

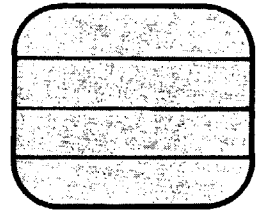
Highlights of Current
Better Hearing Institute Activities

communicator

December 1984

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Route to



"Sentimental Sounds" TV Appeal Seeks Aid for Hearing Research, Awareness

A national "Sentimental Sounds Appeal" for better hearing will premiere next March on Minnesota television, featuring great musical entertainers of the past and celebrities who personally overcame hearing problems themselves. Taped last month in Hollywood, the Minnesota production will provide videotape footage for a 1985 appeal to be syndicated on a market-by-market basis throughout the U.S. It will support hearing research through the International Hearing Foundation and hearing awareness through the Better Hearing Institute.

Helping defray costs for the Minnesota program were grants by major Minneapolis BHI sponsors, including Argosy Electronics, Starkey Laboratories, Telex Communications, and Qualitone.



Float and Wynn

BHI program celebrities participating in the Appeal are Keenan Wynn, BHI national chairman; Howard P. House, BHI advisory board chairman; Actress Nanette Fabray, Strongman/Actor Lou Ferrigno, Olympic swimming gold medalist Jeff Float, and Actress Florence Henderson. Gene Autry, the Appeal's national chairman who overcame his hearing loss with hearing aids, is introduced on the program by BHI Director Joe Rizzo, who presents facts on hearing loss and hearing help.

Program entertainment is provided by hostess Shari Lewis, Johnnie Ray, Jimmie Rodgers, the Lennon Sisters, the Coasters, Helen O'Connell, Kay Starr, Gisele MacKenzie, Frank Sinatra, Jr., and the Hollywood Hooligans. (See page 3 photospread of telethon stars.)



"Sentimental Sounds Appeal" Finale

Clara Beefs Up Better Hearing In New Television PSA for BHI



Clara takes PSA break with BHI's Joe Rizzo

Clara "Where's the Beef?" Peller, who uses hearing aids to correct her own hearing problem, promotes better hearing for others in a new BHI television PSA produced this month. Made possible by a special grant from Wendy's International, the spot will be released in 1985 to the major networks and 400 stations in the top 100 U.S. markets.

The four-foot-ten octogenarian was thrust into stardom by her series of Wendy's commercials. She has since graced pages of national newspapers and magazines and has been featured on television shows from "Good Morning America" to "Entertainment Tonight."

Peller joins a parade of celebrities who appear in BHI's award-winning PSA series, including Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Lorne Greene, Florence Henderson, Bob Hope, Jack Klugman, Kiel Martin, Burt Reynolds, Frankie Valli, Keenan Wynn, and others.

Hearing HelpLine Refines Program To Further Improve Service, Materials

BHI's toll-free "Hearing HelpLine" program has added a more customized, personal and upbeat approach to callers, emphasizing that most people with hearing loss can now be helped medically or with hearing aids. Callers also get information that is more frequently updated and packaged for easier use, and they in turn provide more feedback to BHI. Of almost 15,000 assisted through November, about 70 percent wanted to know where they can get help in their area, 14 percent asked for information on hearing aids, 7 percent on tinnitus, 6 percent on special devices, 3 percent on the cochlear implant and other medical information.

Olympic Gold Medalist Jeff Float Receives Hearing Achievement Award



Float and Rizzo

Olympic swimming gold medalist Jeff Float, who refused to let hearing loss stand in his way, has been presented the 1984 Better Hearing Achievement Award for his "outstanding public education efforts on behalf of Americans with hearing problems." Float has made many public appearances on behalf of hearing organizations, including BHI and the John Tracy Clinic, and appears in a new BHI television public service announcement set for January release (see PSA promosheet on back cover).

Captain of the 1984 U.S. Olympic Swim Team, Float said his severe hearing loss was caused by viral meningitis when he was 13 months old, and has been corrected by hearing aid. Previous recipients of the BHI award include comedian Norm Crosby, actress Nanette Fabray, actors Henry Fonda and Lorne Greene, and Hugh S. Knowles, whose innovations in microphone and speaker miniaturization and performance made possible radical advances in the design of modern hearing aids.

