



BETTER HEARING

HIGHLIGHTS OF CURRENT BETTER HEARING INSTITUTE ACTIVITIES

NEWS

Public Awareness Workshop Set for AAA Parley

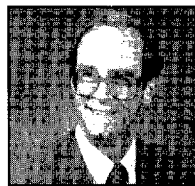
Better Hearing Institute will conduct a community hearing help awareness workshop at April 18 Roundtable Sessions during the American Academy of Audiology's 1997 annual convention in Ft. Lauderdale, Florida.

"We are delighted for this welcome opportunity to assist audiologists in implementing grass roots public information programs for their communities," said Jerry G. Johnson, BHI president. "Better Hearing Institute continues to offer similar help to other providers of hearing health care."

Johnson said that the "Promoting Community Hearing Help Awareness" work-

shop will be conducted by those who implement Institute projects, executive director Joe Rizzo and associate director Michele D. Hartlove.

Noted audiologist and past BHI president Ross J. Roeser, Ph.D. described the



Johnson



Dr. Roeser

Institute's AAA workshop as "an excellent opportunity for audiologists to gain valuable insights on how to publicly dis-

seminate information about available hearing help in their communities.

"BHI has an outstanding record of public awareness accomplishments and experience that we can learn and benefit from," said Dr. Roeser.

In addition to tips for press relations with TV, radio and print media, AAA workshop attendees will learn about easy-to-use BHI tools available to help them--such as booklets, posters, videos and other audiovisuals for speaking presentations. They also will be eligible to earn awards and public recognition for their efforts as part of the Better Hearing Speaker's Bureau.

BHI Program Personalities Cheer Hearing Joke Book

"Darn, I wish I had thought of this wonderful and funny book myself," actress Nanette Fabray said about Maxwell Schneider's new book due in bookstores this month. The book earns laughs and "thumbs up" from other BHI program personalities as well.

Do You Hear Me?--Laughs FOR the Hard of Hearing BY the Hard of Hearing is described by Schneider as a collection of humor "not only for the hard of hearing but for those who don't THINK they are...and their friends and families who KNOW they are!" Hearing aids help Schneider, and he hopes his book encourages others who "are hesitant about turning to all the wonderful professional help and marvelous devices available."

Comedienne Kathy Buckley agrees. "There's nothing wrong with being hard-of-hearing, but there's everything wrong with being unable to communicate," she said. "There's no better way to communicate than through humor. Thanks for the laughs, Max."

"As a professional stand-up comedian and hearing aid wearer, I find Max

Schneider's book more valuable than the Encyclopedia Britannica," said actor/writer Don Harron. And comic Norm Crosby, past BHI chairman, was poetic about the book: "The jokes are great and the message is *clear*, it's never too late to help yourself *hear!*"

Schneider believes the book, if distributed by hearing professionals and industry leaders, will encourage previously reluctant people to benefit from hearing instruments and other available help.

"Many readers will realize that so many others share their problems and

frustrations," Schneider said, "as well as millions of friends and family members whose sympathy, understanding and encouragement can play an extremely important role in deciding to seek needed professional help."

His book lists leading organizations that provide information or sources of hearing help, including BHI's toll-free Hearing HelpLine--800/EAR WELL.

For volume discounts and other information contact: Thinking Publications, 424 Galloway Street, Eau Claire, WI 54702-0163. Phone 800/225-GROW.



Schneider, his wife, Corinne, and hearing dog, Toto, recently visited the Institute to tell BHI staff about humorous new book for the hard-of-hearing, their family and friends.

AARP Publications and NATIONAL GEOGRAPHIC Boost Major Print Exposure for Hearing Help

Major consumer and medical publications donating generous space to recent BHI messages include *Modern Maturity* and the *AARP Pharmacy Service Health Letter*. Both are published by the American Assn. of Retired Persons, which has 23 million members--the largest single market for hearing help. Recent leading consumer magazine national exposure included an Oct. 7 *TIME* 2/3rd's-page contribution worth \$80,000 (circ. 4 million).

