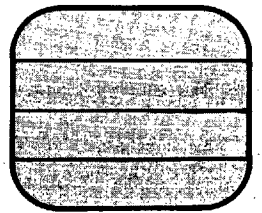


Highlights of Current
Better Hearing Institute Activities

communicator

Route to



Vol. 13, No. 3

Special Catalog Issue on Available Public Education Tools

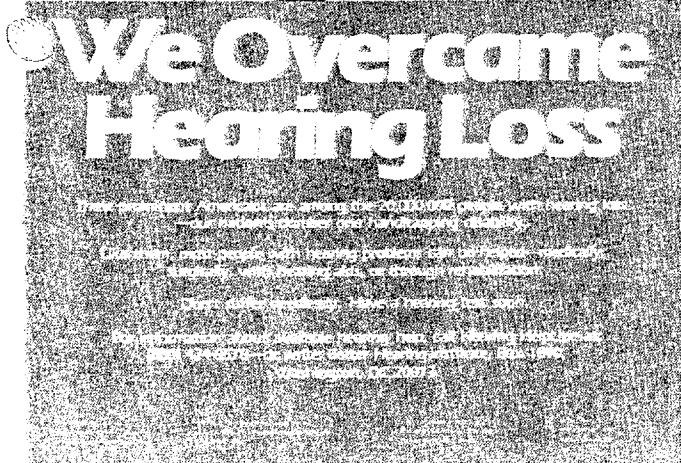


Celebrity Poster Ideal for Locations of Hearing Help

Encouraging smiles from well-known personalities who overcame their own hearing problems communicate the hopeful message that most of the people with hearing loss can be helped--medically, surgically, with hearing aids, or through rehabilitation. This 17" x 26 1/2" poster features celebrities such as Nanette Fabray, Art Carney, Lorne Greene, Phyllis Diller, Keenan Wynn, Norm Crosby, and Bob Hope. Colorfully printed in blue, white, and black.

An excellent public information aid! Can be displayed in offices of hearing help providers--otolaryngologists, hearing aid specialists, audiologists--or in store windows and other public locations to help promote special events such as Better Hearing and Speech Month or hearing fairs. Also an excellent backdrop for your presentations to local organizations--especially complementing BHI's "We Overcame Hearing Loss" slide/cassette speakers presentation.

Cost: \$3.00 per poster, with discounts on larger quantities available upon request.



Newsletter Keeps You Posted on New Public Information Projects

BHI's *Communicator* newsletter highlights current hearing help information projects and Institute activities, providing ideas for your own communications programs.

The quarterly publication reports on new communications tools, television and radio public service announcements, print media results, as well as booklets, films, and other public information aids available from BHI.

Cost: \$10 annually, \$18 for two years.



Crosby Stars in New PSA Sponsored by NHAS

Comedian Norm Crosby plays himself in a new PSA television public hearing announcement made available to a wide circle from the National Hearing Aid Society.

Shown on local and area events in Pasadena and Los Angeles, California, the PSA will be released soon. It is the major national and local step from the NHAS.

Shown with historical hearing aids in a new PSA, the PSA will feature the hearing aid specialists of the hearing aid specialists. Earlier PSA featured the role of the otolaryngologist and audiologist.

Dear BHI chairman and member of the "We Overcame Hearing Loss" slide/cassette speakers presentation, and BHI.



Florence Henderson, Nancy Jones Launch New Effort of BHSI Council According to the report of the BHSI Council, the BHSI Council has been formed to coordinate the efforts of the BHSI Council in the area of hearing and speech. The BHSI Council will be a national organization that will coordinate the efforts of the BHSI Council in the area of hearing and speech. The BHSI Council will be a national organization that will coordinate the efforts of the BHSI Council in the area of hearing and speech.

Dear BHI chairman and member of the "We Overcame Hearing Loss" slide/cassette speakers presentation, and BHI.

