

Jack Klugman Stars in TV PSA for AAO, BHI



BHI's Joe Rizzo, Klugman, AAO's Jerome Goldstein, M.D., during filming break.

Actor Jack Klugman promotes better hearing in a new television PSA jointly produced last month by the Better Hearing Institute and the American Academy of Otolaryngology--Head and Neck Surgery. The spot will be released soon to the major networks and 400 stations in the top 100 U.S. markets.

Best known for his starring roles on the network TV series "Quincy" and "The Odd Couple," Klugman currently plays former President Johnson in the theatrical production, "Lyndon." His PSA was filmed in Washington between Kennedy Center performances.

The Klugman PSA, produced in 60- and 30-second segments for more flexible station use, is the fourth public service spot co-sponsored by AAO and BHI. Others featured Nanette Fabray, Lorne Greene, and Florence Henderson.

19 Hearing Team Reps Train For Sixth Better Hearing Run

Nineteen hearing help providers--representing medicine, surgery, audiology, hearing aid manufacturing and dispensing--have entered the sixth "Run for Better Hearing," an annual fund-raising campaign on behalf of Better Hearing Institute public education projects.



Dr. Paparella A. Monk

Runners include Michael Paparella, M.D., University of Minnesota professor of Otolaryngology and president of the Lions International 5M Hearing Center, and Arnold Monk, a hearing aid dispenser from Winnipeg, Manitoba in Canada (others listed in back page public service ad).

"1984's Run doubleheader features BHI executive director Joe Rizzo running his fifth Boston Marathon on April 16," said Al Bruce, chairman of the volunteer committee organizing the campaign. "Then on June 16 in Duluth, MN, Joe will be joined in Grandma's Marathon by 18 other hearing help representatives."

Initiated in 1979, the Run enlists financial support from the hearing team for BHI projects. The 1979 and 1980 events featured a Boston Marathon run by BHI director Joe Rizzo. The 1981 and 1982 runs were moved to Duluth, because many hearing aid manufacturers are based in Minnesota. A twin Run in both Boston and Duluth began in 1983.

BHI Elects New Directors, Advisory Board Members

Better Hearing Institute recently elected Floyd Loupot and Ross Roeser, Ph.D., to its board of directors. Dr. Roeser is chief of audiology and associate professor, Callier Center for Communication Disorders, University of Texas at Dallas. Loupot, a Pasadena hearing aid specialist, is past president of the National Hearing Aid Society.



F. Loupot



R. Roeser

Elected 1984 officers were Richard T. Burger, president; Charles W. Gross, M.D., vice president; Reg Garratt, secretary; and Jeanne A. Broenen, treasurer. Other board members are Ralph Campagna, David E. Dunn, Esq., and Ralph F. Naunton, M.D.

New Advisory Board members are Maurice Berkey, Los Angeles hearing aid specialist; Marlene Bevan, Ph.D., past pres., Academy of Dispensing Audiologists; David Goldstein, Ph.D., Purdue University audiology prof.; David Lipscomb, Ph.D., University of Tenn. audiology prof.; and Edward McDonnell, FDA Medical Devices division director.

Record Year Sets Stage For Second BHI Decade

BHI president Richard T. Burger recently reported that the Institute's 1983 results were the best ever, an encouraging backdrop for even more ambitious efforts already underway in the new decade. "Our projects have played a key role in the positive attitude we now see emerging toward individuals with hearing loss as well as toward hearing help," said Burger. "We're proud of the accomplishments that have been made, and we intend to continue to move ahead."

1983 HIGHLIGHTS: Total media exposure for BHI hearing help messages rose to more than \$82 million, with almost \$19 million generated in 1983 alone * BHI released five 1983 TV PSAs, one in its new "Typical American" series, the others featuring Burt Reynolds, Bob Hope, Phyllis Diller and Kiel Martin * Hearing HelpLine calls increased from over 18,000 in 1982 to more than 21,000 in 1983 * National magazines made 1983 a record year for BHI public service ad exposure, with almost \$1,000,000 in free space donated by Time, People, U.S. News & World Report, Ladies Home Journal, Esquire, Woman's Day, Changing Times, and New York.

