



# BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS

## Duracell Offers Major Challenge Grants for Awareness Projects Serving Industry *Urges Other Sponsors to Join in Spurring New BHI Directions*

Better Hearing Institute will receive \$51,900 in grants from Duracell, U.S.A. to implement several new industry-aiding projects, if other major BHI sponsors join no later than June in co-funding one priority hearing awareness effort. Duracell's challenge was announced February 22 at the annual membership meeting of the Hearing Industries Association by Jerry G. Johnson, BHI president.

"Duracell has pledged \$25,000 towards the \$100,000 needed to produce our new television program and speaker's tool video promoting hearing help technology--contingent on BHI enlisting the \$75,000 balance needed in special grants from other sponsors by June," Johnson advised HIA members, most major BHI sponsors who give ongoing quarterly donations. "Those who participate with Duracell will be publicly recognized in on-screen video credits for making this special project possible."

Johnson expressed special appreciation to Duracell, noting that the battery manufacturer's special project gifts would be above and beyond its ongoing quarterly gifts as a major BHI sponsor. He added that co-sponsor gifts would enable a second Duracell grant of \$26,900 to fund a BHI World Wide Web site on the Internet, as well as new



*BHI president Johnson, with executive director Rizzo, announces Duracell grant challenge to produce new TV/speaker's video highlighting latest technological hearing help; and (right photo) BHI national chairman Richard Thomas thanks HIA members for Institute support in video report of national and major television clips highlighting benefits of hearing instruments.*

literature and video tools for the Better Hearing Speaker's Bureau.

### *Sponsors Influence New Directions*

The grants will spur current programs and proposed new projects, resulting directly from input and advice of major Better Hearing Institute sponsors at meetings with Institute director Joseph J. Rizzo and Sergei Kochkin, Ph.D., Knowles Electronics marketing executive and a BHI officer and board member. In addition to the proposed hearing technology video, other priority initiatives include:

\*National and major market TV and radio interviews with industry experts, hearing professionals, and prominent personalities, emphasizing benefits of today's hearing instruments, and

\*Personal cultivation by BHI staff of national broadcast, print and movie/TV media representatives to generate much greater exposure of technological advances in available hearing help.

Duracell, a BHI pioneer major sponsor, has funded many special projects in addition to its regular quarterly contributions to the Institute. It co-sponsored the current "People Vs. Noise" video on hearing protection and available help, which generated

more than 2,600 national and local TV airings, and 1,700-plus free Blockbuster rentals to date. The video continues to be used by thousands of hearing specialists. Duracell also funded the development of the popular "A Guide to Your Child's Hearing," and a reprinting to provide the guide to SHHH, Sertoma and Delta Zeta members for their local speakers bureau presentations; television messages featuring Bob Hope, Burt Reynolds, the late Lorne Greene and Keenan Wynn; as well as printing of many BHI booklets and celebrity poster, widely used by hearing care providers.

**Sponsor Input Fuels Many BHI Projects - See page 3**



## Value of Current Donated Magazine Space Exceeds Institute's Entire Annual Budget

More than \$781,379 in equivalent commercial space contributed to BHI better hearing messages in just over a year by major consumer, medical and specialty publications substantially exceeds the Institute's entire annual operating budget!

Here's a look at current exposure values for public service messages starring Kathy Buckley, Don Harron, Leslie Nielsen, Curtis Pride, Richard Thomas, and Robin Wright: *Fortune*, March 18, '96, \$14,700; *Young & Modern*, March '96, \$4,051; *Newsweek*, February 26, '96, \$17,600; *Prevention*, February '96, \$17,775; *U.S. News & World Report*, February 19, '96, \$13,223; *Redbook*, February '96, \$16,500; *Country Living*, February '96, \$33,170; *America West*, February

