

## Lorne Greene Honored for Hearing Education Efforts

Actor Lorne Greene has been awarded the 1983 Better Hearing Achievement Award for his "outstanding public education efforts on behalf of Americans with hearing problems." The award was jointly presented by Better Hearing Institute National Chairman Keenan Wynn and Institute President Richard T. Burger at Greene's home last month in Beverly Hills, California.



(l-r) Dick Burger, Lorne Greene, Keenan Wynn

Greene, like Wynn and President Reagan, personally overcame a noise-induced hearing loss with hearing aids. Greene has since promoted better hearing for others in television public service announcements and in extensive broadcast and print media interviews.

Previous recipients of the Better Hearing Achievement Award include comedian Norm Crosby, actress Nanette Fabray, actor Henry Fonda, and Hugh S. Knowles, whose innovations in microphone and speaker miniaturization and performance made possible radical advances in the design of modern hearing aids.

## Phyllis Diller Will Lead 1984 Campaign For Better Hearing and Speech



*Phyllis Diller*

Popular comedienne Phyllis Diller, who overcame a hearing problem herself, will lead the Council for Better Hearing and Speech Month's 1984 public information campaign on behalf of 22 million Americans with communicative disorders. She was elected national chairman of the May campaign by a consortium of 27 nonprofit hearing and speech organizations cooperating in the Council program.

Miss Diller will act as chief media spokesman for the Council's message of hope and help for those suffering from hearing and speech problems. She personally experienced a sudden hearing loss which was corrected by medical therapy, and has since committed herself to helping others with similar problems.

Miss Diller will launch the Council campaign during early May kickoff ceremonies in Washington, D.C., where she will release a special message from President Reagan, introduce the 1984 poster child, and step up a series of national media appearances.

# President Reagan Boosts Better Hearing

When President Reagan wore a hearing aid in public for the first time, he provided inspiration for millions of other Americans with hearing loss. His action parallels Better Hearing Institute efforts over the past decade to spread enlightenment and hope to the nearly 20,000,000 Americans who, like the President, may be able to overcome their hearing problems.

Even in 1973 hearing aids and hearing loss were regarded as things to hide, avoid, compensate for, or ignore. They signified senility, disability, inability, and fallibility. Today the President of the United States wears a hearing aid publicly--and his wife is delighted. The turn-around is startling, dramatic, and complete.

Opening the door for the President and countless others were many famous Americans who personally overcame hearing loss. These celebrities, in award-winning BHI TV PSAs and other media messages, unselfishly donated their time and efforts to informing and encouraging people to benefit from available hearing help.

Nanette Fabray was the first personality to go public with her hearing loss in BHI PSAs. She paved the way for many others, including: Larry Brown, Art Carney, Norm Crosby, Phyllis Diller, Lou Ferrigno, Henry Fonda, Lorne Greene, Florence Henderson, Bob Hope, Kiel Martin, Johnnie Ray, Charlene Tilton, Frankie Valli, and Keenan Wynn.



*PRESIDENT REAGAN greets actress Nanette Fabray and BHI's Joe Rizzo. Miss Fabray was the first celebrity to go public with her hearing loss in BHI's award-winning television PSA series, featuring famous Americans who overcame hearing problems.*



"We're delighted that President Reagan has gone public with his hearing aid," said BHI President Richard T. Burger, "because it will encourage others to explore the different forms of treatment. People will see that he wasn't afraid to come out and wear a hearing aid. They are going to say, 'If the President can do it, so can I.'"

*HOWARD HOUSE, M.D. (right), BHI advisory board chairman, has tracked President Reagan's hearing loss since 1979 along with his brother, William, and son, John.*

## Ball Elected Honorary President By Hearing & Speech Consortium



John Ball

John E. D. Ball, president of the National Captioning Institute, has been elected new honorary president of the Council for Better Hearing and Speech Month, a public information consortium of 28 nonprofit organizations. He succeeds Dr. William Castle, vice president of the Rochester Institute of Technology and director of the National Technical Institute for the Deaf.

Ball has a long and distinguished career in television, and is the recipient of an engineering "Emmy" award from the National Academy of Television Arts and Sciences for the design and implementation of the Public Television Satellite Interconnection System. Ball also headed the PBS engineering team that was awarded an "Emmy" for development of the Line 21 Closed Captioning System.

