



# Better Hearing & Speech Month NEWS

Compliments of the Council for Better Hearing and Speech Month

May 1990

## Campaign Boosted by "L.A. Law" Tie-In



Because of 1990 Better Hearing and Speech Month national chairman Richard Dysart's commitment to the cause of better hearing and speech, the hit NBC-TV network television drama series "L.A. Law" plays an integral role in this year's campaign.

Emmy-winning "L.A. Law," recently honored with its fourth consecutive People's Choice Award, allowed the Council's 1990 poster and print public service message to be photographed on the set of the network series. It marks the first time any organization was granted permission to publicly use the show's name in copy (see 1990 Council poster at left). The poster photo also gained tremendous exposure, when it was released by Associated Press Laserphoto to more than 1,200 newspapers across the nation.

### Richard Dysart Starred in Special "L.A. Law" Segment Dramatizing Hearing Help

Richard Dysart, who wears two hearing aids, starred in a "hearing" scene on the March 22 episode. Dysart, playing partner Leland McKenzie, underscored the crucial role of hearing aids in his career as well as his personal life.

In the segment, new senior partner Rosalind (Diana Muldaur) urges Leland to wear his hearing aids all the time ---not just for personal or intermittent use---to serve the best interests of the law firm. He agrees, but only after Rosalind confronts him about the consequences of not wearing hearing aids on the job. She points out the possibility of mistrial, for example, or even suits for malpractice should Leland be accused of missing an important aspect of the case due to his hearing loss. The almost two-minute segment was worth more than \$900,000 in equivalent commercial time.

Dysart earlier starred in a special "L.A. Law" episode with McKenzie battling his vanity and admitting he needed hearing aids in court to fight an age discrimination case. His hearing aids helped him win the case, but later he rarely---if ever---wore his hearing instruments back at the office. He will now, after the latest episode dramatizing the importance of better hearing at all times.

His past 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." Dysart's wife, Kathryn, a noted artist, and his son, Arie, also wear hearing aids. They live in Santa Monica, California.

On Council television PSA set.





Capital Children's Museum is favored by First Lady Barbara Bush.

## Capital Children's Museum Kicks Off Hearing and Speech Awareness Events

A "Hearing and Speech Awareness Fair" April 30 preview will be the first kickoff event for the 1990 Better Hearing and Speech Month campaign. The Fair, being held at the Capital Children's Museum, Washington, D.C., will also provide an introduction for the Council's planned May 5 "Hearing and Speech Awareness Day," open to the public at the Museum.

Mrs. Barbara Bush, America's First Lady, has been invited to tour the exhibit and the festivities with national chairman Richard Dysart and poster child Kimberly Bloss. Linda Bove, of "Sesame Street" will also be attending. Monday's preview will also be presented for approximately 40 children, ranging from hearing children from D.C. public schools to hearing-impaired children from Camelot Elementary (Fairfax, VA) and Kendall School (Gallaudet Campus).

The children will have an opportunity to learn from each other, and enjoy the "Sound and Silence" exhibit at the Museum with guidance from Council hearing and speech professionals. "Hearing and Speech Awareness Day" will offer lectures on hearing and speech problems for parents, and activities for children focused on hearing conservation and other related issues. The Council will also offer free hearing screenings.

### *First BH&SM Congressional Reception To Be Hosted by John W. House, M.D.*

Council honorary president John W. House, M.D., House Ear Institute president, will host the 1990 Council Congressional Reception. Key U.S. sen-

ators and congressmen will be invited for the first time to the Council's annual reception, this year being held in the Rayburn Foyer of the Rayburn Building, Capitol Hill. The reception will honor national chairman Richard Dysart and poster child Kimberly Bloss. Also being honored is Geraldine Fox, who will receive the 1990 Honorary President's Award. Ms. Fox was instrumental in establishing the new National Institute on Deafness and Other Communication Disorders of the National Institutes of Health.

## President Reagan's Ear Physician Is Honorary Leader of 1990 Campaign



John W. House, M.D.

John W. House, M.D., president of the House Ear Institute, Los Angeles, is the 1990 honorary president of the Council for Better Hearing and Speech Month. He will preside at the Council's next annual meeting and represent the organization at various ceremonial functions throughout the 1990 campaign. He will also be speaker at the Council's kickoff luncheon on May 1 at the Hotel Washington.

Dr. House, President Reagan's ear physician, became well-known when he prescribed hearing aids for Reagan in 1983. This generated tremendous press coverage and positive interest in hearing aids. President Reagan was Council 1988 national chairman, recruited by Dr. House. "I'm very pleased that his example led to a much better acceptance of hearing aids among the public," said Dr. House.

In the medical world, Dr. House's research is widely published and his rating system is the international standard for grading recovery from facial nerve paralysis. He obtained his undergraduate degree in 1964 from the University of Southern California. He earned his medical degree in 1967 from the University of Southern California School of Medicine.

# Kimberly Bloss Serves as 1990 Poster Child



Six-year-old Kimberly Suzanne Bloss of Colorado Springs, Colorado, is the Council's 1990 poster child. She shares the spotlight in the 1990 public awareness campaign with national chairman Richard Dysart. Both Kimberly and Dysart wear hearing aids in both ears to correct their own hearing loss. Kimberly also has daily speech therapy at her school.

Bloss developed spinal meningitis at an early age, which caused her severe-to-profound hearing loss. Nevertheless, she is active and outgoing, enjoying fishing for crawdads and singing her ABC's.

Kimberly is the daughter of Nita and Lawrence Bloss, and has four older brothers and one younger sister.

