



communicator

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

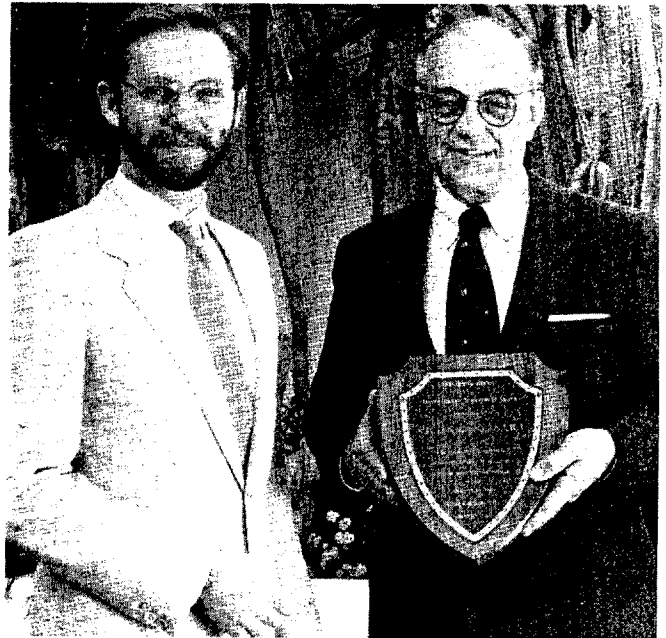
Richard Dysart Cited for Hearing Awareness Results

Actor Richard Dysart, a hearing aid user himself, has been awarded the 1988 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 by BHI National Chairman Richard Thomas, who said: "Richard Dysart's efforts for the cause of better hearing have been extraordinary and are sincerely appreciated. His broadcast and print media public service messages have been especially effective in spreading encouragement about available hearing help."

Dysart, who plays senior partner Leland McKenzie on the award-winning TV drama series "L.A. Law," starred in a special episode dramatizing the importance of hearing help. He battled his vanity and admitted he needed hearing aids when he went to court to fight an age discrimination case. Dysart's PSAs generated almost \$2,000,000 in 1988 consumer magazine space and TV time for BHI's program informing nerve deafness patients and their family physicians about the benefits of modern hearing instruments.

Major Consumer and Medical Publications Provide Generous Space

Leading consumer magazines and medical publications that have already provided generous space to the public service messages include FAMILY CIRCLE, FORTUNE, MEDICAL ECONOMICS, MONEY, NEW ENGLAND JOURNAL OF MEDICINE, NEWSWEEK, PARENTS, PEOPLE, POSTGRADUATE MEDICINE, SPORTS ILLUSTRATED, TIME AND U.S. NEWS AND WORLD REPORT. Others that have accepted the Dysart PSA for future use on a space available basis include ATLANTIC MONTHLY, BETTER HOMES AND GARDENS, CHANGING TIMES, ESQUIRE, FORBES, GOOD HOUSEKEEPING, LIFE, McCALLS, McCALLS WORKING MOTHER, MEDICAL ELECTRONICS, NATIONAL GEOGRAPHIC, NEW PHYSICIANS, NEW YORK, PHYSICIAN'S ADVOCATE, REDBOOK, RETIREMENT LIFE, SEVENTEEN, SOUTH FLORIDA MEDICAL REVIEW, THE STAR, WASHINGTONIAN, AND WORKING WOMAN.



Richard Dysart (right) receives award from BHI Chairman Richard Thomas



Dysart on PSA set at home

Now in his third season with the acclaimed NBC "L.A. Law" series, Dysart has performed in many major films. His 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." Previous recipients of the Better Hearing Achievement Award include comedian Norm Crosby, actress Nanette Fabray, Olympic swim gold medalist Jeff Float, actor Henry Fonda, inventor/industrialist Hugh S. Knowles, legendary golfer Arnold Palmer, hearing field magazine publisher Marjorie D. Skaffe, and actor Richard Thomas. Thomas, just back from a trip to China, stars in a new HBO television miniseries, "Glory! Glory," scheduled for late February broadcast. It is a satiric comedy about TV evangelism with Thomas playing the Reverend role. His co-stars are James Whitmore and Ellen Green.



I. King Jordan Joins Institute Advisory Board

Dr. I. King Jordan, shown above during recent ceremonies inaugurating him as the first deaf president in the 124-year history of Gallaudet University, was recently elected to the advisory board of the Better Hearing Institute. Jordan has become a national symbol of deaf awareness since student demonstrations led to his election as president last March. In June he joined the 1988 "Run for Better Hearing" team of hearing help providers running 26 miles to focus public attention on available hearing help and to raise funds for BHI public information projects.