Box 1840, Washington D.C. 20013

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General Purpose Presentation Useful for Community Speakers

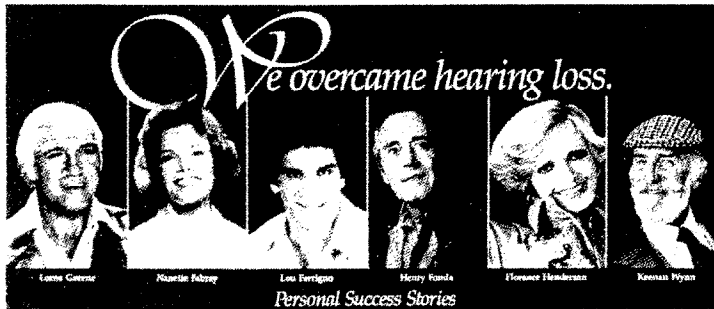
"You and Your Hearing" is a convenient general purpose slide/cassette presentation--also available on videotape--that hearing field representatives can show to local social, civic, and fraternal organizations. It spans the types and causes of hearing loss, warning signs, prevention, and the hearing help that is available.

presented by the
BETTER HEARING INSTITUTE
Washington, D.C.

Self-contained for easy usage, slides are advanced automatically by a cassette with inaudible magnetic impulses --or they can be manually projected by following script cues. Can be lengthened by introductory comments and a concluding Q&A session.

Each set contains a 12 1/2-minute cassette, 80 slides in a carousel tray, script, and tips on planning an effective presentation.

Cost: Slides/Cassette, \$56; VHS, Beta, or 3/4" videotape, \$90



Personalities Tell Their Stories In Most Popular BHI Publication

Thirteen famous Americans render their poignant personal success stories about their refusal to let hearing loss jeopardize their rise to the top in BHI's popular "We Overcame Hearing Loss" booklet. Lorne Greene, Florence Henderson, Keenan Wynn, Lou Ferrigno, and Nanette Fabray are among the celebrities who tell their stories in the 16-page booklet.

Cost: \$28 per 100 booklets; reduced rates on larger quantities.

Booklet Features Typical People Who Benefited from Hearing Help

Most of nearly 20 million Americans with hearing loss come from all walks of life. "Sounds or Silence? We Chose Hearing Help" features case histories of these typical people. From all backgrounds, they relate their own hearing problems and where and how they received help.

The straight-forward, sincere accounts are interspersed with informative vignettes explaining aspects of hearing and hearing rehabilitation.

Cost: \$26 per 100; reduced rates on larger quantities.





Videotape Specials Now Available For Award-Winning Film on Noise

"Listen Up with Norm Crosby," BHI's award-winning film on noise, hearing protection and available hearing help, is now available in all videotape formats for \$90 each--previously sold for \$125.

Hosting the film is comedian Norm Crosby, who overcame a noise-induced hearing loss. Also featured are baseball great Hank Aaron, actor Ed Asner,

football star Larry Brown, singer Marianne Challis, comedian Bill Murray, actress Charlene Tilton, and actor Keenan Wynn.

The film uses a lively celebrity TV show format, with many of its stars themselves examples of how to overcome hearing problems. They make the information more credible, palatable, and receptive to the viewer. Some of the points stressed: ways to protect your hearing, causes of hearing loss, danger signs, how to detect a loss, and different types of available hearing help.

Cost: 16mm film, \$285; Beta, VHS or 3/4" videotape, \$90.

Inspirational Booklet Encourages Hard-of-Hearing to Seek Help Now

"Overcome Hearing Loss NOW!" is an exciting and motivational booklet designed as a special tool for hearing help providers. It simply, graphically and colorfully encourages hard-of-hearing people to benefit from available hearing help.

Strong impact and credibility come from famous Americans who would not let hearing loss stand in their way. The booklet strongly emphasizes that most with hearing loss can now be helped medically or surgically, with hearing aids, or through rehabilitation. It discusses the types and causes of hearing loss, reviews common warning signs, and explores misconceptions and facts about nerve deafness. Hard-of-hearing people are urged to arrange for a checkup now, to no longer suffer needlessly when they can take advantage of modern hearing help.

There's room for your imprint on back cover! Can serve as an effective mailer to prospects, as an excellent handout for talks to local groups, or for waiting rooms of hearing health care professionals.

Cost: \$25 per 100 booklets; reduced rates on larger quantities.