'96, \$1,885; *New England Journal of Medicine*, January 30, '96, \$1,550; *Time*, January 15, '96, \$42,000; *Newsweek*, January 8, '96, \$17,600; *People*, January 8, '96, \$23,000; *Newsweek*, January 2, '96, \$34,545; *Canadian House & Home*, Dec. '95/Jan. '96, \$9,593; *Time*, December 18, '95, \$42,000; *Time*, December 4, '95, \$42,000; *Chatelaine* (Canadian), December '95, \$15,520; *Canadian Living*, December '95, \$23,000; *America West*, December '95, \$1,885; *Flare* (Canadian), December '95, \$6,435; *People*, November 20, '95, \$24,000; *New England Journal of Medicine*, November 16, '95, \$1,450; *Chatelaine* (Canadian), November '95, \$5,520; *Time* (Canadian) October 9, '95, \$6,800; *Parents*, October '95, \$7,700;

*Chatelaine* (Canadian), October '95, \$5,520; *Canadian Family Physician*, October '95, \$995; *Time* (Canadian), September 25, '95, \$6,800; *Newsweek*, September 4, '95, \$34,545; *U.S. News & World Report*, Aug. 28-Sept. 4, '95, \$13,755; *New England Journal of Medicine*, August 29, '95, \$5,800; *New England Journal of Medicine*, August 29, '95, \$1,450; *TV Guide* (Canadian), Aug. 12-18, '95, \$5,150; *Time* (Canadian), August 14, '95, \$12,050; *Time* (Canadian), August 7, '95, \$12,050; *Prevention*, August '95, \$10,500; *U.S. News & World Report*, July 10, '95, \$15,000; *Redbook*, July '95, \$16,500; *Time* (Canadian), June 12, '95, \$12,050; *New England Journal of Medicine*, June 20, '95, \$5,800; *Sports Illustrated* (Canadian), May 15, '95, \$4,771; *Fortune*, May 1, '95, \$14,700; *Money*, May '95, \$44,000; *Parents*, May '95, \$7,700; *Chatelaine* (Canadian), May '95, \$6,095; *The Physician and Sportsmedicine*, May '95, \$2,165; *Consumers Digest*, April '95, \$1,885; *New England Journal of Medicine*, April 29, '95, \$1,450; *TV Guide* (Canadian), April 22-28, '95, \$7,750; *New England Journal of Medicine*, April 25, '95, \$5,800; *Time* (Canadian), April 17, '95, \$12,050; *New England Journal of Medicine*, April 4, '95, \$1,450; *Time* (Canadian), April 3, '95, \$12,050; *U.S. News & World Report*, March 27, '95, \$34,545; *U.S. News & World Report*, March 13, '95, \$15,000; *Chatelaine* (Canadian), March '95, \$9,205; *Parents*, March '95, \$7,700; *Young & Modern*, March '95, \$6,711; *America West*, February '95, \$1,885; *Disability Today* (Canadian), Fall '95, \$3,000.

## National, Major Market Broadcasts Again Key Better Hearing

BHI-initiated national and major market television exposure continues to feature hearing professionals, industry experts and personalities promoting better hearing. Current exposure included (l-r, below) comedi-

enne Kathy Buckley and BHI's Joe Rizzo on Los Angeles ABC network affiliate's "Kid's View," BHI parent's guide co-author Judy Gravel, Ph.D., on New York NBC network affiliate's "Today in New York," and Dr.

Laszlo Stein on "Ask the Doctor," nationally cablecast to 35 million WGN viewers. Other recent major market appearances included TV programs in Boston, Washington, Detroit and Minneapolis.



# Routine Hearing Test Need Stressed in TV Spots

## *Richard Thomas Messages Launch New Multimedia Campaign*

Actor Richard Thomas stars in new Better Hearing Institute television spots launching a multimedia campaign emphasizing the need for routine hearing checks. His 60- and 30-second TV messages--scheduled for release this month to the major networks, cable outlets and local television stations--were made possible by a special project grant from Starkey Laboratories. The grant is in addition to Starkey's on-going quarterly donations as a major BHI sponsor.

For maximum campaign impact, BHI now seeks other funding to implement supporting and synergistic print media projects, including human-interest newspaper features and major consumer, medical and specialty magazine messages.

