

## President Reagan, Jessica Riley Join in May Effort PSAs, Poster

1988 Council for Better Hearing and Speech Month chairman Ronald Reagan and poster child Jessica Riley, 5, of New London, Conn., star in powerful public service messages on behalf of next May's campaign sponsored by 19 leading non-profit organizations, including BHI.

Among public information tools now available to you from the Council for Better Hearing and Speech Month is a premiere 17" x 22" full-color poster including the photo shown at right. President Reagan and Jessica also appear in a magazine public service ad produced in various sizes and released this month to leading consumer publications across the country.



To help volunteers organize local Better Hearing and Speech Month programs, the Council also offers a special kit of public information tools. Copies of the poster or kit materials may be purchased from the Council for Better Hearing and Speech Month, 1420 21st St., N.W., Washington, D.C., 20036. Posters are available for \$2.75 (folded) and \$3.75 (unfolded) each; kits cost \$10 each. (See reproduction of magazine public service ad on back cover of this newsletter).

## Norm Crosby Assists President in BH&SM Campaign Media Appearances

President Reagan's public information ambassador in next May's campaign is comedian Norm Crosby, who stars with Jessica in a new Council for Better Hearing and Speech Month television public service announcement to be released soon to leading TV stations across the U.S.

Crosby, who like the President and Jessica wear hearing aids to overcome a hearing problem, will also assist the President by leading a May campaign kick-off parade to the White House and in making special media appearances throughout the program.



Scene from new Council TV PSA.

Call Hearing HelpLine 800/EAR WELL for Hearing Help Information



## Phyllis Diller Wins \$7,850 For BHI on "Super Password"

Comedienne Phyllis Diller has become a generous fundraiser for BHI public information projects. She appeared on five NBC-TV "Super Password Celebrity Charity Specials" on behalf of BHI, winning by her adept play \$7,850 donated to the Institute.

A member of BHI's advisory board, Ms. Diller personally overcame a hearing problem with medical therapy. She has participated in BHI public information projects, including television PSAs encouraging others to get help for their hearing problem as she did.

Ms. Diller has graciously donated much time and energy to the cause of better hearing, including service as 1984 chairman of the Council for Better Hearing and Speech Month.

## Print PSA, Nerve Deafness Info Aimed at Family Doctor Media

BHI's Arnold Palmer magazine public service advertisement, already granted more than \$500,000 in space by leading consumer magazines, has also been issued to major

medical publications. The ad, highlighting the family physician, supports a cooperative effort by both BHI and the Hearing Industries Association to inform nerve deafness patients and their family physicians about the benefits of modern hearing instruments. The same medical publications recently received promotion of BHI's Nerve Deafness and You, written by Gale Gardner, M.D., emphasizing that hearing aids may be the most effective remedy for nerve deafness patients. The booklet has already received very favorable review in Medical Times (January issue), which has 115,900 readers.

Magazines that have donated space to the Palmer PSA include: Family Circle (Jan.), Fortune (Dec. 7 & Sept. 14), Money (Dec.), New England Journal of Medicine (Feb. 4), Sports Illustrated (Nov. 16 & 23), People (Nov. 16 & 23), U.S. News and World Report (Nov. 2), and Time (Feb. 29, Oct. 26 & Sept. 21).

## Motivational Brochure Funded By American Consumer Research

Printing of BHI's new motivational booklet, You should hear what you're missing!, was recently made possible by a special grant from American Consumer Research, a research and marketing firm based in Falls Church, VA. The new booklet encourages hard-of-hearing people to benefit from available hearing help. It gets added impact and credibility from famous Americans who refused to let hearing loss stand in their way.

Hearing help providers may put their imprint on back cover of the booklet, which can serve as an effective mailer or for use in waiting rooms and as a handout for talks to local organizations, such as Golden Age Clubs and other senior citizen groups. For order information, call 800/EAR WELL--or write "Motivational Booklet," 5021-B Backlick Road, Annandale, VA, 22003.