OVERCOME HEARING LOSS

NOW!



Most CAN be helped...

Order Form

Please complete this form and send with your check to: **Better Hearing Institute, Box 1840, Washington, D.C. 20013**

Publications

_____	<u>Overcome Hearing Loss NOW!</u>	@\$25 per 100 booklets	\$ _____
_____	<u>We Overcame Hearing Loss</u>	@\$28 per 100 booklets	\$ _____
_____	<u>Sounds or Silence</u>	@\$26 per 100 booklets	\$ _____
_____	<u>Nerve Deafness and You</u>	@\$22 per 100 booklets	\$ _____
_____	<u>Tinnitus or Head Noises</u>	@\$22 per 100 booklets	\$ _____
_____	<u>Communicator</u> Newsletter	@\$10 for one year	\$ _____
		\$18 for two years	\$ _____

Audiovisuals

Listen Up with Norm Crosby			
_____ 16mm film @\$285 each	_____ Beta videotape @\$90 each		
_____ VHS videotape @\$90 each	_____ 3/4" videotape @\$90 each		\$ _____
We Overcame Hearing Loss			
_____ Slide/Cassette @\$56 each	_____ Beta videotape @\$90 each		
_____ VHS videotape @\$90 each	_____ 3/4" videotape @\$90 each		\$ _____
Silence is Lonely			
_____ Slide/Cassette @\$56 each	_____ Beta videotape @\$90 each		
_____ VHS videotape @\$90 each	_____ 3/4" videotape @\$90 each		\$ _____
You and Your Hearing			
_____ Slide/Cassette @\$56 each	_____ Beta videotape @\$90 each		
_____ VHS videotape @\$90 each	_____ 3/4" videotape @\$90 each		\$ _____

Poster

_____	"We Overcame Hearing Loss" Poster @\$3 each	\$ _____
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Total Speaker Kits

_____	"We Overcame Hearing Loss" Speaker Package @\$90 each	\$ _____
_____	"Silence is Lonely" Speaker Package @\$90 each	\$ _____
_____	Both Speaker Packages (a great bargain!) @\$160 each	\$ _____

For YOUR Local Talks!

You can use any of the above materials for your own speaking presentation. You may open with introductory comments, show your audiovisuals, and conclude with a question-and-answer session. Consider passing out booklets that best tie-in with your talk. Poster may be used on front of podium--or displayed on walls or other appropriate location.

Name _____

Organization _____

Address _____

City, State, Zip _____

Your materials will be shipped via UPS within 24 hours after receipt of your order. Discounts on larger quantities available upon request. Call (800)424-8576 for more information.

Celebrity Success Stories Featured In Slide/Cassette Speakers Package

"We Overcame Hearing Loss" slide/cassette presentation--also available in all videotape formats--focuses on personal case histories of famous Americans who refused to let hearing loss stand in their way. Narrator Norm Crosby talks about his own hearing loss, how he sought

and received help, the magnitude of hearing disorders, and the experience of other celebrities who have overcome hearing problems. Excellent tie-in with "We Overcame Hearing Loss" booklet and poster for a high-impact presentation to social, civic, or fraternal organizations.

Cost: Slide/cassette, \$56; Beta, VHS or 3/4" videotape, \$90.

Nerve Deafness and You

By Gale Gardner, M.D.

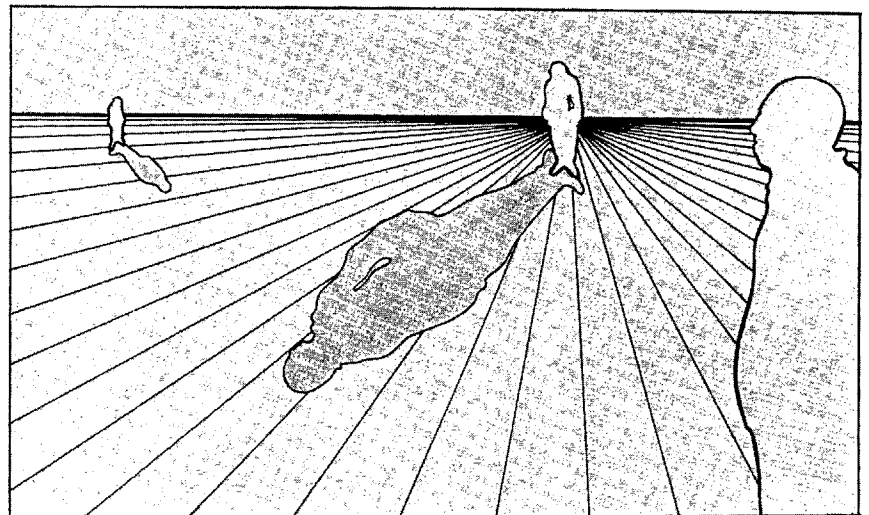
Help for Sensorineural Loss Emphasized in BHI Pamphlet