### *Thomas Thanks Sponsors in Video*

The TV spots premiered at the Hearing Industries Association's annual membership meeting last month. They were introduced by a special video message from Thomas, national BHI chairman since 1986, thanking HIA members for their key support of BHI public awareness efforts. Most HIA members are major Institute sponsors, who provide quarterly donations based on hearing industry sales.

Thomas has participated in many BHI public awareness projects over the past decade, including previous television spots, videos and other audiovisuals used by hearing help providers and speaker's bureau volunteers, and national major market tele-

vision and radio appearances promoting the cause of better hearing. He will be the star of BHI's next television production and speaker's tool video, "Hear the Latest." It will inform viewers of hearing help advances, highlighting the benefits of hearing instruments, assistive devices, cochlear implants and other hearing technology.

### *Acclaimed for CBS-TV Christmas Special*

Thomas received critical acclaim for his starring role in last December's CBS network movie, "The Christmas Box," and has starred in many other Hollywood films, TV and theatrical productions. He is also well-known for his role as John Boy on the long-running TV series, "The Waltons."

In his new television messages, Thomas asks viewers: "Tell me, when was the last time you had your hearing checked? If the answer is 'when I was a kid in school' or 'wow, I never had a hearing check-up'--or even if the answer is two years ago--then it's high time. Since one in 10 of us lives with a hearing loss, a hearing evaluation should be a regular part of your health program--just like an eye test or a visit to the dentist."

### *Most Can Benefit from Hearing Aids*

"A hearing check every year will assure that you'll always enjoy the sounds of life," says Thomas. "More than 90 percent of us with hearing loss can now be helped medically, surgically or--like most of us--with hearing aids."



*Richard Thomas mentions available hearing help in new television spots--emphasizing his own use of hearing aids.*



*TV messages stress need for routine hearing evaluations, like vision and dental checks.*

BHI also enlisted Thomas to serve as 1987 national chairman of the Council for Better Hearing and Speech Month, a consortium of 28 major hearing and speech organizations, including the Institute. Thomas and the Council's 1987 "Child of the Year" met with former President George Bush, and media appearances included ABC-TV network's "Good Morning America."

## *Current and Planned Institute Projects Fueled by Input from Major Sponsors*

A catalyst for many BHI projects was input from major sponsors, solicited in personal meetings with Institute director Joe Rizzo and BHI officer and board member Sergei Kochkin, Ph.D., Knowles Electronics marketing executive.

Current BHI projects resulting from sponsor suggestions include: **Better Hearing Speaker's Bureau**, implemented by members of SHHH, Sertoma, and Delta Zeta, and increasingly by hearing health care providers equipped with BHI videos and literature. Bureau reflects sponsor ad-

vice to expand a grassroots effort in communities with "hearing health apostles." **Greater grassroots outreach** also includes BHI participation and exhibits at SHHH, Sertoma, and AARP conventions.

Sponsors also suggested greater use of celebrities and hearing experts in television and radio appearances, sparking BHI's on-going **national and major market broadcast placements** (see page 2). They also thought BHI should establish closer ties with national media representatives, spurring recent meetings with editors of AARP

publications and planned 1996 cultivation of major broadcast, print and video media based in Los Angeles and Chicago. An earlier pilot effort in New York resulted in greater use of BHI messages by major consumer magazines (see page 2) and television networks. **Blockbuster's free rentals of BHI's "People Vs. Noise" video** emanated from sponsor suggestion.

Sponsors also believe a concerted effort should be made to **highlight advances and benefits of modern hearing aids**, now being emphasized in broadcast placements (p. 2) and new "Hear the Latest" TV program/speaker's tool (see cover story). These are just a few of many on-going projects made possible by the input and support of major BHI sponsors.