## Noted Family Physician, Manufacturer Elected Directors

BHI president Richard T. Burger recently announced that James G. Jones, M.D., president-elect of the American Academy of Family Physicians, and Ron Regan, president of Argosy Electronics, were elected directors at BHI's annual meeting in Washington, D.C. Burger said that both men bring valuable experience to their Institute posts. He noted that Regan is also a director of the Hearing Industries Association, which is cooperating with BHI in implementing projects to inform nerve deafness patients and their family physicians about benefits of modern hearing instruments. Dr. Jones is also chairman of the Department of Family Medicine at the East Carolina University School of Medicine, Greenville, N.C.



Ron Regan

"Dr. Jones' standing among the nation's family physicians will certainly complement hearing field efforts to increase awareness of the family doctor's vital hearing help role," said Burger. "Mr. Regan has been very active in the hearing industry and his company has provided generous support for BHI public information projects. He will be especially helpful in our liason with other hearing industry leaders."



James Jones, M.D.

Re-elected to the BHI board was Reg G. Garratt, marketing vice president for Knowles Electronics. The Institute's 1988 officers are Richard T. Burger, president, founder of Qualitone, Inc; Floyd Loupot, vice president, a major California hearing aid specialist; Garratt, secretary; and Ross J. Roeser, Ph.D., treasurer, presently chief of audiology and professor at Callier Center for Communicative Disorders, University of Texas at Dallas. Other directors include Ralph Campagna, former BHI president and current president of United Hearing Systems; Edward McDonnell, compliance programs director in FDA's Center for Device and Radiological Health; and David E. Dunn, Esq., attorney with Patton, Boggs, and Blow, Washington, D.C.

## BHI Surveys 2,213 Users of Improved Hearing HelpLine

20,000 annual users. It also generates information about the needs and makeup of callers, reflected in the results of BHI's questionnaire/telephone survey of 2,213 HelpLine callers. Following is a breakdown of the responses: Heard about HelpLine from television PSAs, 40%; magazine public service ads, 26%; directories, 17%; magazine and newspaper articles, 16%; and radio PSAs, 1%.

Information they requested: general hearing help available, 40%; hearing aids, 30%; sources only, 22%; tinnitus, 12%; nerve deafness, 10%; financial aid, 8%; cochlear implant, 2%; surgery, 1%; noise, 1%; devices, 1%; Meniere's disease, 1%. Their contact for hearing help: ear doctor, 24%; hearing aid specialist, 24%; audiologist, 13%; doctor and specialist, 13%; doctor and audiologist, 10%; doctor, audiologist, and specialist, 10%; specialist and audiologist, 6%. Caller demographics: male, 52%; female, 48%; over 60, 57%; 50-60, 19%; 40-50, 10%; 20-30, 6%; 30-40, 5%; school age, 3%; retired, 54%; employed full-time, 27%; employed part-time, 10%; unemployed, 9%. Information requested for: self, 55.5%; family member, 38%; friend, 6.5%. Called from: East Coast, 36.5%; Midwest, 27%; South, 17.5%; West Coast, 11.5%; Southwest, 7.5%.

The hearing field's first toll-free "Hearing HelpLine" program, originated by BHI in 1973, continues to improve its effectiveness and service for some



## Richard Dysart PSA Released To TV Networks and Stations

A new BHI television public service announcement featuring actor Richard Dysart, star of top-rated NBC-TV drama series "L.A. Law," was released this month to the major networks and program directors at 400 stations throughout the U.S. (see promosheet sent with PSA, appearing on opposite page). Dysart, who uses hearing aids to correct a hearing loss, urges hard-of-hearing viewers to benefit from available help. The PSA is also aimed at increasing the family doctor's awareness of his important role in helping people with hearing problems.



Dysart on PSA set at home.

The new TV spot also benefits from marketing studies conducted by the Hearing Industries Association and the Institute, and supports other family physician projects being implemented cooperatively by both organizations.

