

President Will Lead 1988 BH&SM Campaign



President Reagan will serve as national chairman of the Council for Better Hearing and Speech Month's tenth annual May campaign on behalf of 24,000,000 Americans with communicative disorders. The Council is a national consortium of 19 leading non-profit organizations--including BHI--concerned about hearing and speech.

"President Reagan will be sending a powerful message as national chairman," said Sandra Holley, Ph.D., honorary president of the Council. "Although over ten percent of all Americans have some type of problem with communication, most can be helped. And that's true whether you're President of the United States, or a child who has yet to start grade school."

President Reagan has had a right ear hearing loss for many years, the result of a gun fired near him during filming of a movie, according to John W. House, M.D., his ear physician. The President began wearing a hearing aid in 1983, and added a second aid the next year to gain better hearing balance and better understanding amid background noise. He will appear in public service messages providing an umbrella for hundreds of community campaigns across the U.S. (See also p.4 BH&SM items.)

Arnold Palmer Honored for Public Information Efforts

Legendary golfer Arnold Palmer has been awarded the 1987 International Better Hearing Achievement Award for his "outstanding public education efforts on behalf of 20,000,000 Americans with hearing problems." The award was presented recently to Palmer by BHI president Richard T. Burger, who said: "Arnold Palmer's efforts for the cause of better hearing have been extraordinary and sincerely appreciated by those who serve people with hearing loss. His PSA messages have been especially effective in spreading encouragement about available hearing help."

Arnold Palmer with BHI president Richard Burger



Palmer, who corrects his own hearing loss with hearing aids, has appeared in BHI television and print media public service messages warmly received by media across the country, including generous space in leading consumer magazines (see lead item on page 2).



'You Should Hear What You're Missing'

Legendary golfer Arnold Palmer, who personally overcame a hearing problem, urges others to benefit from available hearing help.

Heating the cheers of the gallery can be music to a golfer's ears. I can hear them much better now, since I got help for a hearing loss.

You know, nearly 20 million Americans with hearing problems needlessly miss life's precious sounds. Why needlessly? Because virtually all of them can be helped—medically, surgically, or like me, with hearing aids.

If you suspect a hearing loss, or thought nothing could be done about it, ask your family doctor who can guide you. Thanks to significant advances in the hearing field, there are many hearing health care professionals who can help you.

So if you or someone you love doesn't hear well, arrange for a hearing test today. For hearing help information, call toll-free Hearing Help line at 800 LAR WELLS.

Because you should hear what you're missing.



Better Hearing Institute

1111 16th Street, N.W., Washington, D.C. 20036

Major Consumer Magazines Donate Generous Space to Palmer Message

National exposure worth over \$300,000 in equivalent commercial space has already been donated to BHI's recently released magazine public service advertisement featuring Arnold Palmer, including full pages in Sports Illustrated (Nov. 16 and 30), U.S. News and World Report (Nov. 2) and Time (Oct. 26). The message also appeared in People (Nov. 16 and 23), Time (Sept. 21), Fortune (Sept. 14), and is scheduled for Family Circle's special decorating issue in January.

Others that have accepted the ad for use on a space available basis include the American Journal of Medicine, American Journal of Physical Medicine, Atlantic Monthly, Changing Times, Esquire, Forbes, Inside Sports, Los Angeles, Medical Economics, Money, Newsweek, Readers Digest, Sports Magazine, The Sporting News, The Washingtonian, and TV Guide.

Previous BHI magazine ads in the award-winning series featured Nanette Fabray, Florence Henderson, Kiel Martin, Ann Miller, Clara Peller, Richard Thomas, and Frankie Valli.

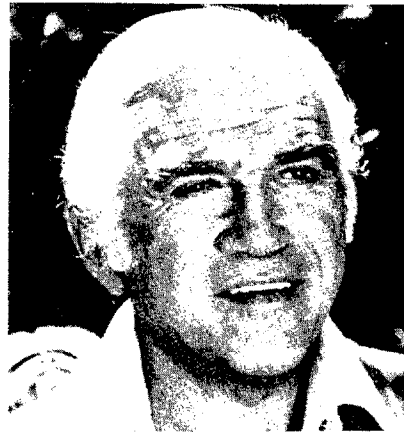
In Appreciation

To friends of better hearing, Lorne Greene was more than an accomplished actor. He was a warm and generous man, who devoted much of his time to encouraging people with hearing loss to overcome their problem with available hearing help as he did. He was a dear friend who touched the lives of many of us, and we are grateful that we were privileged to know him.