Burger Elected Honorary President By Hearing and Speech Consortium

BHI President Richard T. Burger has been elected 1989 honorary president of the Council for Better Hearing and Speech Month, a national consortium of non-profit organizations concerned with communicative disorders.

Burger will help coordinate the annual public education campaign of Better Hearing and Speech Month, held each May to inform Americans about help available to those with hearing and speech problems, currently estimated at more than 24,000,000 Americans.

Burger will assist U.S. Surgeon General C. Everett Koop, national chairman of the 1989 campaign, who succeeds 1988 chairman President Reagan. Like President Reagan, Dr. Koop wears hearing aids to correct his own hearing loss. He has become a prominent spokesman for available hearing help.

Burger, who has served as president and board member of many organizations both within and outside the hearing field, is a founder of Qualitone, Inc., a Minneapolis-based hearing aid manufacturer. He served as Qualitone president for 35 years, and also was a president of the Hearing Industries Association.

"I join Dr. Koop in encouraging all Americans with communication problems to seek hearing, speech, or language help," says Burger. "The good news is that there is hope for most of these people—virtually all of them can benefit from available help and improve the quality of their lives."

BHI Reports Results at NHAS and AAO-HNS Conferences

BHI exhibits highlighted results at recent meetings of the American Academy of Otolaryngology-Head and Neck Surgery in Washington, D.C. (left) and the National Hearing Aid Society in San Francisco. BHI President Richard Burger (right) recapped BHI's 15 years of public awareness inroads, urging NHAS members to increase their BHI support to help double distribution of Institute hearing help messages.



Nerve Deafness Help Focus of Record 1988 Results

Unprecedented public awareness of available help for nerve deafness was top priority of 1988 BHI projects made possible by generous contributions from hearing help providers. Continued strong support by hearing aid manufacturers and suppliers enabled BHI to achieve another outstanding year as the hearing field's most cost-effective public information program. Highlights of results include:

- More than \$19,500,000 in equivalent 1988 commercial broadcast time and print media space for BHI hearing help messages--totaling \$178,000,000 since 1973
- More targeted exposure supporting hearing field efforts to inform nerve deafness patients and their family physicians about modern hearing instruments--this project alone generating almost \$3,000,000 in donated television time and publication space to Arnold Palmer and Richard Dysart TV and magazine PSAs
- A \$68 return in hearing help exposure by the media for every dollar contributed to Better Hearing Institute
- First release of a BHI television PSA to 711 TV stations in all U.S. markets--compared to 400 stations receiving previous PSAs--generating unprecedented usage (see page five item on U.S. Surgeon General Koop PSA)
- New comprehensive Hearing HelpLine information folder--reflecting input of professionals from all hearing help disciplines--plus refinement and computerization of the telephone information service, marking 15 years of assistance to more than 118,000 users
- New literature and audiovisual tools for use by local hearing help providers--including a new motivational brochure, "You Should Hear What You're Missing," highlighting famous Americans who overcame hearing loss
- More than \$2,500,000 in magazine space contributed by major consumer and medical publications--including Family Circle, Fortune, Medical Economics, Money, New England Journal of Medicine, Newsweek, Parents, People, Postgraduate Medicine, Sports Illustrated, Time, and U.S. News and World Report

Honor Roll of Major Supporters

Activair, a Div. of Duracell Inc.	Hearing Journal
American Academy of Family Physicians	Hearing Services
American Academy of Otolaryngology-- Head & Neck Surgery	Hearing Technology
American Auditory Society	House Ear Institute
American Consumer Research	Knowles Electronics
American Overseas Trading Corp.	Lang Hearing Instruments
Argosy Electronics	3M/Hearing Components & Disposables
Audio-Aid Inc.	Magnatone Quality Hearing Instruments
Audiotone Inc.	Maico Hearing Instruments
Belltone Electronics Corp.	Midwest Hearing Industries
Bernafon Inc.	National Hearing Aid Distributors
Best Labs/Fidelity of Florida	National Hearing Aid Society
Cochlear Corp.	Nicolet Audiodiagnosics
Dahlberg Inc.	Nu-Ear Electronics
Duracell U.S.A.	Oticon Corp.
Earmold & Research Labs	Philips Hearing Instruments
Earmold Design Inc.	Phonic Ear Inc.
Electone Inc.	Qualitone Inc.
Emtech Labs Inc.	Rayovac Corp.
Eveready Battery Company	Resistance Technology
Finetone Hearing Instruments	Rexton Inc.
Frye Electronics	Siemens Hearing Instruments
Gennum Corp.	Starkey Laboratories
Giller Electronics	Televox Industries
GN Donavox	Telex Communications
Hal-Hen/Widex	United Hearing Systems
Hearing Aid Association of CA	Unitron Industries
Hearing Instruments Magazine	Voroba Technologies
	Wilbrecht Electronics

(Listings of individual contributors in BHI's new Fair Share program will be highlighted in the next issue of this newsletter)

We Overcame hearing loss.



