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BHI WINS TOP AWARD FOR TELEVISION PSAs;  
NOTED EAR SURGEON ACCEPTS FOR INSTITUTE

Better Hearing Institute has received the 18th International Film and TV Festival's Gold Award---its top honor---

for "outstanding creative effort and achievement" in television public service announcements.

Dr. Norman Lee Barr Jr., noted ear surgeon and member of the BHI Advisory Board, accepted the award on behalf of the Institute from actor/singer Alan Jones in ceremonies at New York City's Americana hotel last month.

The award specifically recognizes the Institute's "You Should Hear What You're Missing" series featuring Academy Award-winning best actor Art Carney, Governor George C. Wallace, actress Nanette

Fabray, comedian Norm Crosby, and singer Johnnie Ray.

Also acknowledged were BHI's scenario-type spots targeted to the special needs of senior citizens, parents, teenagers, and children.



*Dr. Norman Lee Barr Jr. (left) accepts International Film & TV Festival's Gold Award for BHI TV PSAs from actor/singer Alan Jones (right).*



*Dr. Barr (left) and BHI Executive Director Joe Rizzo (right) proudly display Gold Award for BHI TV PSAs.*

*Carney*

*Fabray*

*Wallace*



NEW BHI SLIDE/TAPE PRESENTATION

HAILED AT HAIC/NHAS CONFERENCE

BHI's new slide presentation, "You and Your Hearing," was acclaimed at the recent Hearing Aid Industry Conference and National Hearing Aid Society conferences in Chicago. Hearing aid specialists, manufacturers, and others

agreed that this new speakers bureau tool will be a tremendous asset to members of the hearing help team. Armed with this presentation, hearing field representatives can spread the word about hearing loss and available hearing help to the hearing impaired, their families, and friends. (See page 4 for presentation photos and detailed description.)

DR. CHARLES GROSS APPOINTED

BHI ADVISORY BOARD CHAIRMAN

Dr. Charles W. Gross, professor and chairman of the Department of Otolaryngology and Maxillofacial Surgery at the University of Tennessee Medical School, has been named chairman of the BHI Advisory Board by Joseph Lucke, Institute president.

Gross is membership chairman and board member of the American Council of Otolaryngology. He is active in numerous medical associations and affiliated with several Memphis-area hospitals. He is also on the Advisory Council for the Tennessee Board of Hearing Aid Dispensers and vice-president of Hearing Instruments Institute. Dr. Gross appointed as his associate chairman Dr. Gale Gardner, assistant professor of otology at the University of Tennessee and consultant, Audio-Vestibular Laboratory, Baptist Medical Hospital, Memphis.



Dr. Gross

The BHI Advisory Board provides vital input for Institute programs as well as spokesmen for BHI's speakers bureau, literature, TV and radio appearances, and other Institute projects.

BEST ACTOR ART CARNEY, OTHERS IN NEW

BHI RADIO PUBLIC SERVICE ANNOUNCEMENTS

A radio disc containing 13 exciting new BHI PSAs on side one and 13 previously produced spots on side two recently was distributed to 1,620 radio stations in the country's top

100 markets. Featured on side one is Academy Award-winning best actor Art Carney, who also appears in BHI TV announcements. In addition there is a special Bicentennial PSA plus spots aimed at teenagers, parents, senior citizens, and others. Side two brings back 13 highly successful earlier Institute spots, including PSAs starring Norm Crosby, Nanette Fabray, Johnnie Ray, and Governor George Wallace.

HILL, TREMMEL RECEIVE

BHM ACHIEVEMENT AWARDS

Clarence B. Hill, of Hill's Hearing Aid Service in Enid, Oklahoma, and DuWayne Tremmel, president of Better Hearing Aids, Inc., Marshfield, Wisconsin, formally received BHI's 1975 Better Hearing Month Achievement Awards from Institute president Joseph

Lucke at the recent NHAS/HAIC conference in Chicago.

This award, presented to chairmen of the NHAS Public Affairs Committees that were most active during Better Hearing Month, honors the PACs for their "outstanding information and education efforts in promoting available hearing help for 11,000,000 Americans with uncorrected hearing problems."

BHI 'TEENAGER' PUBLIC SERVICE SPOT  
TO BE RELEASED TO 400 KEY STATIONS

A new BHI television PSA emphasizing the value of hearing and hearing help for teenagers will be released this month to 400 key TV stations in the nation's leading 100 markets.

Especially high in audience involvement, "Teenage Memories" utilizes a dramatic human interest scenario coupling sounds with sentimental memories. It follows the format of BHI's previously successful situation-type PSAs that concentrate on specific problem areas, such as the "Child," "Puppets," and "Senior Citizen Orchestra" spots.