California Assn. Urges Others To Adopt "Model" BHI Support

For the third consecutive year, the Hearing Aid Association of California has voted to donate one percent of its gross annual income to the Better Hearing Institute. Applauding Institute efforts to inform Americans about available hearing help, new HAAC president William Schenk expressed hope that his association's contribution will provide a model of giving for other hearing field organizations.



W. Schenk

"We at HAAC recognize the outstanding job that BHI is doing and the need to further strengthen public education on behalf of Americans with hearing problems," said Schenk. "This can be accomplished if more organizations will allocate a portion of their income to help BHI projects."

Latest Release in Award-Winning PSA Series for Television



Jack Klugman Tells TV viewers:

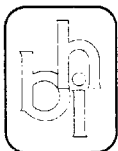
"Most with Hearing Loss Can Now Be Helped!"

Distinguished actor Jack Klugman says nearly 20,000,000 Americans with hearing loss can now benefit from available help. He emphasizes that hearing loss can be overcome—medically, surgically, with hearing aids or through rehabilitation.

Klugman joins a parade of celebrities who speak out against hearing loss, including Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Lorne Greene, Florence Henderson, Bob Hope, Kiel Martin, 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



American Academy of
Otolaryngology—
Head and Neck Surgery, INC

1101 Vermont Avenue, N.W. Suite 302
Washington, D.C. 20005

Muffy Silvestri Personifies Hearing & Speech Campaign



Mary Frances "Muffy" Silvestri, 5, of Danbury, CT, has been named this year's Better Hearing and Speech Month poster child. Muffy was chosen from nearly 200 nationwide entries by the Council for Better Hearing and Speech Month, to help personify hope and help for 22 million Americans with communicative disorders.

Muffy and 1984 campaign chairman Phyllis Diller will launch the national public information effort at May 1 kickoff events in Washington, D.C. Muffy will also be featured on a poster with Miss Diller who, like her, has overcome a hearing problem. Both will make special public appearances to focus attention on hearing, speech, and language disorders, and the help available to correct these problems.

Results suggest that Muffy is now making excellent use of her residual hearing with carefully fitted bilateral hearing aids and speech therapy. Her determined and out-going nature will assure others that help is available for those suffering hearing, speech, and language impairments.

"Spreading Laughter Through Hearing and Speech" in '84

"Spreading Laughter through Hearing and Speech" will be the 1984 theme of the Council for Better Hearing and Speech Month program. Council honorary president John E.D. Ball said the new theme ties together principal public information projects featuring chairman Phyllis Diller and poster child Muffy Silvestri. The upbeat theme will be highlighted in the Council poster, television public service announcement, magazine public service advertisement, and in other national publicity materials.

Your Organization Can Imprint Hearing & Speech Newspapers

Comedienne Phyllis Diller to Lead Hearing and Speech Month Campaign

Hearing and Speech Month Theme For 1984: "Spreading Laughter"

Muffy Silvestri Is 1984 Poster Child

Your organization's name can be imprinted on the masthead of Hearing & Speech News for distribution by you to your important publics. Published by the Council for Better Hearing and Speech Month, Hearing & Speech News highlights the united public education campaign made possible by the cooperative efforts of 26 non-profit organizations. It is now available for you to spread the word about the hope and help available for hearing, speech, and language problems--and to identify your organization with this public interest cause. For ordering information, contact Custom NEWS, Inc. at (202) 638-5185 or write P.O. Box 4007, Chevy Chase, MD 20815.

AP and UPI Boost BH&SM with Photos to 1,200 Newspapers

a preview to the Council for Better Hearing and Speech Month campaign, both United Press International and Associated Press last month released photographs (right and below) of 1984 chairman Phyllis Diller and poster child Muffy Silvestri, each to more than 1,200 newspapers nationwide.

Highlighting other advance print media publicity is a major camera-ready feature being issued this month by North American Precis Syndicate to approximately 4,000 suburban publications---3,000 weeklies and 1,000 dailies. It spotlights the roles of Phyllis Diller and Muffy in the Council campaign, and how they symbolize the help available to more than 22 million Americans with hearing and speech problems.



