

LTI, Duracell Fund New Release of Cosby PSA

A new release of Better Hearing Institute's television public service announcement starring Bill Cosby has been made possible by special grants from Linear Technology, Inc., leading manufacturer of integrated circuits for the hearing industry, and Activair/Duracell, a leading hearing aid battery manufacturer.

Currently America's hottest entertainer, Cosby stars on the top-rated TV program, "The Cosby Show," as Dr. Cliff Huxtable, an obstetrician residing in New York City with his wife and five children. Now in its third season on NBC, the series is watched by more people than any other TV situation comedy in history.

In the BHI PSA, Cosby encourages hard-of-hearing Americans to benefit from available help. The PSA, originally sponsored by RAYOVAC and released on 16mm film, has now been converted to videotape and updated. It will be re-released next May.

Activair/Duracell previously funded TV PSAs starring Lorne Greene, Bob Hope, Burt Reynolds, and Keenan Wynn. LTI has funded several booklets and annually matches contributions by its employees to BHI's "Run for Better Hearing."



Richard Thomas, Jason Aristy Join In May Campaign PSAs and Poster

Council for Better Hearing and Speech Month chairman Richard Thomas and poster child Jason Aristy, 5, met in New York City recently for production of publicity materials for the May public information program. They star in a new television public service announcement, poster, and magazine public service advertisement which will be released soon.

The Council is a cooperative effort of national organizations, including BHI, which informs the country about the help and hope available to more than 22 million Americans with hearing and speech problems. Thomas is chief media spokesman for the Council's national effort. He will launch the campaign during early May kickoff ceremonies in Washington, DC, where he will release a special message from President Reagan, introduce the 1987 poster child, and make a series of national media appearances.





Greene TV PSA Boosted by Followup Of Delta Zeta, Medical Societies

Delta Zeta Sorority, with 121,000 members committed to helping the hearing impaired, is encouraging television station program directors to provide strong use of the new public service announcement featuring actor Lorne Greene and his wife Nancy. The program directors are receiving similar encouragement in letters on state and local medical society stationery from the board of governors of the American Academy of Otolaryngology--Head and Neck Surgery.

Jointly produced by the Academy and BHI, the PSA is based on results of recent BHI focus group studies and a Hearing Industries Association marketing survey showing the spouse as the major force motivating hard-of-hearing people to correct their loss. The PSA dramatizes the fact that Nancy was the one who influenced Lorne to get hearing help--because of her frustration with his inability to hear her well (see back cover promoshet).

Leading Magazines Donate Space To New "Typical American" PSA

April issues of Parents and Family Circle magazines will publish BHI's new "typical American" public service advertisement,

supplementing the Institute's on-going series featuring prominent Americans who overcame hearing loss. The March issue of Redbook also donated a full page to BHI's current magazine PSA featuring Richard Thomas.

Others that have already accepted the typical American ad on a space available basis include: Better Homes and Gardens, Changing Times, Glamour, Harpers, Life, Mademoiselle, McCall's Working Mother, Money, National Geographic, New York, People, Prevention, Redbook, Retirement Life, Today's Mother, U.S. News and World Report, Vogue, and Working Woman.

BHI Surveys 1,816 Among 36,310 Users of HelpLine

Five percent of more than 36,000 users of BHI's "Hearing HelpLine" in 1985 and 1986 were surveyed by Institute staff. Of 1,816 contacted, 78 percent completed a questionnaire and 22 percent were interviewed by telephone. Following is a breakdown of the responses: Heard about HelpLine from television PSAs, 48%; directories, 18%; magazine public service ads, 15%; magazine and newspaper articles, 15%; and radio PSAs, 4%.

Information they requested: General hearing help available, 29%; hearing aids, 25%; tinnitus, 17%; nerve deafness, 11%; sources only, 10%; financial aid, 4%; surgery, 2%; cochlear implant, 2%; and Meniere's disease, 2%. Their contact for hearing help: ear doctor, 33%; hearing aid dispenser, 21%; audiologist, 17%; doctor and dispenser, 10%; doctor and audiologist, 8%; doctor, audiologist, and dispenser, 6%; dispenser and audiologist, 5%. Caller demographics: female, 52%; male, 48%; over 60, 55%; 50-60, 17%; 20-30, 9%; 40-50, 8.5%; 30-40, 6%; school age, 5.5%; retired, 52%; employed full-time, 25.5%; employed part-time, 11.5%; unemployed, 11%. Information requested for: self, 61%; family member, 30%; friend, 9%. Called from: East Coast, 36%; Midwest, 24%; South, 20%; West Coast, 14%; South-west, 6%.