Stars in "Sentimental Sounds Appeal"

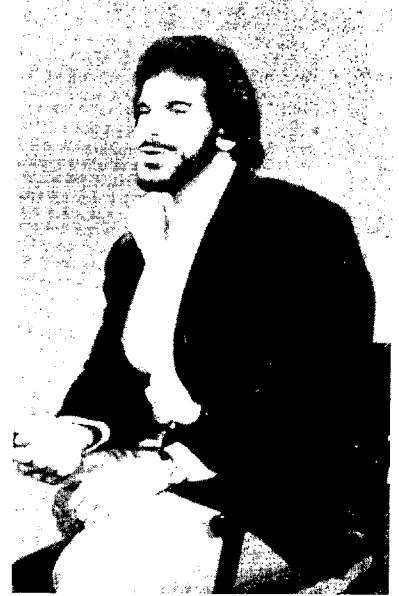
(See front page story)



Johnnie Ray, Kay Starr



Jeff Float, Nanette Fabray, Joe Rizzo



Lou Ferrigno



Helen O'Connell



The Coasters



Shari Lewis & Florence Henderson



Jimmie Rodgers



The Lennon Sisters



Shari Lewis & Howard House, M.D.



Frank Sinatra, Jr



Gisele MacKenzie

1984 Projects Generated by Strong Hearing Team Support

Thanks to many people--especially strong support by hearing aid manufacturers, suppliers, and dispensers--Better Hearing Institute achieved another successful year as the hearing field's most cost-effective public education program. Increasing hearing awareness, informing Americans about hearing loss and available help, were many BHI projects--including award-winning TV PSAs featuring well-known personalities who overcame hearing problems. This year's results to date include:

- * Production of four new television PSAs starring actor Jack Klugman, strongman Lou Ferrigno, Olympic gold medalist Jeff Float, and Clara "Where's the Beef?" Peller. They join many other celebrities (see back cover listing) who unselfishly donate their time and efforts to better hearing
- * The original toll-free Hearing HelpLine provided almost 15,000 consumers with information and local sources of help through November. Other hearing organizations now provide similar services patterned after BHI's HelpLine, which has assisted over 62,000 to date
- * More than \$19 million in equivalent commercial broadcast time and print media space was donated for hearing help messages--over \$102 million since 1973
- * "Listen Up with Norm Crosby," BHI's TV film on noise, hearing protection and available help, received 235 telecasts to date by stations across the country
- * Cost-effective BHI projects return \$65 in public service time and space for every donated tax-deductible dollar
- * BHI launched a public survey to examine program strengths and weaknesses--to help better target future projects for maximum impact
- * BHI joined the International Hearing Foundation in the first nationwide television appeal supporting hearing research and hearing awareness (see cover & page 3)

Honor Roll of Major Supporters

ACADEMY OF DISPENSING AUDIOLOGISTS
 ACTIVAIR
 ALL AMERICAN MOLD LABORATORY
 AMERICAN ACADEMY OF OTOLARYNGOLOGY--
 HEAD & NECK SURGERY
 ARGOSY ELECTRONICS
 AUDIO-AID
 AUDIOTONE
 BELTONE ELECTRONICS
 BERNAFON
 BOSCH HEARING INSTRUMENTS
 CONTROLONICS
 DAHLBERG ELECTRONICS
 DANAVOX
 DIST. 6--HEARING AID ASSN. OF CA
 DURACELL COMPANY USA
 E-A-R DIV., CABOT CORP.
 ELECTONE
 EMTECH LABORATORIES
 FIDELITY HEARING INSTRUMENTS
 FINETONE HEARING INSTRUMENTS
 FRYE ELECTRONICS
 HAC OF AMERICA
 HEARING AID ASSOCIATION OF CA
 HEARING INSTRUMENTS
 HEARING JOURNAL



