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## SYLVIA PORTER PUTS NATIONAL FOCUS ON HEARING LOSS AND AVAILABLE HELP

help" by BHI president Ralph Campagna---appeared in 402 newspapers with a combined circulation of more than 50,000,000.

The column is reprinted on page 4 of this newsletter, courtesy of Field Enterprises Syndicate.

So you may maximize distribution of this informative column to the hearing impaired, BHI has reprints available on request. Please include \$35 per 1,000 reprints to cover printing, handling and air shipping costs.

Sylvia Porter's "Your Money's Worth" column (2/25/75)---described as "the finest nationally syndicated article ever published on hearing loss and hearing

## NAHSA, BHI COOPERATE EARLY ON BETTER HEARING & SPEECH MONTH

Better Hearing and Speech Month ever. The respective executive directors, NAHSA's Tom Coleman and BHI's Joe Rizzo, initially exchanged national promotion ideas in early January.

By mid-February Nanette Fabray was at NAHSA with 1975 poster child Erich Clark for action publicity photographs as well as TV and radio spots timed for Better Hearing Month kickoff release. By late February, NAHSA posters and BHI promotion tools were in the mails to those who will implement the program at the local level.

Thanks to a quick joint planning start this year by the National Association for Hearing and Speech Action and the Better Hearing Institute, this coming May promises to be the most ambitious

## NHAS "PACs" ARMED WITH HEFTY COMMUNICATION TOOLS FROM BHI

sive job last year. "The key is early planning," said Marylene. "And we're getting a much quicker jump on planning this year---thanks considerably to the comprehensive kit of promotion aids which BHI sent us two months in advance of Better Hearing Month."

BHI's information and education kit contains many easy-to use tools, ranging from governor and mayor proclamations, publicity photographs, camera-ready features, news releases, editorial and TV/radio public service announcements to posters, public service advertisements, speakers bureau and special event ideas.

Marylene Freshley and her National Hearing Aid Society Public Affairs Committees (PACs) across the U.S. are gearing up for an even stronger Better Hearing Month effort than their impres-

SENIOR CITIZEN FOCUS OF NEW BHI PSA  
MADE POSSIBLE BY UNION CARBIDE GRANT

Thanks to a generous grant from Union Carbide's Eveready Division, Better Hearing Institute will release a special Better Hearing Month TV public service announcement encouraging hearing impaired Americans to get available help. The new spot, using a dramatic human-interest scenario involving an all senior citizen symphony orchestra, puts special emphasis on the help available to those over 65, who represent nearly half of the 11,500,000 Americans with uncorrected hearing problems.

NAHSA'S NEW TV AND RADIO PSAS  
TIMED FOR HEAVY MAY AIRINGS

The National Association for Hearing and Speech Action plans release soon of new broadcast public service announcements--- including two special Better Hearing and Speech Month spots. NAHSA director Tom Coleman said the PSA's feature actress Nanette Fabray, a NAHSA vice president; NAHSA's new poster child, 3-year-old Erich Clark; and persons from different walks of life, including a mother of a child suffering from speech and hearing impairments, a teacher, a sports personality, a radio celebrity, an American Legion leader, a telephone operator, and a clergyman.

NORM CROSBY AND BHI PRESIDENT STAR  
ON NATIONAL HELEN HALL RADIO SHOW

*The Helen Hall Radio Show, distributed to more than 500 key U.S. radio stations, will feature Better Hearing Month interviews with comedian Norm Crosby and BHI president Ralph*

*Campagna. Timed for May release, the interviews focus on the national scope of hearing problems and explore the medical, surgical and amplification help available to millions suffering from hearing problems.*

FULL-PAGE READER'S DIGEST AD TO PLUG  
BETTER HEARING MONTH, AVAILABLE HELP

The May issue of Reader's Digest will include a full-page advertisement, sponsored by Union Carbide, which will promote Better Hearing Month and available

medical and amplification help. It will include a write-in offer for Better Hearing Institute's "They Overcame Hearing Loss" booklet. Reader's Digest has a circulation of more than 19,500,000!

740 BROADCASTERS CITED BY BHI  
FOR OUTSTANDING PUBLIC SERVICE

Program and public service directors at 740 television and radio stations this month received BHI awards for outstanding public service in broadcasting, "for creating a greater public awareness of

hearing problems, and for focusing attention on the medical, surgical and amplification help available to those with uncorrected hearing impairments."

Each station received an attractive certificate, suitable for framing with a letter of appreciation for the station's liberal use of Institute public service announcements.

NEW BHI ADVISORY BOARD WILL INCLUDE  
HEARING SPECIALISTS, PERSONALITIES

Establishment of a new BHI Advisory Board---to include distinguished ear specialists, hearing field leaders, celebrities with hearing problems and others prominently associated

with helping the hearing impaired---was approved by the BHI board of directors at its April meeting. The Advisory Board will be an input source for BHI programs, offering helpful ideas and suggestions. It will also provide prestigious spokesmen for BHI publicity, literature, speakers bureau, and other PR uses. BHI welcomes nominations.

NHAS PAC CONFEREES  
GET HELPFUL PR HINTS

BHI director Joe Rizzo, speaking May 5 at the NHAS Public Affairs Conference at Stouffer's Inn, Washington, D. C., suggested many ways members could maximize impact of their BHI-prepared Better Hearing Month tools during May and throughout the year.

Rizzo also discussed how to prepare low-budget speakers bureau presentations targeted to local needs and showed BHI TV spots produced during the past year.

BHI SWAMPED WITH RESPONSES  
TO SYLVIA PORTER'S COLUMN

Over 5,000 letters and calls requesting information about hearing loss and available hearing help swamped BHI as a result of Sylvia Porter's "Your Money's Worth" column (2/25/75). Perhaps the finest nationally

syndicated article ever published on hearing loss, the column appeared in 402 newspapers with a combined circulation of over 50 million.

Reprints of this informative article are available on request from BHI. Please include \$35 per 1,000 reprints to cover printing, handling and shipping costs.

BHI HONORS RALPH CAMPAGNA  
FOR HEARING HELP EFFORTS

BHI president Ralph Campagna recently received the Institute's 1975 Achievement Award for his outstanding information and education efforts on behalf of the hard-of-hearing. The special award, presented by BHI vice president Joseph

C. Lucke on behalf of the Institute's board of directors, cited Campagna "for outstanding service as pioneer and first president of the Better Hearing Institute."

Lucke said that Campagna's "untiring efforts provided the impetus for BHI's successful public service, consumer education and public information programs, which have been a constant source of inspiration and encouragement to millions suffering from impaired hearing."

Recipient of BHI's first Achievement Award was comedian Norm Crosby.

NEW BHI OFFICERS  
NOW BEING ELECTED

Balloting for BHI's new president, vice president, secretary and treasurer was well underway at press time. The officers, elected for the 1975-76 fiscal year, will be announced as soon as final results are available.

Members of BHI's recently elected board of directors are Thomas E. Arnold, Richard T. Burger, Ralph Campagna, Donald E. Galloway, John J. Kojis, Robert W. Lee and Joseph C. Lucke.