9th Annual Run...

Hearing Help Awareness Goal of 26-Mile Run by Health Care Providers

A 1987 "Run for Better Hearing" team of ear doctors, audiologists, hearing aid specialists, manufacturers, suppliers and researchers will each run 26 miles to focus public attention on available hearing help. They have entered the ninth annual Run set for June 20 at Grandma's Marathon in Duluth, MN, and they personify the interdisciplinary support for cost-effective public information projects of the Better Hearing Institute.

The Run is a fund-raising effort to strengthen BHI hearing awareness projects which have generated the equivalent of more than \$140,000,000 in broadcast time and print media space since 1973. BHI's program has been spearheaded by famous Americans who overcame hearing loss. They include Art Carney, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Lorne Greene, Florence Henderson, Bob Hope, Arnold Palmer, Richard Thomas, Charlene Tilton, and many others.

As a warmup, BHI executive director Joe Rizzo will run his 43rd marathon in London, England on May 10. Then on June 22 Joe will be joined in Grandma's Marathon by hearing help providers from across the U.S. and Canada, including: Duncan Clifton, hearing industry supplier, Burlington, ONT; Robert Hanrahan, dispenser, Wilmington, DE; John House, M.D., otolaryngologist, Los Angeles, CA; Dr. Mead Killion, industry researcher, Chicago, IL; Dr. William McFarland, audiologist, Los Angeles, CA; Nita Rizzo, Joe's "better half," Springfield, VA; Dr. Steve Rizzo, audiologist, Chillicothe, OH; Dr. Richard Tomlinson, industry supplier, Burlington, ONT; Wayne Whitney, dispenser, Eau Claire, WI; and Michael Winslip, hearing aid manufacturer, Minneapolis, MN.

STEERING COMMITTEE

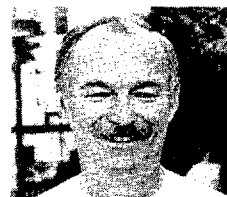
Organizing and coordinating this year's campaign is a steering committee that includes Al Bruce, chairman, Starkey; Robert Tischbein, co-chairman, Starkey; Jim Anderson, Qualitone; Pat Koepke, Dahlberg; Jerry Miland, Starkey, and Bud Raas, Earmold Design

MAJOR CONTRIBUTORS

Key Run supporters to date include: Activair/Duracell, American Academy of Otolaryngology—Head and Neck Surgery, American Auditory Society, Argosy, Audio-Aid, Beltone, Bernafon, Best Labs/Fidelity of Florida, Dahlberg, Danavox, Emtech, Eveready, Fidelity Hearing Instruments, Finetone, Hearing Instruments magazine, Hearing Journal, Hearing Services Inc., Hearing Technology Inc., Knowles Electronics, Lang Hearing Instruments, Linear Technology Inc., Maico, National Hearing Aid Society, Omni Hearing Systems, Oticon, Phonic Ear, Qualitone, Ray-O-Vac, RCI, Starkey, Telex, U.S. Counseling Services, and Wilbrecht.



John House, M.D.
Otolaryngologist



Bill McFarland, Ph.D.
Audiologist



Mike Winslip
Hearing Aid Manufacturer



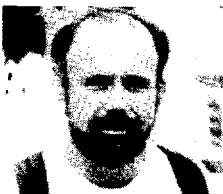
Wayne Whitney
Dispenser



Nita Rizzo
BHI Director's "better half"



Mead Killion, Ph.D.
Hearing Industry Researcher



Steve Rizzo, Ph.D.
Audiologist



Duncan Clifton
Hearing Industry Supplier



Bob Hanrahan
Dispenser



Better Hearing Institute

Box 1840, Washington, D.C. 20013

Name: _____

Office Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

You bet I'm supporting the 1987 "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.



2 for 1 Introductory Offer ...

You Get Best-Seller FREE By Ordering New Booklet!

Let Better Hearing Institute give you 100 copies of its popular "Overcome Hearing Loss NOW!" booklet. You get them FREE by ordering 100 copies of our new motivational booklet, "For the first time in years, I can really hear!"

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.

Both booklets use a visually enticing format and convincing but simply presented facts. They both get added impact and credibility from photographs of famous Americans who refused to let hearing loss stand in their way. Both have back cover room for your own imprint.