As a member of the Better Hearing Institute advisory board for the past seven years, Lorne spread the hearing help message in films and network broadcast interviews, in newspapers and magazine features, and in many public appearances.

While best remembered as the star of the top-rated television series "Bonanza" for 14 years, Greene starred in many Broadway plays and Hollywood films. He came to Hollywood from Canada in 1953, was offer-

ed his first American role as a famous symphony conductor, and two months later was given the role of "Big Brother" in Studio One's version of "1984." He did a variety of top TV shows, a series of 26 shows for British television, starred in three Broadway plays, "The Prescott Proposals," "Speaking of Murder," and "Edwin Booth," as well as starring as Brutus in "Julius Caesar" in the Stratford Shakespeare Festival.



In a different direction, Greene attained a number one record single, "Ringo," and his album, "Welcome to the Ponderosa" was another major chart entry.

Following "Bonanza," Greene starred in two other TV series, "Battlestar Gallactica" and "Last of the Wild."

BHI's family sincerely appreciates Lorne's many contributions. We will warmly remember and deeply miss him.

Family Doctor Role Noted in Richard Dysart TV PSA



Richard Dysart, star of top-rated NBC-TV drama series "L.A. Law," appears in a new television public service announcement encouraging hard-of-hearing viewers to benefit from available hearing help and aimed at increasing the family doctor's awareness of his important role in helping people with hearing problems.

The PSA was recently filmed at the Santa Monica home of Dysart, who uses hearing aids himself to correct a hearing loss. BHI president Richard T. Burger said that Dysart's PSA, scheduled for February release to the major networks and local stations in the top U.S. markets, should be especially effective in inspiring others with hearing loss to benefit from available hearing help. Burger emphasized that the PSA benefits from marketing studies conducted by the Hearing Industries Association and the In-

stitute, and supports other family physician projects being implemented cooperatively by both organizations.

Duracell recently funded a test mailing to family physicians offering complimentary copies of BHI's Nerve Deafness and You booklet, written by Gale Gardner, M.D., for the doctor's patients or waiting room. The booklet emphasizes that hearing aids may be the most effective remedy for nerve deafness patients with some residual hearing.

Hearing Aids Help "L.A. Law" Star Fight Case in Special TV Episode

Top-rated NBC-TV drama series "L.A. Law," recent winner of four Emmy Awards, aired a November 19 episode featuring a hearing help storyline.

L.A. Law senior partner Leland McKenzie, played by Richard Dysart, had to battle his vanity and admit he needed a hearing aid when he went to court to fight an age discrimination case.

Dysart, who really uses hearing aids, is the latest star in BHI's award-winning television public service announcement series featuring personalities who overcame hearing loss. His major film credits include Hal Ashby's "Being There"; Clint Eastwood's "Pale Rider"; "Mask," for Peter Bogdanovich; "The Falcon and the Snowman" and "The Day of the Locust," for John Schlesinger; and Arthur Hiller's "The Hospital."



"L.A. LAW" TV SERIES STAR Richard Dysart shows one of his hearing aids to BHI director Joe Rizzo during PSA video-taping break.



Crosby Named President's Ambassador For BH&SM Council's 1988 Campaign

Comedian Norm Crosby has been appointed by the Council for Better Hearing and Speech Month to serve as President Reagan's public information ambassador for next May's campaign. Crosby served as first national chairman for the Council for Better Hearing and Speech in 1979. He has long been an active advocate for the cause of better hearing and speech, spreading the message of hope and help for people with communicative disorders wherever he can.

Crosby, who uses hearing aids to correct a noise-induced hearing loss, will assist the President by leading a May campaign kickoff parade to the White House, appearing in a television PSA with the Better Hearing and Speech Month poster child (see next item), and in making special media appearances during the campaign.

Jessica Riley, 5, Personifies Better Hearing & Speech Efforts

Five-year-old Jessica Riley of New London, CT, has been named this year's Better Hearing and Speech Month poster child. She was chosen from among some 140 nationwide entrants by the Council for Better Hearing & Speech Month to help personify hope and help for 24,000,000 Americans with communicative disorders.



Nominated by her mother, Susan, Jessica will be making special public appearances to focus attention on hearing, speech, and language disorders, and how to overcome these problems. She will help launch Better Hearing and Speech Month at May 3 kickoff ceremonies in Washington, DC, and will appear with President Reagan in magazine public service messages and on the 1988 poster. Jessica is presently undergoing speech and language therapy and attends kindergarten.