Bob Hope Art Carney Nanette Fabray Arnold Palmer Phyllis Diller Richard Thomas

Personal Success Stories



Printed through a grant from the Hearing Aid Battery Division of RAYOVAC Corporation



Another Bonus for You...

Receive Celebrity Poster FREE By Ordering New Edition of Booklet Featuring Personalities

Better Hearing Institute offers you a free poster featuring famous Americans who overcame hearing loss! You can get it by ordering 100 copies of the new "We Overcame Hearing Loss" booklet, updated to include new personalities who have joined BHI's award-winning program.

This special one-time introductory offer is our way of acquainting you with BHI public information tools that could increase your service to hard-of-hearing Americans. That's one aim of the Institute---increasing demand for your available hearing help. Our main thrust, of course, is to encourage people to overcome their hearing problems. This naturally increases the need for your services.

The complementing free poster and booklets both gain impact and credibility from photographs of famous Americans who refused to let hearing loss stand in their way. The booklet has back cover room for your own imprint.

Order 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.

PLEASE SHIP "POSTER/BOOKLET BONUS" 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

Koop PSA Yields Top Response From TV, Hearing HelpLine Calls

U.S. Surgeon General Koop's recently released television PSA has generated an unprecedented response from television program directors, almost doubling usage of strongest previous PSAs for the first three months following issuance. Similarly, HelpLine calls resulting from the PSA are averaging 390 per week compared to 310 weekly for a similar period generated by strong earlier PSAs featuring Arnold Palmer and Richard Thomas. The record reception may be attributed to two factors--the popularity of Koop and the fact that 711 stations received the PSA, 311 more than the 400 issued for previous PSAs.



Dr. Koop and BHI Vice President Floyd Loupol during TV PSA shoot

The expanded distribution is expected to generate an estimated \$1,000,000 more in donated television time--or a total of \$2,500,000 compared to the previous PSA average of \$1,500,000 in equivalent commercial broadcast time. Additional PSA distribution was made possible by special grants from sponsors of the new PSA--the American Academy of Family Physicians, the American Academy of Otolaryngology-Head and Neck Surgery, and the Better Hearing Institute.

Mature Hard-of-Hearing People Target of New Audiovisual Tool

Now in production is a new audiovisual speakers presentation, "A New Age for Better Hearing," designed for use by local hearing help providers and community volunteers at meetings of social, civic, and fraternal organizations. It addresses the special needs of senior citizens with hearing loss, utilizing a case history approach and narrated by actor Richard Thomas, BHI national chairman. Reflecting market research showing today's "New Agers" as busier, happier, healthier, freer, more mobile, interested, active and involved than any previous mature market, the new presentation uses a positive, upbeat approach.

The audiovisual is designed primarily for use as a slide/cassette presentation but will also be available in all videotape formats, VHS, Beta, and 3/4-inch. Motivational as well as informative, the new speakers tool encourages hard-of-hearing senior citizens to take advantage of available hearing help.

•••Institute Board Member Profile: Secretary Reg G. Garratt•••

Reg Garratt, secretary of the Better Hearing Institute, is featured this issue in our continuing newsletter series of profiles on members of the Institute board of directors.