July-August issues of both AARP pub-

lications promoted BHI's toll-free HelpLine as a resource for information on available hearing help. The AARP Pharmacy newsletter included front and back cover items about hearing aid benefits, showing photo of BHI's *Your Guide to Better Hearing*--offered free to AARP members by calling the Institute's HelpLine, 800/FAR WELL.

September's *National Geographic*, which has 34,821,000 readers, and *Family Circle* (Oct. 8) with 5,431,779 readers,



each donated space to BHI-placed Better Hearing & Speech Council PSA. *National Geographic* exposure was a first!

Other recent publications contributing space to BHI messages include: *Modern Woman*, *Newsweek*, *New York*, *The New England Journal of Medicine*, *TV Guide*, and *U.S. News and World Report*.

1996 Better Hearing Achievement Award Lauds Contributions of Dr. Sergei Kochkin

Better Hearing Institute president Jerry Johnson has named prominent hearing industry marketing expert Sergei Kochkin, Ph.D., as 1996 recipient of the International Better Hearing Achievement Award. Johnson said that Dr. Kochkin, marketing executive of Knowles Electronics, was honored "for his outstanding contributions benefiting both the industry and the cause of better hearing."

Johnson applauded Dr. Kochkin's extensive market research, funded by

Knowles Electronics and published in leading hearing field publications, which continues to help industry and Institute consumer information efforts.

"Sergei also represents BHI in major market TV and radio interviews promoting awareness of available hearing help," said Johnson. "As an Institute officer and board member, he joined director Joe Rizzo to enlist useful BHI sponsor input at personal meetings with industry chief executives and hearing field leaders."

Dr. Kochkin also developed BHI's *Physician Handbook for Patients with Hearing Loss*, as well as 300 regional directories of hearing health professionals for BHI HelpLine callers. His prior experience includes 10 years with United Airlines as market research manager, industrial psychologist, and marketing manager. He received his industrial psychology Ph.D. in 1980 at the Illinois Institute of Technology.



Kochkin

The award was presented at October Academy of Dispensing Audiologists' meeting in Las Vegas.

Hearing Aid Evolution, Advances Accented In Major Television and Radio Broadcasts

Evolution of hearing instruments--from Beethoven-era ear trumpets to today's sophisticated devices and their benefits--is focus of current BHI-placed broadcast appearances by celebrities and hearing field representatives.

They include recent CBS-TV network affiliate interviews with BHI director Joe Rizzo on morning news programs in Philadelphia and Orlando, and national radio shows with audiologist Ross J. Roeser, Ph.D., BHI director and past president.

The national and major market broadcast exposure is part of BHI's on-going program featuring TV and radio appearances of hearing professionals, industry experts and personalities advocating better hearing and available hearing help. Earlier broadcasts included comedienne Kathy Buckley and Rizzo on Los Angeles

ABC-TV network affiliate's "Kid's View," and BHI parent's guide co-author Judy Gravel, Ph.D., on New York NBC-TV network affiliate's "Today."

Among industry spokesmen in previous Boston, Washington, Dallas, Detroit, Minneapolis and Portland television interviews were former HIA presidents Jerry G. Johnson, BHI president, and Ron Regan, former Institute board member, and marketing expert Sergei Kochkin, Ph.D.

National BHI-initiated TV appearances included "American Gladiator" Shelley Beattie on ABC's "Good Morning America," Buckley on CNBC's "Tom Snyder Show," and past BHI director Dr. Laszlo Stein on WGN-TV's "Ask the Doctor" cable morning news segment reaching 35 million viewers



Philadelphia CBS-TV station's news segment featured Rizzo and boy helped by hearing aids

National radio interviews included Dr. Roeser in two recent Eagle Media network appearances, Dr. Gravel on AAHS reaching 24 affiliates, and Johnson in a Business Radio Network interview aired by more than 40 U.S. stations. Recent TV interviews included Rizzo on CBS affiliate morning news programs in Orlando (9/4) and Philadelphia (8/11). Rizzo also fielded telephone calls from talk radio listeners in an hour interview (8/30) on Orlando's Christian Radio Network affiliate's "Red Jeffries Show." The interview was timed with the 45th anniversary Orlando meeting of the International Hearing Society.

