



June, 1974

Vol. 2, No. 1

NBC-TV APPROVES BHI PSAs, BECOMES THIRD MAJOR NETWORK TO USE SPOTS

NBC-TV this month approved BHI public service announcements for national network use, making it the third major network to air Institute spots (CBS was first, ABC second). Betty Randolph, NBC public service coordinator, requested 60 special sets of 35mm as well as the conventional 16mm spots, so that PSAs could be incorporated into 35mm network programming as well as for use by major NBC stations before and after network programs.

The spots selected by NBC were 60- and 30-second PSAs by Norm Crosby and Nanette Fabray's 30-second version.

GOVERNOR WALLACE WILL MAKE BHI PUBLIC SERVICE SPOTS

BHI's new TV and radio public service announcements will include two television and radio spots starring Alabama Governor George C. Wallace, a nationally prominent hearing aid wearer who will encourage others with hearing problems to seek available medical or amplification help. Production of the Wallace PSAs,---one 60- and 30-second set for TV and another for radio---is scheduled later this month in Montgomery, Alabama's state capitol.

Due to the great adversities and handicaps he has overcome, Wallace evokes wide public sympathy regardless of differences of opinion concerning his political views. As a respected statesman and an increasingly popular national figure, he will become BHI's first non-entertainment PSA personality, adding a vital new perspective to the Institute's celebrity series.

NATIONAL PUBLIC RADIO AIRS SPECIAL FIVE-PART SERIES ON BETTER HEARING

During May and early this month, National Public Radio broadcast a special five-part series, initiated by BHI, which was heard over more than 160 stations across the U. S. The series began with a 10-minute interview with BHI director Joe Rizzo, who discussed the national scope of hearing problems, described existing sources of hearing help available to those suffering from hearing problems, and urged Americans to conserve hearing by avoiding prolonged exposure to noise hazards. Another 10-minute segment featured Ernie Trudell, president of the Virginia Hearing Aid Dealers Association, who explained the role of the hearing aid specialist in helping the hearing impaired.

Other interviews included Joseph Wiedemayer, retired foreign service officer, who provided insight into the social and psychological problems

that the hearing handicapped face, and the Alexander Graham Bell Association's Richard Israel, Ph.D., who spoke on the importance of early detection of hearing problems in children.

NHAS executive secretary Tony DiRocco requested a master tape of the complete series, which NHAS will consider reproducing on cassettes and making available on request to hearing aid specialists and others.

CELEBRITY BOOKLET IN THIRD PRINTING;

300,000 COPIES DISTRIBUTED TO DATE

Orders for "They Overcame Hearing Loss," BHI's booklet dramatizing the personal success stories of famous Americans who overcame hearing problems,

climbed to over 300,000 copies in June. Now in its third printing, the booklet is one of the most inspiring information pieces ever produced for the hearing handicapped.

"We're encouraged by the initial reception to this important booklet," said BHI president Ralph Campagna, "but we should be distributing millions to those suffering from hearing problems. HAIC manufacturers and NHAS members could easily set the momentum now in helping to get this vital booklet into the hands of everyone who needs hearing help. I urge everyone who hasn't placed their order to please do so today!"

NHAS LEADERS AND PAC CHAIRMEN HEAR

BHI REPORT AT WASHINGTON CONFERENCE

NHAS governors, chapter officers and Public Affairs Committee chairmen, meeting May 21-22 in Washington for a Public Affairs Conference, heard a comprehensive

report on Institute accomplishments and expanded programs for the new fiscal year, thanks largely to joint financial support from members of NHAS and HAIC for the first time.

The presentation by BHI director Joe Rizzo cited PAC chairperson Marylene Freshley and her committee members for their outstanding efforts in making May the biggest Better Hearing Month in history. Equipped with BHI-prepared communications tools, supported by national publicity, TV and radio talk show interviews and wide use of Institute PSAs in May, the NHAS PACs got many governor and mayorial Better Hearing Month proclamations, initiated local newspaper and radio/TV coverage, and set up numerous special events and displays.