Order your booklets today. Simply fill out coupon below and mail with check for \$25, which includes shipping and handling charges in the continental United States. Recipients of shipments outside the continental U.S. will be billed for shipping charges. Add \$2.00 for Canadian orders. Payment must be made in U.S. funds.



SHIP "2 for 1" ORDER TO:

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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

Thomas Elected Chairman by Better Hearing Institute Board

Actor Richard Thomas, who corrected his own hearing problem with binaural canal hearing aids, was elected as national chairman of the Better Hearing Institute at its annual meeting in December, according to Richard T. Burger, BHI president.

Thomas, popularly known for his Emmy Award-winning role as John Boy in the television series, "The Waltons," succeeds the late Keenan Wynn, who served in the Institute post for the past eight years. As Institute chairman, Thomas will continue to spread the hearing help message on behalf of nearly 20 million Americans with hearing loss. He was awarded the 1986 Better Hearing Achievement Award for his "outstanding public education efforts on behalf of Americans with hearing problems."

Thomas currently stars in a new play, "Citizen Tom Paine," at the Kennedy Center in Washington, D.C. through mid-April. He will discuss the play and his role as the catalyst behind the American Revolution on Metromedia's "Panorama" television show on March 17, and talk about his own personal success in overcoming hearing loss with available hearing help.

\$20.5 Million in Results Marks BHI's Best Year!

A record \$20.5 million-plus in free broadcast time and print media space donated to BHI hearing help messages in 1986 capped the most successful single year in the Institute's 14-year history. More than \$2 million in magazine space was donated by major consumer publications--including multiple insertions in Time and U.S. News and World Report. Many new projects benefited from vital marketing information gained from BHI focus group interviews and the HIA survey. The 1986 results boosted BHI's track record to over \$138,500,000 in exposure for hearing help messages since 1973.

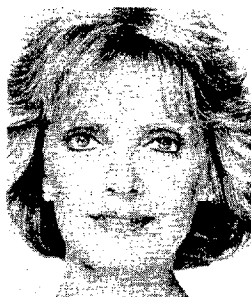
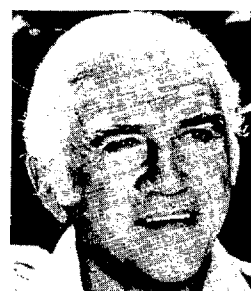
Hope, Greene, Henderson, Palmer Join Other Stars in New TV PSA

A television public service announcement featuring 10 of the stars in BHI's award-winning series is scheduled for fall release to 400 stations in the top 100 U.S. markets. Made possible by a special grant from Eveready, the Battery Products Division of Ralston/Purina, the PSA will include cameo appearances by Ed Asner, Norm Crosby, Nanette Fabray, Lorne Greene, Florence Henderson, Bob Hope, Kiel Martin, Arnold Palmer, Richard Thomas, and Charlene Tilton.

Eveready has funded many other BHI projects, including the first edition of the "We Overcame Hearing Loss" celebrity booklet, "Sounds or Silence" brochure, and other television public service announcements starring personalities who refused to let hearing problems stand in their way to success.



Thomas and BHI's Joe Rizzo



Latest Release In Award-Winning PSA Series for Television



Teammates for Better Hearing: Nancy and Lorne Greene Co-Star in New PSA

Actor Lorne Greene and his wife Nancy co-star in a new television public service announcement targeted to spouses of hard-of-hearing persons. The message is based on results of recent focus group studies showing the spouse as the major motivating force behind the hard-of-hearing person. It dramatizes the real-life experience of Lorne Greene, who was persuaded by Nancy to do something about his hearing problem.

They emphasize that most of nearly 20,000,000 Americans with hearing problems can now be helped – medically, surgically or, like Lorne, with hearing aids.

Greene joins BHI's parade of celebrities who promote better hearing, including Art Carney, Bill Cosby, Norm Crosby, Phyllis Diller, Nanette Fabray, Lou Ferrigno, Jeff Float, Florence Henderson, Bob Hope, Jack Klugman, Kiel Martin, Arnold Palmer, Clara Peller, Burt Reynolds, Richard Thomas, Charlene Tilton, Frankie Valli, and others.

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

Videotape, 30 and 60 seconds



Better Hearing Institute

BOX 1840 WASHINGTON, DC 20013



American Academy of
Otolaryngology—
Head and Neck Surgery, INC.

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