Albert PSA Premieres at NHAS Meeting, Released to TV Stations Across Nation

BHI's new television PSA starring actor Eddie Albert (see back cover), released last month, premiered at the National Hearing Aid Society's October meeting in New Orleans. Made possible by a special NHAS grant, the PSA was issued to the major networks and television stations in the top 100 US markets. NHAS members gave a warm reception to a special report by BHI president Richard T. Burger and director Joe Rizzo, including showings of other current TV PSAs featuring Bill Cosby, Arnold Palmer, and the first to feature ten celebrities in one PSA.

Other BHI public information projects made possible by NHAS grants include a TV PSA starring former BHI chairman Norm Crosby and a special edition of the popular Overcome Hearing Loss NOW! booklet.



Burger addresses New Orleans meeting.

Actress Sally Field Will Star in Radio Public Service Messages

Two-time Academy Award winner Sally Field will star in new BHI radio PSAs encouraging hard-of-hearing listeners to benefit from available hearing help and aimed at increasing the family doctor's awareness of his important role in helping people with hearing problems.

An accomplished television and film actress, Sally Field won Academy Awards for her roles in "Norma Rae" and "Places in the Heart." She also starred in three top-rated TV situation comedy series--"Gidget," "The Flying Nun," and "The Girl with Something Extra"--and won an Emmy Award for her role in the television movie "Sybil." She and her husband, producer Alan Greisman, are expecting their first child this month.

Her PSAs will be the latest in BHI's award-winning series featuring people who overcame hearing loss.

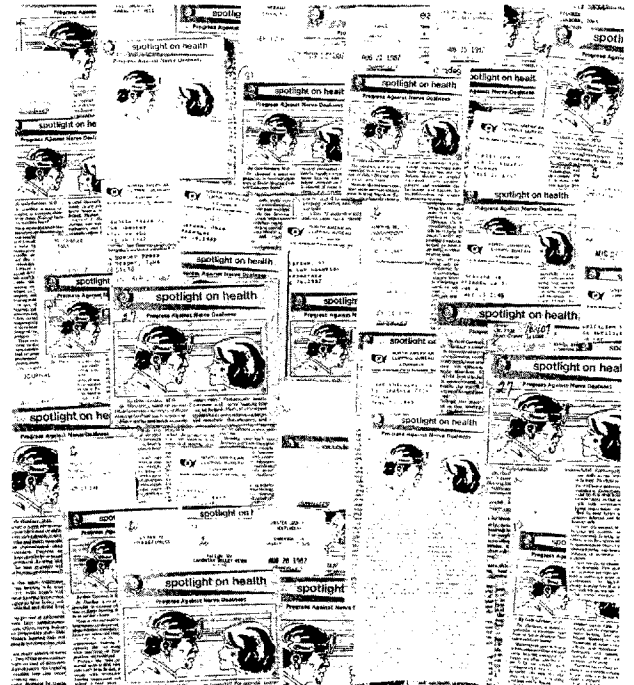


Eveready Funds New Edition of "Overcome Hearing Loss NOW!"

A new edition of BHI's popular booklet, Overcome Hearing Loss NOW! was recently made possible by a special grant from the Eveready Battery Company, St. Louis, MO. The inspirational brochure includes new photographs of Richard Thomas and Arnold Palmer, who overcame their hearing loss with hearing aids and now promote better hearing for others in BHI television and magazine messages. Eveready has funded many other BHI projects, including a television PSA with cameo appearances by ten celebrities, as well as the first edition of the We Overcame Hearing Loss celebrity booklet, Sounds or Silence brochure, and other TV PSA's starring personalities who refused to let hearing problems stand in their way to success.

Nerve Deafness Newspaper Feature Receives Warm, Early Acceptance

Newspapers in 14 states have already donated scores of columns of space to BHI's recently released camera-ready feature focusing on hearing help available to millions of Americans with sensorineural loss. The article, available upon request for your community publications, repeats the theme of the Institute's Nerve Deafness and You booklet, written by Gale Gardner, M.D. It provides additional reinforcement to BHI and HIA public education efforts to counter the misconception that persons with nerve hearing loss cannot be helped. Dr. Gardner is associate chairman of Better Hearing Institute's advisory board.



You may request a camera-ready repro of the column by writing Nerve Deafness Help, Better Hearing Institute, Box 1840, Washington, D.C., 20013.