## Major Canadian Magazines Generous; Kathy Buckley Plans to 'Run' in Ontario

Canadian consumer and medical magazines continue to donate generous space to Better Hearing Institute messages. Documented in 1995 has been more than \$176,000 inequivalent commercial publication space. This does not include numerous insertions, like the many in *TV Guide* and *The Globe and Mail's Broadcast Week*, which routinely use BHI ads, but do not report use. Current BHI magazine ads feature comedians Don Harron and Leslie Nielsen, and actress Robin Wright.

Canadian television stations also continue donation of broadcast time to BHI messages, which along with publication

placements has resulted in close to 2,000 Canadian calls on BHI's Hearing HelpLine.

Two Canadian hearing professional organizations will hold Fun Run/Walks to raise funds for BHI's Canadian program. The Association for Hearing Instrument Practitioners of Ontario and the Western Symposium for Hearing Instrument Professionals (representing Alberta and British Columbia) have challenged their members to raise donations for the Institute. Comedienne Kathy Buckley plans to join A.H.I.P.'s Fun Run/Walk in Niagara-on-the-Lake, Ontario in late April. The Western Symposium race will be held in Calgary, Alberta in May.



Kathy Buckley

## United Hearing Systems and Best Labs Join Other Major BHI Sponsors to Strengthen Institute Efforts

United Hearing Systems, Inc., Plainfield, CT, and Best Labs, Pinellas Park, FL, recently joined other major sponsors to help boost awareness of available hearing help. "Their quarterly donations will help us implement more projects attuned to priorities of hearing help providers," said BHI president Jerry G. Johnson. He noted that UHS president Ralph Campagna was chair of the Hearing Aid Industry Conference steering committee that launched BHI in 1973 and served as first Institute president.

"UHS believes that BHI remains the hearing industry's most cost-effective effort to promote better hearing," said Campagna. "It's still our best investment per dollar and has the added value of 23 years of experience and superior results."

In addition to its quarterly donation support, Best Labs is co-funding a new edition of the Institute's popular *Tinnitus, or Head Noises* booklet, also aided by a grant from Varta Batteries, Inc. Best Labs president Harvey Romanek has been a major advo-

cate and user of BHI literature and visual public awareness tools.

Other major BHI sponsors providing quarterly donations based on sales include Argosy Electronics, Duracell, Etymotic Research, Eveready Battery Company, Gennum Corp., Hal-Hen/Widex, Hearing Services International, Knowles Electronics, Maico Hearing Instruments, Miracle-Ear/Dahlberg, Oticon Inc., Philips Hearing Instruments, Qualitone Inc., Rayovac Corporation, Resistance Technology Inc., ReSound Corp., Rexton Inc., Siemens Hearing Instruments, Starkey Labs, and Unitron Industries. In addition to ongoing support, many give grants for special projects.

## New Jersey Assn. Members Raise Funds in BHI Run/Walk on Atlantic City's Boardwalk

Members of the New Jersey Association of Hearing Health Professionals had fun on the Boardwalk in Atlantic City at their annual meeting this month. Participants braved the cold to walk or run to raise funds for BHI.

The Run/Walk was made possible by a special grant from Earmold Design Inc. and Hal-Hen/Widex.

*Photos—A group of walkers cross finish line together (below); (left photos): winners honored during a seminar; two runners sprint toward finish; and athletes relax after event.*

Runner awards went to: first place male Peter Ogilvy, Fairfield, CT; second place, Chip Herb, Cherry Hill, NJ; and third place, Randy Dickens, Seminole, FL.

Walker awards went to: first place males Ed Karow, Orono, MN and Aaron Kahnke, Eden Prairie, MN; first place females Nancy Ahrens, Fairlawn, NJ and Patricia Connelly, Ph.D., Ramsey, NJ; second place males Tom Higgins, Ramsey, NJ, C. Robert Porter, Woodbridge, NJ, and John Pak, Eden Prairie, MN; and second place females Cathi Berke, Fairlawn, NJ and Esther Porter, Woodbridge, NJ.

Contributions raised through the Atlantic City Fun Run/Walk will be used to further Better Hearing Institute hearing help awareness programs.