"Teenage Memories" will be distributed in 60- and 30-second lengths, to encourage increased usage.

NHAS PACS GET HELPFUL  
SPEAKERS PROGRAM TIPS

NHAS governors, chapter officers, and Public Affairs Committee chairmen received helpful speakers program information at the recent NHAS Public Affairs Committee meeting in Chicago. The presentation by BHI Audio-Visual Specialist Liz Elliott included the premiere showing of the Institute's new speakers bureau tool, "You and Your Hearing." The slide presentation elicited an enthusiastic response. Numerous copies were sold on the spot, many orders subsequently have been received, and new orders arrive daily.

National PAC Chairwoman Marylene Freshley just dispatched a letter to PAC chairmen commending "You and Your Hearing" and promoting its active use.

BHI BOMBARDED WITH RESPONSES  
TO 'GOOD HOUSEKEEPING' COLUMN

As a result of Charlotte Montgomery's September 1975 "Speaker for the House" column in Good Housekeeping magazine, BHI has been barraged by calls and letters requesting information about hearing loss and available hearing help.

To date, the Institute has received over 800 GH-initiated inquiries. Titled "Phone Help for Hearing Problems," the article discussed the magnitude of hearing loss, BHI, and Hearing Aid HelpLine. Good Housekeeping has a circulation of more than 5,600,000 and an estimated readership of 16,000,000.

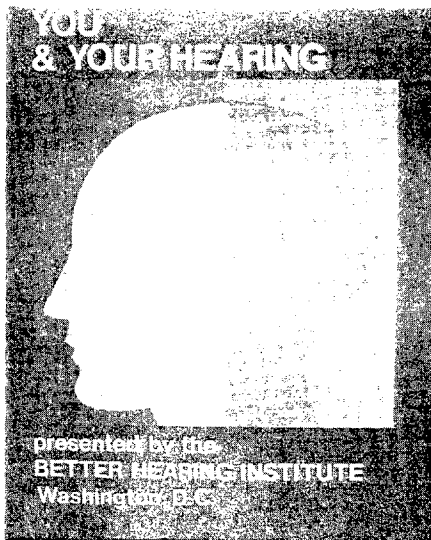
BHI SEEKS NOMINEES FOR  
1976 ACHIEVEMENT AWARD

*Nominations are now being accepted for recipient of BHI's 1976 Achievement Award for "outstanding year-round information and education efforts on behalf of the hard-of-hearing." First BHI Achievement Award was presented to comedian Norm Crosby, who appears in BHI's TV PSAs and They Overcame Hearing Loss booklet. Ralph Campagna, BHI board member and two-term first president of the Institute, was last year's winner. Nominations should be submitted to BHI no later than January 20.*

IN MEMORIUM:

BARBARA E. LEE

Members of the hearing help team were saddened by the death of Mrs. Barbara E. Lee, wife of BHI Secretary Robert W. Lee. Mrs. Lee died on October 22 at St. Luke's Hospital in Kansas City, Missouri. Cause of death was acute myelogenous leukemia. She was 51 years old. Friends have made special contributions to BHI in her memory.



*Title slide for new BHI slide presentation, "You & Your Hearing."*

## NEW BHI SPEAKERS BUREAU TOOL HELPS INFORM HEARING IMPAIRED

BHI's exciting new slide/cassette presentation that hearing field representatives can show to local social, civic, and fraternal organizations is now available from the Institute. Acclaimed at the recent NHAS/HAIC conference in Chicago, this entertaining and educational speakers program aid will enable members of the hearing help team to provide useful and encouraging information to those who need it. It also can be used as a model from which to develop customized productions.



*Ear surgeon Dr. David Fairbanks performs a mastoidectomy.*

"You and Your Hearing" focuses in dynamic human terms on the magnitude of hearing loss, types and causes of hearing handicaps, warning signs, prevention, and available medical and amplification help.

The presentation is self-contained for easy usage. Slides are advanced automatically by a cassette with inaudible magnetic impulses or they can be manually projected by following script cues. Presentations can be lengthened as desired by introductory comments and a concluding Q&A session.

Each set includes: a 12½-minute cassette, 80 slides in a carousel tray, a slide-keyed script, and a guide to arranging an effective speakers presentation. Order from BHI, 1430 K St., N.W., Suite 800, Washington, D.C. 20005. Cost: \$45.

*"For the first time in years I could really hear!"*



*One of the most important functions of the hearing aid specialist is post-fitting counseling.*