Strong Hearing Team Support Yields Record Results

Generous contributions to BHI by hearing help providers--especially strong support by hearing aid manufacturers and suppliers--made possible the Institute's most successful year ever as the hearing field's most cost-effective public information program. Highlights include:

- * More than \$19 million in equivalent commercial broadcast time and print media space donated to BHI hearing help messages--\$159,000,000 since 1973
- * A \$68 return in hearing help exposure by the media for every dollar contributed to the Institute
- * More targeted exposure than ever before, thanks to new projects based on insightful information gained from BHI focus group studies and the HIA marketing survey
- * Top priority projects included cooperative efforts by BHI and HIA to increase the family physician's awareness of his important hearing help role and to reach the hard-of-hearing person's spouse, identified as the major motivating force behind people with hearing loss
- * Release of four television PSAs starring Eddie Albert, co-sponsored with the National Hearing Aid Society; Bill Cosby, co-funded by Linear Technology and Activair/Duracell; Nancy and Lorne Greene--aimed at the spouse--co-sponsored with the American Academy of Otolaryngology--Head and Neck Surgery; and BHI's first multiple celebrity PSA, featuring 10 personalities, made possible by Eveready
- * Production of a new TV PSA with "L.A. Law" star Richard Dysart, supporting other BHI family physician projects, including an Arnold Palmer magazine public service message appearing in major consumer publications and a Duracell-funded mailing to family physicians with BHI's nerve deafness booklet authored by Gale Gardner, M.D.
- * More than \$2,000,000 in magazine space donated by major consumer publications, including Fortune, Time, People, U.S. News and World Report, Family Circle, and Sports Illustrated

Honor Roll of Major Supporters

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| * * * * * | | * * * * * |
| * Activair, a Div. of Duracell Inc. | Hearing Services | * |
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| * Head and Neck Surgery | House Ear Institute | * |
| * American Auditory Society | International Hearing Foundation | * |
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Special Introductory Offer...

Two New Editions of Best-Sellers Offered to YOU for Price of One!

Let Better Hearing Institute GIVE you 100 copies of the new edition of the Nerve Deafness and You booklet. You get them FREE by ordering 100 copies of another new edition--BHI's popular Overcome Hearing Loss NOW! booklet.

This special one-time introductory offer is our way of acquainting you with BHI literature that could increase your business. That is one of the jobs of the Better Hearing Institute--increasing demand for your services. Our main thrust, of course, is to encourage hard-of-hearing Americans to benefit from available hearing help. This naturally increases the need for your services.

Overcome Hearing Loss Now! has new photographs of Richard Thomas and Arnold Palmer, who overcame their hearing loss with hearing aids and now promote better hearing for others in Better Hearing Institute television and magazine messages.

Nerve Deafness and You emphasizes that hearing aids may be the most effective remedy for nerve deafness patients with some residual hearing. It refutes the misconception that people with nerve deafness can't be helped. Both booklets have back cover room for your own imprint.

Order your booklets today. Simply fill out coupon below and mail with check for \$22.50, which includes charges for shipping/handling in the continental U.S. Recipients of shipments outside the continental U.S. will be billed for shipping. Please add \$2.00 for Canadian orders. Payment must be in U.S. funds.

**OVERCOME
HEARING LOSS**

NOW!



Most CAN be helped...

**Nerve Deafness
and You**
By Gale Gardner, M.D.



SHIP "NEW EDITIONS" ORDER TO:

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Make check payable to the Better Hearing Institute and send to: 5021-B Backlick Road, Annandale, VA, 22003

New Release in Award-Winning Series for Television



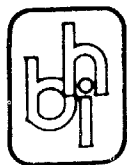
Eddie Albert Speaks Up for Hearing Help

Having corrected a personal hearing loss, actor Eddie Albert tells television viewers about the marvels of available hearing help in a new public service announcement for the Better Hearing Institute. Albert emphasizes that "most of nearly 20,000,000 Americans can now be helped... medically, surgically or, like me, with hearing aids." The new PSA is the latest in a series featuring the services of hearing health care providers.

Albert joins BHI's parade of celebrities who promote better hearing, including Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Florence Henderson, Bob Hope, Jack Klugman, Arnold Palmer, Burt Reynolds, Richard Thomas, and Charlene Tilton

Thanks for helping many of your viewers to *hear* what they've been missing.

Videotape, 30 and 60 seconds



Better Hearing Institute

P.O. Box 1840, Washington, D.C. 20013