## Nerve Deafness Booklet Requests Soar with "Tipoff" in USA Today

BHI has been deluged with requests for its Nerve Deafness and You booklet following a recent announcement of its availability to readers of USA Today. The national news-

paper promoted the booklet in its popular "Today's Tipoff" feature, resulting in more than 2,000 write-in requests within two weeks after the announcement. Requests were still coming in as this newsletter went to press. Written by Gale Gardner, M.D., the booklet focuses on hearing help available to millions of Americans with sensorineural hearing loss. It counters the misconception revealed in BHI focus group studies and the HIA marketing survey that people with nerve deafness cannot be helped.

## Hearing Help Team Reps Train for Tenth "Run for Better Hearing"

Hearing help providers representing medicine, surgery, audiology, hearing aid manufacturing and dispensing have already put on their running shoes to train for next June's "Run for Better Hearing" in Duluth, MN. The 26-mile event, being held in conjunction with Grandma's Marathon, will mark the tenth annual fund-raising campaign organized by volunteers on behalf of BHI public information projects.



Last year's Run participants included both marathoners and joggers running a three-mile "Fun Run" the day before the marathon.

This year's Run will be hosted again by Hearing Instruments magazine, based in Duluth. A hearing industry steering committee planning 1988 Run fund-raising efforts includes: Al Bruce, chairman, Starkey Labs; Jim Anderson, Qualitone; Jim Costello, Argosy; Pat Koepke, Dahlberg Electronics; Bud Raas, Earmold Design Inc.; Bob Tischbein, Starkey Labs; Mike Winship, Hearing Services; and Tom Yates, Rexton.

Initiated in 1979, the Run enlists financial support from hearing help providers. The 1979 and 1980 runs featured a Boston Marathon run by BHI director Joe Rizzo. The Duluth marathon has been included since 1981 to generate strong participation from the hearing aid industry, as many manufacturers are based in or near Minnesota.

## Latest Release in Award-Winning PSA Series for Television



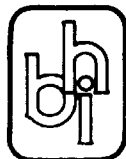
### **Richard Dysart Keys Hearing Role of Family Doctor**

Actor Richard Dysart, who overcame his own hearing loss with miniature precision hearing aids, encourages viewers about the significant advances in hearing help in a new public service announcement for the Better Hearing Institute. "If you suspect a hearing loss, or thought nothing could be done about it, ask your family doctor who can guide you," says Dysart. "There have been significant advances in the hearing field and there are also many hearing health care professionals who can help you." Dysart emphasizes that most of nearly 20,000,000 Americans with hearing problems can now be helped "medically or – like me – with hearing aids."

Dysart joins BHI's parade of celebrities who promote better hearing, including Eddie Albert, 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 again for helping many more Americans to *hear* what they've been missing.

Videotape, 15, 30 and 60 seconds



## **Better Hearing Institute**

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

# What Do They Have In Common?

**A** lot. President Reagan and Jessica Riley like jelly beans. They ride horses. And they both got help for their hearing loss.

Most of the 24 million other Americans with hearing and speech problems also can be helped through rehabilitation, often with hearing aids...medically...or surgically.

If you suspect a problem, act today! Write the Council for Better Hearing and Speech Month for a free brochure.

Academy of Dispensing Audiologists • Alexander Graham Bell Association for the Deaf • American Academy of Otolaryngology-Head and Neck Surgery • American Association of Retired Persons • American Auditory Society • American Speech-Language-Hearing Association • American Tinnitus Association • Better Hearing Institute • Boys Town National Institute for Communication Disorders in Children • Deafness Research Foundation • Delta Zeta Sorority and Foundation • Gallaudet University • Hearing Industries Association • House Ear Institute • National Captioning Institute • National Hearing Aid Society • National Technical Institute for the Deaf at Rochester Institute of Technology • Psi Iota Xi Sorority • Quota International Foundation • Sertoma Foundation

**Council for Better Hearing and Speech Month**  
1420 21st Street, N.W.  
Washington, DC 20036  
(202) 331-9694