Many PAC members followed up with local TV and radio station public service directors to assure greater use of BHI PSAs during Better Hearing Month and ordered extra sets of spots for stations not on the original distribution list but which, thanks to PAC prodding, said they would use the spots if they could get them (they got the PSAs---and others are available on request from BHI, if substantiated by assurances that they will be used).

ADVERTISING COUNCIL CONSIDERS
SUPPORT FOR BHI I&E PROGRAMS

Better Hearing Institute has made a bid for Advertising Council endorsement of its information and education projects on behalf of the hearing handicapped. Endorsement in the Council's

Public Service Advertising Bulletin would considerably increase BHI's clout with the nation's communications media. During BHI's presentation, Council associate director Norma Cramer acknowledged the "substantial progress that the Institute has achieved in such a short time" and specifically cited BHI TV and radio spots, the celebrity booklet and Hearing Aid HelpLine.

BHI WILL PRODUCE 16 NEW PSAs
FOR TOP 100 TV/RADIO MARKETS

To provide even broader TV and radio exposure this year, BHI will produce 16 new PSAs for the nation's top 100 markets, in contrast to the 50 major markets which received the Institute's

first spots. In addition to a new celebrity spot featuring Alabama Governor George Wallace, other BHI PSAs will employ different creative and production techniques.

BHI plans eight new television public service announcements---four 60's and four 30's---which will be distributed to 370 stations versus the 233 which received the first Institute spots. They will be issued on a staggered basis to provide continuous renewal of impact upon both audience and station programmers.

Eight new radio PSAs---two 60's and six 30's---will be produced on discs and distributed to 1,580 stations across the country, almost double the number of stations that received previous BHI spots. Formats will make use of both celebrity and professional actor types, backed with sound effects and original music which can also be used as background in other BHI audiovisual productions.

PA. NHAS CHAPTER LAUDS BHI EFFORTS
AT ANNUAL MEETING IN HARRISBURG

Opening the June 1 program of the Pennsylvania Hearing Aid Dealers Association's 11th Annual State Meeting and Convention held May 31-June 2 in Harrisburg was a presen-

tation of "What the Better Hearing Institute Means to the Hearing Aid Specialist." Following a 20-minute audiovisual report of BHI efforts during the past year, a showing of TV spots starring Nanette Fabray, Norm Crosby and Johnnie Ray, attendees received a preview of the new HAIC-NHAS jointly sponsored BHI program. During the Q&A session, many offered their personal input and support for this year's program, reported wide use of TV and radio spots in Pennsylvania, and lavishly voiced praise for projects begun by the Institute.

NAHSA AND BHI COOPERATION, PAC EFFORTS
MAKE MAY BEST BETTER HEARING MONTH EVER

Better Hearing and Speech Month, sponsored every May by the National Association of Hearing and Speech Agencies, received greater impact this

year than ever before, in large part due to efforts by NHAS Public Affairs Committees across the country. NHAS PACs were assisted by special information and education tools prepared by BHI, supplementing promotion materials offered by NAHSA. The month's Washington kick-off ceremonies featured actress Nanette Fabray, a NAHSA vice president and star of BHI PSAs, with 3-year-old NAHSA poster child Jenny Barlage. BHI distributed photographs to NHAS PACs for local use as well as to AP and UPI national wirephoto services. NAHSA arranged whirlwind visits by Jenny with her Senator and Congressman, a tour of the White House and a meeting with football star Larry Brown.

NHAS PACs got Better Hearing Month proclamations from governors and mayors, initiated many columns of space in local print media as well as broadcast time, arranged special events and set up community displays. They personally persuaded TV and radio station public service directors to make greater use of BHI PSAs during May. A special NHAS grant enabled BHI to further support PAC efforts with an array of ready-to-use materials ranging from news releases, editorials and TV/radio PSAs to public service advertisements, speakers bureau and special events ideas. BHI also initiated an umbrella of national TV and radio programming, including a special five-part series on National Public Radio, appearances by Johnnie Ray on both Johnny Carson's "Tonight" show and on the American Medical Association's new nationally syndicated program, "Today's Health," where he told how he overcame his hearing problem with hearing aids.