Rosalynn Carter TV Spots Encourage Tinnitus Sufferers

Former First Lady Accents Available Help and New Research

Former First Lady Rosalynn Carter, who has worked for more than two decades to improve the quality of life for people around the world, now champions tinnitus research and public awareness of available help for people afflicted with ringing in the ears. With good reason. She personally is one out of every five people who suffer from tinnitus.

In her new television public service messages for the Better Hearing Institute, videotaped last month at The Carter Center in Atlanta, Georgia, Mrs. Carter talked about her own tinnitus and nagging ear noises.

Help from Masking Devices

"These noises can range from bothersome to devastating, but the good news is that hearing instruments sometimes help mask the constant and frustrating effects of this condition," she tells viewers. "So, if you or someone you know has tinnitus--or if you suffer from a hearing loss--there's hope thanks to advances in new technology and continued medical research. Don't hesitate--talk to a hearing specialist today!"

Mrs. Carter encourages viewers to call BHI's toll-free Hearing Help Line (800 EAR WELL) for literature on tinnitus, hearing loss, and for local sources of help for hearing problems. A member of the American Tinnitus Association, Mrs. Carter strongly supports tinnitus research



ROSALYNN CARTER relaxes with BHI's Michele Hartlove during TV spot videotaping pause; scenes of PSA hearing test and hearing aid fitting; Mrs. Carter offering Tinnitus booklet to HelpLine callers; and discussing national Time exposure of BHI message with Joe Rizzo.

and education. "As a sufferer myself," she said, "I hope someday soon we'll be able to find a cure for this nagging affliction." Mrs. Carter's TV spots will be released this winter in videotape formats preferred by major networks, cable outlets and 700 local stations.

TV Spots Will Be Satellite-Tracked

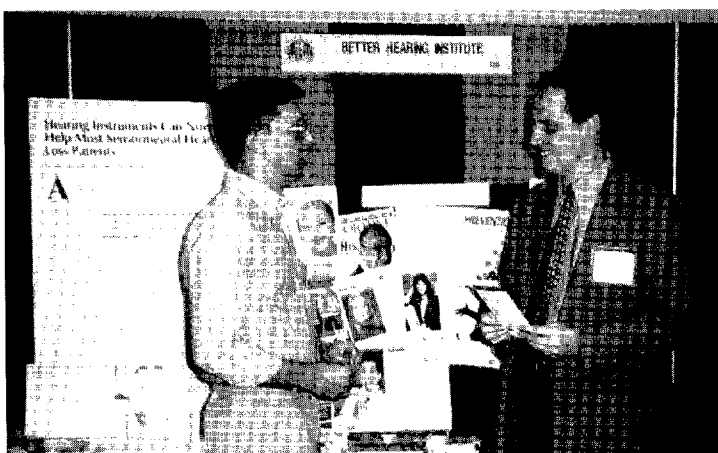
The spots will also be satellite-tracked by Nielsen Sigma to measure pick-up. Earlier Institute messages featuring "Forrest Gump" actress Robin Wright received an unprecedented 23,526 satellite-tracked airings worth more than \$7 million in equivalent commercial television broadcast time.

The Carter Center is a private, non-profit institution founded by former President and Mrs. Jimmy Carter in 1982. They work as advocates for mental health, early childhood immunization, human rights, and the empowerment of urban communities. Their building of homes for the needy has received prominent media coverage.

Mrs. Carter, a mother of four, has also written three books: *First Lady from Plains*; *Everything to Gain: Making the Most of the Rest of Your Life*, a book about life after the White House co-authored with President Carter; and *Helping Yourself Help Others: A Book for Caregivers*. She speaks throughout the world and enjoys biking, jogging and fly fishing.

