

New ABC-TV Series Stars Ferrigno As a Hearing-Impaired Paramedic

Actor Lou Ferrigno, a two-time Mr. Universe and widely known as the "Incredible Hulk," will star as a hearing-impaired paramedic in a new prime-time series, "Medstar," which premieres later this month.

A BHI Advisory Board member and star of previous Institute television public service announcements, Ferrigno has been a prominent spokesman on behalf of 22,000,000 Americans with communicative disorders. He led the 1981 public information campaign of the Council for Better Hearing and Speech Month, a consortium of 27 nonprofit hearing and speech organizations.

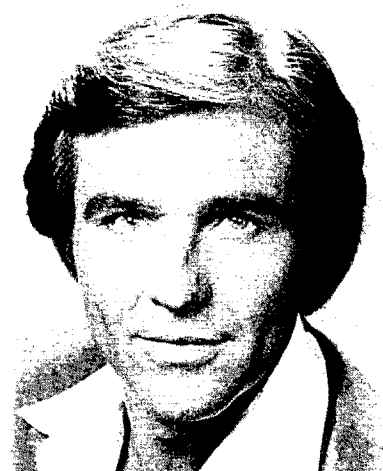
"We are all handicapped, some more noticeably than others," is the way Lou regards his 75 percent childhood hearing loss, which he has overcome with the help of hearing aids and speech therapy.

Ferrigno

"Hill Street Blues" Star Martin Joins Magazine Public Service Series

As part of BHI's ongoing public service advertising series featuring personalities who overcame hearing loss with available help, the Institute will release this month to national magazines a new ad featuring "Hill Street Blues" star Kiel Martin. Martin plays detective Johnny LaRue on the top NBC-TV prime-time drama series.

In the new magazine message, Martin urges others with hearing problems to benefit from available hearing help as he did, emphasizing that most Americans with hearing loss can be helped medically, surgically, with hearing aids, or through rehabilitation.



Martin

Current BHI magazine public service ads starring Florence Henderson and Nanette Fabray have generated hundreds of letters requesting information and sources of available hearing help. Leading consumer magazines have published full-page versions of the BHI ads, including Time, Newsweek, U.S. News, Family Circle, Parents, and Atlantic Monthly.



Council Program Results, 1984 Plans Focus of Washington Annual Meeting

Representatives of the 27 nonprofit organizations of the Council for Better Hearing and Speech Month were invited to a Sept. 16 Washington meeting to review results of their cooperative 1983 public information campaign--the most successful ever--and to provide input for their sixth united effort in 1984.

The Council's first program in 1979 was a joint effort of nine national organizations, tripling to 27 members in the consortium this year. The 1983 Better Hearing and Speech Month produced record media exposure for the Council's message of hope and available help for communicative disorders.

Current Council sponsoring members are: A.G. Bell Assn. for the Deaf; Amer. Acad. of Otolaryn.; Amer. Hrg. Research Found.; Amer. Speech-Lang.-Hrg. Assn.; Amer. Tinnitus Assn.; Better Hrg. Inst.; Boys Town Inst. for Comm. Disorders in Children; Deafness Found.; E.A.R. Found.; Gallaudet Coll.; Hrg. Industries Assn.; House Ear Inst.; Lions Int'l 5M Hrg. Ctr.; Nat'l Captioning Inst.; Nat'l Hrg. Aid Soc.; Nat'l Hrg. Assn.; Nat'l Tech. Inst. for the Deaf; Quota Int'l; Sertoma Found.; SHHH; Speech Found. of Amer.; Suzanne Pathy Speak-Up Inst.; Voice Found.; and Wright Inst. of Otology. Cooperating members are Amer. Assn. of Retired Persons; Conv. of Amer. Instr. of the Deaf; and Minn. Found. for Better Hrg. and Speech.

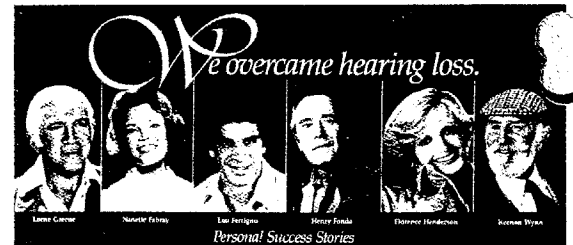
BHI Plans Tenth Anniversary PSA Featuring 10 Program Celebrities

A key to BHI's public information program has been the participation of many famous Americans who overcame their own hearing problems. BHI plans to feature 10 of its program personalities in a new television public service announcement marking the Institute's tenth anniversary, and is now seeking special funding for the project. The BHI "Hollywood Stars" PSA will emphasize that most hearing problems can be overcome--medically, surgically, with hearing aids, or through rehabilitation--and feature Ed Asner, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Lorne Greene, Florence Henderson, Bob Hope, Kiel Martin, Charlene Tilton, and Keenan Wynn.

