

Deaf Culture Question of the Week – May 13 - 17, 2013  
Bill Newell, Principal Washington School for the Deaf

Which of these actresses appeared in a Bayer Aspirin commercial which was produced completely in ASL?

- a) Marlee Matlin
- b) Deanne Bray
- c) Jackie Roth
- d) Terrylene Sacchetti

Go to the bottom of this message for the answer.

Answer: “c” - Jackie Roth, actress, producer, advocate appeared in a Bayer Aspirin

Commercial in 1995. The commercial was produced completely in ASL with open captions. According to the Deaf Trivia website produced by MSM productions, the commercial was well received by both deaf and hearing audiences. "As Roth gaily observed, "Some people call me 'the Bayer girl.'" One hearing viewer noted that she particularly enjoyed this commercial because it lacked noise—one of the more exasperating aspects of TV commercials aimed at the mainstream market." [Cited from: [http://www.deaftrivia.com/11\\_nov\\_2007.html](http://www.deaftrivia.com/11_nov_2007.html)]

You can view this commercial here:

<https://www.youtube.com/watch?v=-neuEm4bxkM>

We need more commercials like this. Don't you agree?