AAFP and AAO Exhibits Focus Help for Nerve Loss Patients

BHI literature at recent annual meetings of the American Academy of Family Physicians (1) in New Orleans, and the American Academy of Otolaryngology in Washington, emphasized benefits of hearing instruments for patients with sensorineural hearing loss. Exhibits featured a Nerve Deafness pamphlet by Gale Gardner, M.D., emphasizing that 95 percent of all hearing aid users have sensorineural loss, part of BHI's on-going multimedia awareness effort targeted to physicians.



Sertoma, SHHH Speakers Feted for Better Hearing Efforts

Awards for exemplary community service in the International Better Hearing Speakers Bureau were presented at national annual meetings of Sertoma International and Self Help for Hard of Hearing People (SHHH) in Orlando, Florida.

Members of 200 SHHH chapters and 800 Sertoma clubs, as well as Delta Zeta Sorority volunteers, address local groups about better hearing and available help as part of the BHI-launched speaker's bureau. Honored for outstanding individual service for the second consecutive year was Arva Priola, Spotsylvania, Virginia SHHH member. She received her award from BHI advisory board's Dr. Bernice Dinner, HEAR NOW president.

Dr. Dinner said that Arva's personal experience with hearing loss and her cochlear implant "give special credibility to her marvelous presentations--and she has been an inspiration to more than a

thousand schoolchildren and adults reached by her messages."

Honored with a special service award was SHHH's Whatcom chapter for exemplary presentations by its members. A similar award was presented at Sertoma's meeting to Madison, WI club member Richard Theis by BHI director Joe Rizzo "for your club's wonderful job in spreading the better hearing message of hope and help for people with hearing problems." Lauded for outstanding individual service was Sertoma's David Weitbrecht.

Other better hearing advocates can earn awards and public recognition by joining the speaker's bureau. Contact bureau director Janice Little at 800/EAR WELL for details on how you can be part of this team effort to promote public awareness of available hearing help.



Canadian TV Stations Will Air Spots Starring Wright, Lewis and Thomas

Thanks to the successful fundraising efforts of the Alberta Hearing Aid Practitioners Association, the Association of Hearing Instrument Practitioners of Ontario, and the Hearing Instrument Spe-



cialists Society of British Columbia, Better Hearing Institute will release television public service messages to TV stations across Canada this winter.

The new Canadian releases star puppeteer Shari Lewis, actor Richard Thomas, and actress Robin Wright. Past TV PSAs in Canada featured comedian Leslie Nielsen and dancer Donald O'Connor.



Top photo: All Fun Run/Walk participants; Middle: The winners; and Bottom: The start of the walk race

BHI Fun Runners/Walkers Raise Funds/Awareness at IHS Meeting

Better Hearing Institute Fun Run/Walk participants raced at sunrise through the scenic Disney Dolphin property, the Epcot resort area, and Disney's Yacht and Beach Club Resort. About 50 runners and walkers, from all over North America, came out to support the Institute's fifth annual Fun Run/Walk, timed with the recent 45th anniversary of the International Hearing Society's meeting in Orlando. Not only did participants have an enjoyable time, but they raised funds to further BHI's public awareness program.

The top fundraisers were: Nancy Ahrens, Fairview, NJ; Judy Rarick and Derek Stansfield, Calgary, Alberta.

First place runners were Greg Nedelec, Edmonton, AB, and Kathy Saucedo, Aus-

tin, TX; second place Lee Mark, Brookline, MA, and Pat Connolly, Ramsey, NJ; third place Mike Winship, Eden Prairie, MN.

Walker awards went to first place Bill Cole and Joanne Jonkman, Dorchester, Ontario; second place Todd Sherva, Arden Hills, MN and Coleen Mason, Dorchester, Ontario; third place Bernie Lippin, New Haven, CT and Sheila Sinclair, Dorchester, Ontario, and fourth place Millard Handelman, Wilmington, DE, and Mary Lou Luebbe-Gearhart, Columbus, OH. Under ten first place went to Jenna Van Eften, 9, Kingston, NY.

The BHI Fun Run/Walk was made possible by special grants from Audioscan, Resistance Technology Inc., and Siemens Hearing Instruments.