## Four New Members Expand Council To 26 National Sponsoring Groups

The Council added four new sponsoring organizations in 1990, boosting membership from 22 national nonprofit groups to 26. New Council members include HEAR NOW, John Tracy Clinic, Midwest Ear Institute, and the Society of Otorhinolaryngology and Head-Neck Nurses. The new groups are from a variety of hearing and speech related disciplines. (see p. 4)

HEAR NOW is a national, charitable non-profit organization which is committed to making technology accessible to financially needy individuals with hearing impairment throughout the U.S. HEAR NOW raises funds from individuals, corporations, and foundations in order to provide grants and/or loans to help cover the cost of cochlear implantation, hearing aids and related services.

The John Tracy Clinic is a non-profit educational center for parents of pre-school hearing-impaired children founded in 1942 by Mrs. Spencer Tracy. The clinic provides, without charge, support for parents in dealing with the impact of hearing impairment and to train them in helping their hearing-impaired child to develop communication skills.

Midwest Ear Institute is a non-profit organization dedicated to education, research and treatment of hearing and balance problems. The Institute's Cochlear Implant Program has brought hearing to nearly 100 deaf adults and children in the first 10 years of the Institute's existence.

The Society of Otorhinolaryngology and Head-Neck Nurses is a national association of registered professional nurses. The Society's primary function is two-fold: to provide quality continuing education in ORL Nursing and to promote the recognition of ORL and Head-Neck Nursing as a distinct and vital specialty.

## Council Offers Many Effective Tools To Promote Community Campaigns

Now is the time to order your posters and promotional kits for the 1990 Better Hearing and Speech Month campaign. Posters are available for \$4 each or folded for \$3 each (poster shown on front page). Promotion kits (photo at right), which give detailed instructions for organizing your local Better Hearing and Speech Month campaign---including tips on getting television, radio, newspaper, and other publicity---are available for \$10 each (all prices include shipping and handling; Canadian orders, add \$2). Send your request, along with a check in U.S. funds to: Council for Better Hearing and Speech Month, 5021-B Backlick Road, Annandale, Virginia 22003, or call (800) EAR WELL for more information.

### PROMOTION KIT FOR 1990 CAMPAIGN



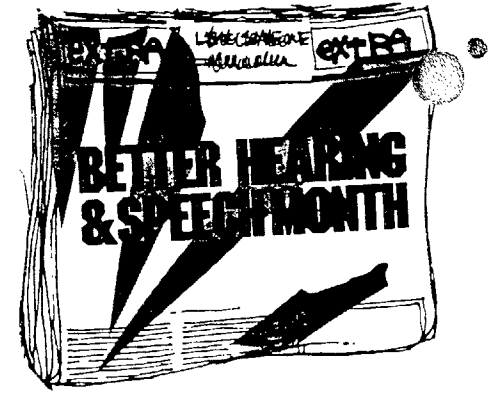
1990 Council Promotion Kit

# Local Projects Add Impact to Council Campaign

State Chairs for Better Hearing and Speech Month campaigns are coordinating efforts in hundreds of cities and towns to bring the message of hearing and speech help to these communities.

Involved in these outreach efforts are state speech and hearing associations, speech and hearing clinics, private and public school programs, hearing aid providers, otology practices, and local chapters of many of the national organizations belonging to the Council for Better Hearing and Speech Month.

Among activities that states are involved in this year are: obtaining Better Hearing and Speech Month proclamations from governors and mayors; establishing health fairs, clinic open houses, and free speech and hearing screenings. Many states have produced their own radio and TV PSAs. Some states are putting on state versions of national Better Hearing and Speech Month events. A number of states are holding contests for a state poster child or holding poster art contests.



Local newspaper features, generated by community volunteers, benefit from Council's national publicity umbrella.

Groups involved in the Massachusetts effort will start with a kickoff breakfast on May 1st. Kansas proclaims May is Better Hearing and Speech Month on billboards, and Iowa does the same with banners across major city streets. New York state will have its own PSA and will use 800 telephone numbers of several organizations where people can call for further information. In Montana, they are raising money to buy communication devices for people that need them.

Many state groups are placing stories focusing on communication problems in local newspapers, and on television and radio shows. In Wyoming, as one example, students with speech and hearing problems will appear on local TV to talk about their experiences and the help they are receiving.

Efforts of the state Better Hearing and Speech Month campaign have been so impressive that the national Council has set increased support to the state chair effort as one of its priority goals for 1991. Last year's local awards contest winners included: for overall achievement is Central Florida Speech and Hearing Center, and awards of excellence to the City of Waterbury Health Department, Quota Club of East Aurora, and Quota Club of Northside Atlanta. The winning campaigns will be honored at the Council's May 1 Kickoff Luncheon.



Talk radio shows provide another valuable opportunity for local campaign coverage.

For further information regarding your state's Better Hearing and Speech Month campaign, contact Susan Coffman, 3417 Volta Place, N.W., Washington, D.C. 20007, or call (202) 337-5220.



## 1990 Council Sponsoring Members

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  
 EAR Foundation  
 Gallaudet University

Hearing Industries Association  
 HEAR NOW  
 House Ear Institute  
 John Tracy Clinic  
 Midwest Ear Institute  
 National Captioning Institute  
 National Grange  
 National Hearing Aid Society  
 National Technical Institute for the Deaf  
 at Rochester Institute of Technology  
 Psi Iota Xi Sorority  
 Quota International Foundation  
 Sertoma Foundation  
 Society of Otorhinolaryngology  
 and Head-Neck Nurses

## American Airlines Donates First Class Tickets To Better Hearing & Speech Month Principals

American Airlines recently became the first airline to donate first class flight accommodations for personalities leading the Council for Better Hearing and Speech Month campaign.

The accommodations were donated for Richard Dysart and his wife, Kathryn, as well as for post child Kimberly Bloss, 6, and her mother, Nita.

Hotel accommodations have been graciously donated by the Hotel Washington, Washington, D.C.