First Color Council Poster Heads 1984 Campaign Aids

A premiere 17" X 22" full-color poster featuring 1984 BH&SM chairman Phyllis Diller and poster child "Muffy" Silvestri, spreading hearing and speech help, is now available for May and year-round use. It leads the list of

helpful public information tools developed by the Council for Better Hearing and Speech Month to assist local volunteers throughout the country. The kit includes ideas for fund-raising activities, suggestions for BH&SM special events, TV/radio PSA's, how to get city or state BH&SM proclamations, sample letter to newspaper magazine editors, a copy of Hearing and Speech News, and more.

Copies of the poster or other kit materials may be purchased from the Council for Better Hearing and Speech Month, 1430 K Street, N.W., Suite 700, Washington, D.C. 20005. Full-color posters are available for \$3.75 each, unfolded in protective tube, and \$2.50 each, folded. Poster with packet of other public information aids is available for \$6.50.

TV, Magazine Messages Spark New Public Service Campaign

Print and broadcast messages, successful in past years, are again major ingredients in the public service phase of the Council for Better Hearing and Speech Month's public information campaign.

A new TV PSA featuring Phyllis Diller and "Muffy" Silvestri is scheduled for distribution this month to the major TV networks and leading U.S. stations. It has been designed for use before, during and after Better Hearing and Speech Month. Filming, production, and distribution of the PSA was made possible by the generosity of NTID for the fourth consecutive year. Some 100 major publications this month will also receive a full page public service advertisement featuring Phyllis and Muffy.



Hearing Team Marathoners Train for:

Twin Run for Better Hearing

Nineteen hearing help providers--representing medicine, surgery, audiology, hearing aid manufacturing and dispensing--will run in the sixth annual "Run for Better Hearing."

The Run is a fund-raising effort to strengthen BHI's hearing help message, already granted free media exposure worth over \$82 million in commercial time and space. BHI's program includes famous Americans who overcame hearing loss--Phyllis Diller, Nanette Fabray, Lorne Greene, Bob Hope, Keenan Wynn and many others!

1984's Run doubleheader features BHI executive director, Joe Rizzo, in his fifth Boston Marathon on April 16. Then on June 16, in Duluth, MN, Joe will be joined in Grandma's Marathon by:

* Duncan Clifton, Ontario; Barbara Friedman, Minneapolis; Robert Hanrahan, Wilmington, DE; George Hicks, M.D., Indianapolis; Ron Hoff, Minneapolis; Kathryn Jacklen, Minneapolis; Mead Killion, Ph.D., Elk Grove Village, IL; William Lederer, Chicago; Gunnar Lidden, M.D., Gothenberg, Sweden; Arnie Monk, Manitoba, Canada; Joan Osborne, Oak Park, IL; Becky & Michael Paparella, M.D., Minneapolis; Sharon & Ross Roeser, Ph.D., Dallas; John Sheldon, Edina, MN; Grace Touhy, Chicago; and Wayne Whitney, Strum, WI.

"Run" Steering Committee: Jeanne A. Broenen, Activair; Al Bruce, Starkey Labs; Jane Hixson, Dahlberg Electronics, Inc.; Bud Ross, Earmold Design, Inc.; Bob Tischbein, Starkey Labs; and Karen Turner, Dahlberg Electronics, Inc.



G. Hicks, M.D.
Assn. Pres.



W. Whitney
H.A. Specialist



W. Lederer
Found. Exec.



Ross Roeser, Ph.D.
Audiologist

19
To Run
in '84



M. Killion, Ph.D.
Researcher



Better
Hearing

1430 K Street, N.W., Suite 600
Washington, DC 20005

Institute

Name: _____

Office Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

You bet I'm supporting the "Twin Run for Better Hearing" team. Here's my check payable to Better Hearing Institute:

\$13.00 (\$.50/mile) \$19.50 (\$.75/mile)

\$39.00 (\$1.50/mile) Other

Yes, please send me more information on BHI.

