hearing loss, is the television star of such past and current prime-time television network series as the long-running "Bonanza," "Battlestar Galactica," and "Code Red." He recently completed a special wildlife series for television.

Greene will launch the Council campaign during early May kickoff ceremonies in Washington, D.C., where he will release a special message from President Reagan, introduce the 1983 Better Hearing and Speech Month poster child, and begin a series of national media appearances on behalf of Americans with communicative disorders.

The Council's past celebrity chairmen include: Norm Crosby, 1979; Keenan Wynn, 1980; Lou Ferrigno, 1981; and Nanette Fabray, current chairman who led the Council's strongest and most productive campaign to date.

The 1982 program produced millions of dollars in television and radio time and publication space for the Council message--including acceptance by 22 major magazines of the full-page public service advertisement.

### Council Program Results, Plans Set for Annual Meeting Review

Representatives of the 23 member organizations of the Council for Better Hearing and Speech Month were invited to a Sept. 17 Washington meeting to review highlights of their united 1982 national public information program--the most ambitious and successful ever--and to provide input for their 1983 cooperative effort.

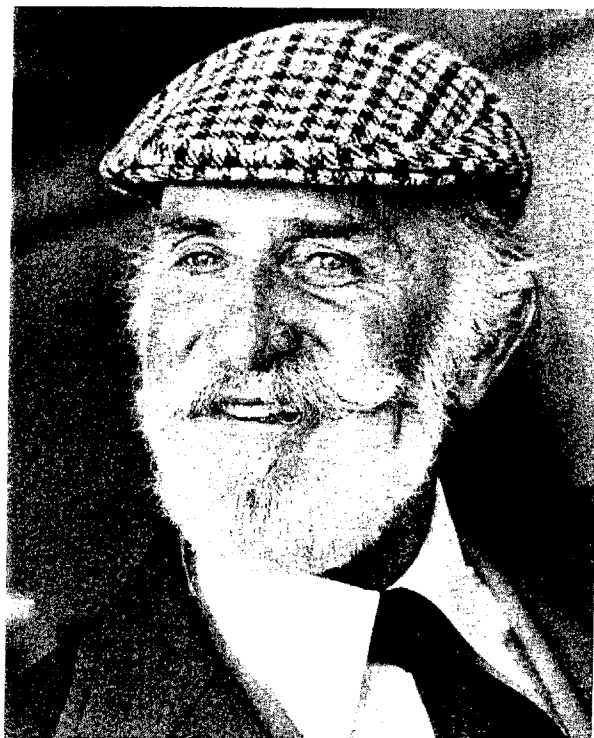
The Council's first program in 1979 was a joint effort of nine national organizations, expanding to 23 members for the 1982 program--almost a tripling of membership in the four-year history of the consortium. The 1982 Council campaign yielded millions of dollars in free media time and space for the group's message of hope and available help for Americans with hearing, speech, and language problems.

Current Council sponsoring members are: American Academy of Otolaryngology--Head and Neck Surgery; American Hearing Research Foundation; American Speech-Language-Hearing Association; American Tinnitus Association; Association of Service Programs in Communicative Disorders; 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; Sertoma Foundation; Shhh...Self Help for Hard of Hearing People; Suzanne Pathy Speak-Up Institute; and The Voice Foundation. Cooperating members are Convention of American Instructors of the Deaf and National Retired Teachers Association/American Association of Retired Persons.

## Wynn Story in Major Papers, PSA Set for October Release

BHI National Chairman Keenan Wynn tells his better hearing story in a special article published last month in the 12 newspapers of the Hearst syndicate, including the Albany Times-Union, Baltimore News American, Boston Herald American, Los Angeles Herald-Examiner, San Francisco Examiner, Seattle Post-Intelligencer, and others. Wynn tells how he overcame his noise-induced hearing loss with the help of hearing aids, leading to his public efforts to help others who have lost or are in danger of losing their hearing.

A new BHI television public service announcement starring Wynn will be released next month to the major networks and to 400 local television stations in the top 100 U.S. markets. Wynn has appeared in other BHI television productions, including the award-winning TV and speakers program film, "Listen Up with Norm Crosby."



Keenan Wynn

## California Assn First to Vote Gift Based on Annual Funds

Members of the Hearing Aid Association of California voted to contribute one percent of their organization's gross income to Better Hearing Institute for its public education programs on behalf of Americans with hearing problems. The decision was made at the association's annual business meeting held recently in Pasadena.

"It is the intent of our members to make this a permanent arrangement, and we look forward to continuing to make contributions in future years," said A. J. "Jack" Shaft, president, in a covering letter that included a check to BHI for \$1,366. "I hope that this form of 'tithing' is contagious, and that some of the other state associations will follow suit. Our check is accompanied by the appreciation of our members for the fine job BHI is doing. Keep up the good work."

The HAAC is the first state association to base its BHI contribution on annual income.

## BHI Briefs...

BHI's "Hearing HelpLine" staff was deluged with more than 400 calls in one three-day period following last month's fourth PBS network showing of the "Over Easy" television program featuring BHI National Chairman Keenan Wynn and Howard P. House, M.D., chairman of the Institute's Advisory Board....BHI director Joe Rizzo, cheered on by a contingent of hearing health team supporters, finished the 26-mile marathon "Run for Better Hearing" in 3 hours, 10 mins., 22 secs.--bettering his 1981 time by more than nine minutes, and placing among the top 25% of the 4,100 runners. Held at Duluth's Grandma's Marathon, the "Run" was Rizzo's fourth to raise funds for BHI's program and the most successful to date....The Institute's board of directors will meet at BHI Dec. 10 to map plans for 1983....BHI has moved UP--just one floor up in the same building, from suite 600 to suite 700.



## **"Hearing Help Saved Me from Deafness!"**

### **Actress Florence Henderson Stars in New TV PSAs**

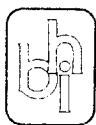
"Most people don't know it, but I nearly went deaf a few years ago," says Florence Henderson, star of many Broadway, Hollywood, and television roles. "But for the sake of my family, my happiness, and my career, I got help."

For Florence, surgery corrected her hearing problem. Yet millions of others still suffer from uncorrected hearing disorders. Most could be helped—medically, surgically, with hearing aids, or through rehabilitation.

That's why Ms. Henderson reaches out in new public service spots to help millions suffering needlessly from hearing loss. With warmth and sincerity, she urges those who suspect a hearing problem to seek help as she did.

Florence joins many celebrities who speak out against hearing loss, including Lorne Greene, Henry Fonda, Nanette Fabray, Charlene Tilton, Keenan Wynn, Bill Cosby, Art Carney, Frankie Valli, Lou Ferrigno, Norm Crosby, Johnnie Ray, and others.

16mm, sound, color, 30 and 60 seconds



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