Myths and facts about sensorineural hearing loss are presented in "Nerve Deafness and You" by Gale Gardner, M.D., BHI advisory board member. The booklet provides encouragement to millions who suffer from nerve deafness, the most prevalent form of hearing impairment.

It emphasizes that most people with nerve deafness can benefit from available hearing help, and offers excellent rehabilitation suggestions.

Cost: \$22 per 100 booklets; reduced rates on larger quantities.

silence is lonely...



Local Speakers Presentation Targeted to Senior Citizens

"Silence is Lonely" addresses the special needs of senior citizens with hearing loss and is ideal for Golden Age Club presentations. This slide/cassette presentation--also available in all videotape formats--utilizes a case history approach to explore the personal and emotional problems associated with hearing handicaps and the different types of

hearing help available. It features actress Nanette Fabray as narrator, and focuses on an over-60 man as he overcomes his hearing loss. Encourages hard-of-hearing senior citizens to take advantage of available hearing help.

Cost: Slide/cassette, \$56; Beta, VHS or 3/4" videotape, \$90.

Complete Speaker Packages Available for Your Community Presentations



Now get all you need for your next local hearing talk--effective slide/cassette presentation, display posters, pass-out booklets--all for less than the components would cost if purchased separately.

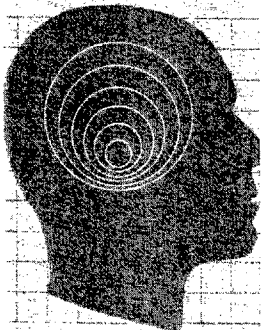
Better Hearing Institute now offers you three such package deals:

- ★ "We Overcame Hearing Loss" Package focuses on personal case histories of famous Americans who refused to let hearing problems stand in their way. Included are a slide/cassette presentation narrated by comedian Norm Crosby, who corrected his own noise-induced hearing loss with hearing aids, 5 "We Overcame Hearing Loss" posters, and 100 "We Overcame Hearing Loss" booklets--all for only \$90 (catalog price is \$99 if pieces purchased separately).
- ★ "Silence is Lonely" Package addresses the special needs of senior citizens with hearing loss, ideal for Golden Age Club presentations. Included are a slide/cassette presentation featuring actress Nanette Fabray and a case history of an over-60 man as he overcomes his hearing loss, 5 "We Overcame Hearing Loss" posters, and 100 "Overcome Hearing Loss NOW!" booklets--all for just \$90 (\$96 catalog price when items bought separately).
- ★ Both of above packages available at a special price of \$160--a \$36 savings over catalog's \$195 cost for separate pieces.

You can use these tools to effectively spread the word about available hearing help to your local civic, social, and fraternal organizations. Order your total speaker packages today--and help others to hear what they're missing! (See order form inside.)

Tinnitus, or Head Noises

By Norman Lee Barr, Jr., M.D., F.A.C.S.



Head Noises, Ringing-in-the-Ears Addressed in Tinnitus Booklet

Some 37 million adults suffer from tinnitus; often simply referred to as ringing-in-the-ears or head noises. For 7.5 million the problem is so severe they are incapacitated, but for many there is help.

"Tinnitus, or Head Noises" explores the causes of tinnitus and its treatment. The BHI pamphlet is written by Norman Lee Barr, Jr., M.D., a member of the Institute's advisory board.

Cost: \$22 per 100; discounts available on larger quantities.