### 28 Organizations Cooperate In Council BH&SM Program

Twenty-eight organizations are already pooling their financial resources in the Council for Better Hearing and Speech Month's united public information program. Sponsoring members to date include:

Alexander Graham Bell Association for the Deaf; American Academy of Otolaryngology--Head & 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 Int'l 5M Hearing Center; National Captioning Institute; National Foundation for Children's Hearing, Education and Research; National Hearing Aid Society; National Hearing Association; National Technical Institute for the Deaf; Quota International; Sertoma Foundation; Speech Foundation of America; Suzanne Pathy Speak-Up Institute; The Voice Foundation; and Wright Institute of Otolology. Cooperating members are: American Association of Retired Persons; Convention of American Instructors of the Deaf; Council of Graduate Programs in Communication Sciences and Disorders; and Minnesota Foundation for Better Hearing and Speech.

### 1984 Poster Child Search Launched For Better Hearing & Speech Month

The Council for Better Hearing and Speech Month invites nominations for a 1984 poster child who, with Phyllis Diller, will represent more than 22 million 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, and/or language problem. Sponsors may be parents, friends, teachers, hearing or speech field professionals, or organizations. Entries must be received before December 30 by the Council for Better Hearing and Speech Month, 1430 K St., N.W., Suite 700, Washington, D.C. 20005.



1983 poster child Brooke Broberg

## Major Consumer Magazines Give Space to BHI Public Service Ad



Eight major consumer magazines have already contributed advertising space for BHI's new public service message featuring Kiel Martin, "Hill Street Blues" TV series star who personally overcame a hearing problem. The magazines are People, U.S. News & World Report, Ladies Home Journal, Esquire, Woman's Day, Changing Times, and New York.

Publication of the advertisement has generated hundreds of "Hearing HelpLine" calls and letters requesting information and local sources of available hearing help.

The Martin ad is fourth in a series of BHI magazine public service messages. Others featured actresses Nanette Fabray and Florence Henderson, and singer Frankie Valli. Magazines have already donated the equivalent of more than \$2,000,000 in commercial space to the BHI series.

## Telephone Pioneers Follow Up Release of Kiel Martin TV PSA

will help assure maximum use of the PSA by personal followup with program directors at 400 television stations across the U.S.

Telephone Pioneers of America, a service organization of 575,000 members across the U.S., is co-sponsor with BHI of the Kiel Martin television PSA released this month. Telephone Pioneers

The television public service spot features Martin, who plays detective J.D. LaRue on the award-winning NBC-TV prime time drama series, "Hill Street Blues." In the PSA, Martin tells viewers how he overcame his own hearing problem and encourages others with hearing loss, emphasizing that most can now benefit medically, surgically, with hearing aids, or through rehabilitation.

## PSAs, President's Hearing Aid Spur Hearing HelpLine Inquiries

1983 "Hearing HelpLine" inquiries soared to more than 19,000 by early November, with heavy surges in September resulting from President Reagan's hearing aid debut and release of BHI's Phyllis Diller television public service announcement. Hundreds more are currently responding to publication of BHI's Kiel Martin public service ad in major consumer magazines (see above) and the Institute's TV PSA starring Bob Hope.



Karin Rohrer (l) and Jamie Sandstrom assist HelpLine callers

Most recent users of BHI's toll-free telephone service requested information about hearing aids, nerve deafness, and local sources of available hearing help. Callers routinely receive lists of area members of the Academy of Dispensing Audiologists, the American Academy of Otolaryngology, the National Hearing Aid Society, and speech and hearing centers.



**After overcoming a hearing problem himself . . .**

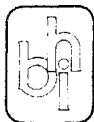
## **Kiel Martin Speaks Up for Hearing Help**

"Hill Street Blues" star Kiel Martin tells how he overcame a chronic ear infection with corrective surgery in a new BHI television public service announcement. He encourages others with hearing problems to get help medically, surgically, with hearing aids, or through rehabilitation.

Kiel joins a growing parade of BHI celebrities who promote better hearing, including Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Lorne Greene, Florence Henderson, Bob Hope, Senator Charles Percy, Burt Reynolds, Frankie Valli, Keenan Wynn, and others.

Thank you for helping many 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

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