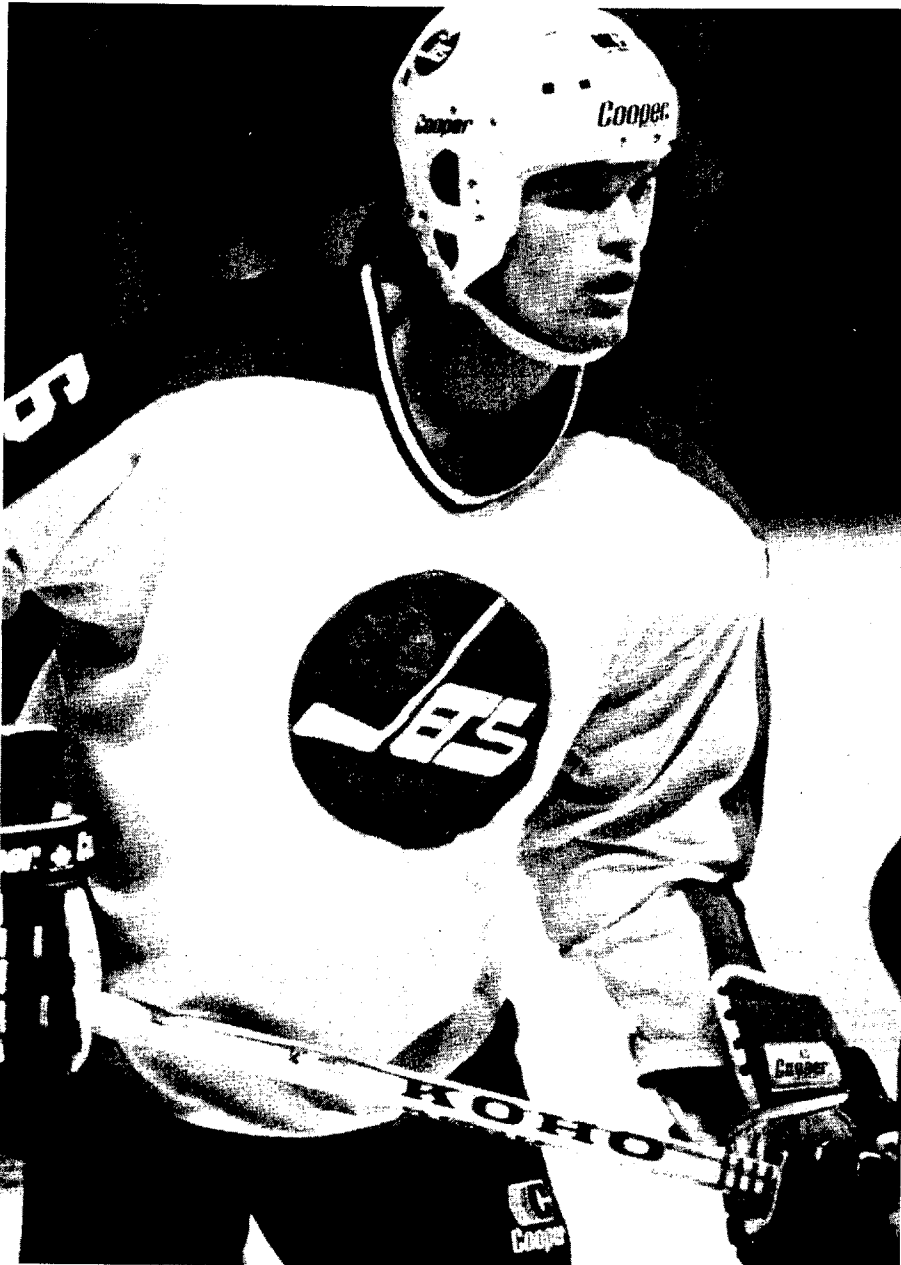
Reg Garratt is vice president of marketing for Knowles Electronics, international manufacturer of high quality acoustic transducers for hearing aids. Born in Great Britain and educated in engineering at Aston University, Garratt joined Knowles group of companies in 1977, bringing with him considerable experience both in consumer and industrial market research. Before joining Knowles, Garratt served as Honeywell U.K. subsidiary marketing director, managing director of its African business, and later as general marketing manager for Honeywell in Illinois.

Garratt has served as a member of the Hearing Industries Association board of directors since 1981, and was elected to the BHI board in 1983. His marketing group at Knowles initiated and directed the HIA survey of Americans with hearing loss which, along with subsequent surveys, has provided more objective data to help both HIA and BHI better serve the hard-of-hearing.



Reg G. Garratt

"My Winning Goal Was Better Hearing"



Jim Kyte, National Hockey League defenseman, encourages others to benefit from hearing help as he did.

As a hockey player for the Winnipeg Jets, Jim Kyte hardly seems the type. He's young and virile. So active. So much a part of life.

Which exactly proves his point. "I refused to let hearing loss stop me," he said. "Hearing aids helped me overcome my problem. Others can be similarly helped — medically, surgically, or with hearing aids."

Like Kyte, virtually everyone with hearing loss can benefit from available help. If you suspect a hearing loss, or thought nothing could be done about it, consult your family doctor or a hearing care professional in your area.

With so many significant advances and hearing specialists available, you *can* be helped. So if you or someone you love doesn't hear well, arrange for a hearing check-up today.

For hearing help information, call toll-free Hearing HelpLine — 800/EAR WELL. Or write Hearing, Box 1840, Washington, DC 20013.

Because you should *hear* what you're missing!



**Better
Hearing Institute**

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