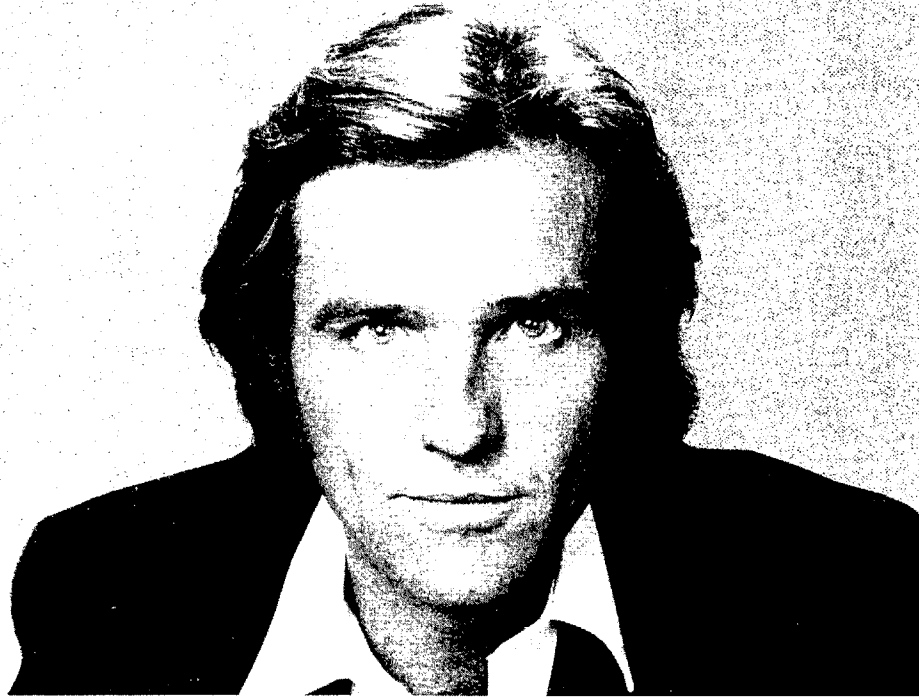
"We Overcame Hearing Loss" Exceeds Million Circulation

A new reprinting of BHI's popular "We Overcame Hearing Loss" booklet, featuring famous Americans who benefited from available hearing help, was made possible by a special grant from Knowles Electronics. More than a million copies of the booklet have been distributed since its initial publication as "They Overcame Hearing Loss" in 1973.

The booklet includes the personal success stories of many of the personalities in BHI's award-winning television PSA series, including Larry Brown, Art Carney, Norm Crosby, Nanette Fabray, Lou Ferrigno, Henry Fonda, Lorne Greene, Florence Henderson, Fred O'Green, Sen. Charles Percy, Frankie Valli, George C. Wallace, and Keenan Wynn. A free copy and order form are available by sending a self-addressed, stamped envelope to "We Overcame Hearing Loss," 1430 K Street, N.W., Suite 700, Washington, D.C. 20005.



Kiel Martin, actor



Kiel Martin Urges Americans With Hearing Problems:

'You Should Hear What You're Missing'

"Hill Street Blues" actor Kiel Martin, after having his own hearing problem corrected, now urges others to similarly benefit from available help.

"I was happy to overcome a chronic ear infection with corrective surgery," said Martin. "Most of nearly 20,000,000 Americans with hearing problems can also be helped—medically, surgically, with hearing aids, or through rehabilitation."

Hearing loss is often caused by exposure to noise, aging, or disease. 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 sources of help in your area, call toll-free "Hearing HelpLine," 800-424-8576. Or Write HEARING, Box 1840, Washington, D.C. 20013.

You should hear what you're missing!



Better Hearing Institute

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

Ossicular Chain Gang "Hat Trick" Triples Support for BHI Projects



The Ossicular Chain Gang, a public-spirited study group of Los Angeles area hearing health care providers, literally tipped their hats for BHI to parlay a \$500 contribution into more than \$1,900 for Institute projects. Lou Peters, a hearing aid dispenser member of the group, conceived the idea of using the original \$500 OCG gift to produce baseball-type caps in a fund-raising project for BHI. A logo containing the words, "We Support Better Hearing Institute" was imprinted on the caps, which OCG volunteers offered to anyone contributing \$10 or more to BHI.