HEARING SERVICES
 KNOWLES ELECTRONICS
 LINEAR TECHNOLOGY
 MAICO HEARING INSTRUMENTS
 MIDWEST HEARING INDUSTRIES
 NORTH DAKOTA HEARING AID
 SOCIETY
 NU-EAR ELECTRONICS
 OCCUPATIONAL HEARING SERVICES
 OMNI HEARING SYSTEMS
 OTICON
 PHONIC EAR
 QUALITONE
 RCI
 RESISTANCE TECHNOLOGY
 REXTON INTERNATIONAL
 SIEMENS HEARING INSTRUMENTS
 STARKEY LABORATORIES
 TELEX COMMUNICATIONS
 UNION CARBIDE
 UNITRON INDUSTRIES
 U.S. COUNSELING SERVICE
 WENDY'S INTERNATIONAL
 WIDEX/HAL-HEN
 WILBRECHT ELECTRONICS

Smithsonian Honors Ann Miller, New Star of Magazine PSA Series



Ann Miller

The tap shoes worn by Ann Miller through her star-studded career last month entered the history of American entertainment collections of the Smithsonian's National Museum of American History. Miss Miller, currently star of the long-running Broadway musical, "Sugar Babies," is a new celebrity in BHI's magazine public service advertisement series. She committed herself to the cause of better hearing after her mother's hearing problem was corrected by Howard House, M.D., President Reagan's ear specialist and BHI advisory board chairman.

During her Washington visit, Miss Miller posed for special publicity stills photographed by BHI editorial specialist Michele Hartlove. Nominated for a Tony Award as Best Actress in a Musical for "Sugar Babies," Miss Miller has won many honors during her career in movies, television, and Broadway musicals.

Package Deals on Speaker Kits Encourage Local Presentations

More hearing field representatives are making presentations to social or civic organizations, if increasing sales of BHI total speaker kits are

any real indication. Package deals are still available on three easy-to-use speaker kits for your upcoming presentations: 1) We Overcame Hearing Loss Kit focuses on personal case histories of famous Americans who refused to let hearing problems stop them; included are a slide/cassette presentation narrated by comedian Norm Crosby, 10 posters, and 100 booklets--all for only \$90 (\$102 if pieces purchased separately). 2) Silence Is Lonely Kit addresses the special needs of senior citizens with a hearing loss; included are slide/cassette presentation featuring Nanette Fabray and a case history of an over-60 man overcoming his hearing loss, 10 posters, and 100 booklets--all for just \$90 (\$100 when items bought separately). 3) Both of preceding kits available at a special price of \$160--a \$38 savings over \$202 cost for separate pieces. Contact BHI (800) 424-8576 for order form.

BHI Board Members Active at AAO, NHAS Meetings

BHI PRESIDENT Richard T. Burger (left photo) during presentation at recent National Hearing Aid Society annual meeting in St. Louis. Right photo: At BHI booth during recent Academy of Otolaryngology annual meeting in Las Vegas are (l-r) BHI director Joe Rizzo, Hearing Instruments magazine publisher Marj Skafte, and Ross Roeser, Ph.D., BHI board member. Charles W. Gross, M.D., BHI vice president, is 1984 AAO president, and Donald Galloway, BHI advisory board member, is 1985 president of NHAS.



Latest Release in Award-Winning PSA Series for Television



Hearing Loss Hurdled by Jeff Float . . .

Olympic Gold Medalist Boosts Hearing Help

U.S. Olympic Swim Team Captain Jeff Float refused to let hearing loss stop him from winning a gold medal at the 1984 Summer Games.

"Viral meningitis caused my severe hearing loss when I was 13 months old," Float tells TV viewers. "For me the answer was hearing aids. For others it might be medical treatment, surgery, or rehabilitation." He emphasizes that hearing help is now available for most of nearly 20,000,000 Americans with hearing problems.

Float 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, Jack Klugman, Kiel Martin, Burt Reynolds, Charlene Tilton, Frankie Valli, Keenan Wynn, and others.

Thank you for helping many viewers to *hear* what they've been missing.

16 mm sound, color, 36 and 60 seconds.



Better Hearing Institute

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