"They went like hotcakes at the Hearing Aid Association of California convention," said Peters. "It gives BHI contributors a badge of recognition for their good deed."

BHI hat (top photo) is modeled at HAAC Dist. 6 meeting (above) by Pat Winslow and Lou Peters.

Peters said OCG will make the BHI logo imprint tape available to any other group interested in a similar project. Hearing Health care groups interested in details are invited to contact Peters at 404 W. 7th St., Suite 1412, Los Angeles, CA 90014.

Phyllis Diller PSA Released To TV Networks and Stations

A new Better Hearing Institute television public service announcement, starring comedienne Phyllis Diller, who personally overcame a hearing problem herself, was released this

month to the major networks and program directors at 400 stations throughout the U.S. (See promosheet sent with PSA, appearing on back cover of this newsletter.)

Miss Diller's PSA was made possible by a special grant from RAYOVAC, Madison, Wisc.-based battery manufacturer. RAYOVAC has funded many 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 speakers presentation; and reprinting of several Institute booklets.

National Chairman Keenan Wynn Awarded TDD Unit for Institute

Specialized Systems, San Diego, recently contributed a TDD system to Better Hearing Institute to expand its existing TTY facilities. BHI National Chairman Keenan Wynn received the unit from Lou Polett, SSI marketing vice president, who said: "My object is to assist you and the Institute in promoting better hearing. We believe, as you do, that 'You Should Hear What You're Missing.'"



Wynn and SSI's Polett

Fifth "Run for Better Hearing" Draws Record Team Support

The "Twin Run for Better Hearing" drew a record crowd of hearing health care providers to Grandma's Marathon in Duluth, Minn., on June 11, where a team of seven runners participated in the fifth annual fund-raising effort on behalf of Better Hearing Institute programs. The first part of this year's "doubleheader" was held at April's Boston Marathon, the fourth completed by "Run" captain Joe Rizzo, BHI director.

A weekend of marathon festivities was hosted by the staff of Hearing Instruments magazine, including a "Fun Run" on the scenic North Shore of Lake Superior, followed by refreshments at the home of HI Group Publisher Lars Fladmark and a "Pasta Push" gourmet Italian dinner at the Harcourt Building, also compliments of HI.



"Run" team included (l-r) Mead Killion, Eric Peterson, Joe Rizzo, Arnie Monk, Joe Carl Rizzo, (captain's son), Wayne Whitney, and Bob Hanrahan.

BHI Program Report, New PSAs Set for NHAS and AAO Meetings

Both the National Hearing Aid Society conference (Oct. 12-15 in Denver) and the American Academy of Otolaryngology meeting (Oct. 23-27 in Anaheim) will feature showings of new BHI television public service announcements starring Bob Hope, Phyllis Diller, Kiel Martin, and Burt Reynolds. The Institute will also report to attendees on current activities and projects.

Original "Hearing HelpLine" Marks 10th Year of Service

Better Hearing Institute has assisted over 45,000 Americans who requested hearing help sources and information from the hearing field's first toll-free "Hearing HelpLine" service, which was launched in May, 1973. Other hearing organizations have since started similar telephone services patterned after the BHI HelpLine. Promotion of the service in BHI television public service announcements generated dramatic increases in HelpLine service over the past two years--18,000-plus in 1982 and more than 9,000 through mid-August of 1983.

Most HelpLine callers request local sources of help, and routinely receive lists of area members of the Academy of Dispensing Audiologists, the American Academy of Otolaryngology, and the National Hearing Aid Society, as well as speech and hearing centers.

(Top photos on pages 4 & 5 provided courtesy of Hearing Instruments.)

Latest Release in Award-Winning PSA Series for Television



After correcting her own hearing loss . . .

Phyllis Diller Urges Others to Seek Hearing Help

"Most of us take our hearing for granted," says Phyllis Diller in a new BHI television public service announcement, "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." Miss Diller tells viewers that most Americans with hearing problems can be helped—medically, surgically, with hearing aids, or through rehabilitation.

Miss Diller is part of a growing parade of BHI celebrities who promote better hearing, including Art Carney, Bill Cosby, Norm Crosby, 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