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NEW BHI 'ART CARNEY' TELEVISION SPOTS RELEASED TO COUNTRY'S KEY BROADCASTERS

Three new Better Hearing Institute public service announcements featuring Academy Award winning best actor Art Carney were released September 15 to 400 TV stations in the nation's top 100 markets. (See p. 4 for behind-the-scenes photos.)

Himself a hearing aid wearer, Carney offers hope and encouragement to millions of hearing impaired Americans, their families and friends. Appearing in 60-, 30-, and 10-second versions of the spot, Carney dramatizes the scope of hearing handicaps, acknowledges his own corrected hearing impairment, and urges others who suspect a problem to seek help.

A radio disc containing a 60-second Carney spot, 12 additional new BHI radio PSAs, plus the 13 previously produced BHI radio announcements will be distributed next month to 1,620 radio stations throughout the country.

BHI SPEAKERS BUREAU SLIDE/TAPE PRESENTATION SOON TO PREMIERE

A new BHI slide/cassette presentation for showing by hearing field representatives to social, fraternal, and civic organizations will be unveiled at the October Hearing Aid Industry Conference and National Hearing Aid Society conferences in Chicago (see p. 3).

The first slide/tape presentation to be produced by the Institute this year, "You and Your Hearing" focuses in dynamic human terms on the magnitude of hearing problems, the causes of hearing loss, warning signs, prevention, and available hearing help. This basic 12-minute, 80-slide presentation is designed for very broad usage. Future presentations will concentrate on specific audiences or special topics.

5,500 NEWSPAPERS RECEIVING BHI 'QUICKIE QUIZ' ON HEARING LOSS

Camera-ready proofs of a new BHI-prepared "Quickie Quiz" cartoon feature are being distributed by the Institute to 5,500 newspapers across the nation this month. The quiz tests reader awareness and understanding of hearing loss and available hearing help.

Another new BHI feature dramatizing facts about hearing loss will be released later this fall.

NEW INSTITUTE OFFICERS ELECTED:JOE LUCKE ASCENDS TO PRESIDENCY

of BHI. Vice president of BHI last year, Lucke succeeds Ralph Campagna, who served for two years as the Institute's first president and was re-elected this year to the BHI board.

Joseph C. Lucke, past president of the National Hearing Aid Society and a 30-year hearing field veteran, has been elected president

Other officers, elected for the 1975-76 fiscal year by the Institute's board of directors, are: Vice President John J. Kojis, president and general manager of Maico Hearing Instruments; Secretary Robert W. Lee, governor and vice president of NHAS and former treasurer of BHI; Treasurer Larry G. Alkire, public affairs manager for Beltone Electronics Corporation.

New members elected to the board are Thomas E. Arnold and Donald E. Galloway, both long active NHASers.

BHI 'TEENAGER' SPOT SCHEDULED
FOR DISTRIBUTION IN DECEMBER

in the nation's leading 100 markets. Especially high in audience involvement, "Teenage Memories" employs a human interest scenario linking sounds with sentimental memories. NHAS and HAIC members will preview this spot at their October conferences in Chicago.

A new BHI TV PSA, which underscores the importance of hearing and hearing help for teenagers, will be distributed in December to 400 TV stations

Radio versions of the PSA will be issued next month.

GOOD HOUSEKEEPING COLUMNIST FOCUSES
NATIONAL ATTENTION ON BHI, HELPLINE

1975 "Speaker for the House" column. *Good Housekeeping* has a total circulation of more than 5,600,000 and an estimated readership of 16,000,000.

Good Housekeeping magazine's Charlotte Montgomery discusses hearing loss, BHI, and Hearing Aid HelpLine in her October

NEW BHI 'BICENTENNIAL SOUNDS'
TV PSA TO BE ISSUED NEXT MARCH

ennial publicity, is scheduled for release next March. The PSA stimulates human interest with a rapid staccato panorama of Bicentennial sounds---a cannon roar, a bell tolling, horse hoofs on the pavement, and a fife and drum corps---to emphasize the value of sounds and hearing in everyday life. This spot, in addition to other new BHI PSAs, will be shown to HAIC and NHAS members during their Chicago meeting.

"Bicentennial Sounds," a new Institute TV PSA similar in format to BHI's very effective "Sounds" spot and timed to coincide with Bicenten-

The "Bicentennial Sounds" radio spot will be distributed next month.

BHI HELPLINE STATISTICS SHOW
MOST CALLS ARE INFO REQUESTS

than 89% are routine requests for information, according to recently compiled BHI statistics.

In spite of heavy press criticism of the hearing aid industry, less than 11% of all calls to Hearing Aid HelpLine are complaints. More

To date HelpLine's toll-free number---established to assist those receiving inquiries, suggestions, or complaints about hearing aids and hearing help---has assisted more than 2,500 ear specialists, hearing aid specialists, manufacturers and other hearing field professionals, consumer groups, and consumers.

BHI TIMES SEMI-ANNUAL BOARD MEETING
WITH OCTOBER NHAS, HAIC CONFERENCES

BHI's board of directors will meet at 1:00 p.m. on Tuesday, October 14, at the Palmer House in Chicago.

Expected to attend are Joseph C. Lucke, president; John J. Kojis, vice president; Robert W. Lee, secretary; Larry G. Alkire, treasurer; Thomas E. Arnold, Ralph Campagna, and Donald Galloway, board members; and Joe Rizzo, executive director.

This mid-year meeting is timed to coincide with the October 15-19 NHAS and HAIC conferences, also in Chicago. The purpose is to review Institute accomplishments and explore new projects.

HEARING AID MAGAZINES FEATURE
COMPREHENSIVE ARTICLES ON BHI

September issues of Hearing Instruments and Hearing Aid Journal and the summer issue of Audacibel all include informative articles about BHI. Audacibel's "Better Hearing Institute Reaches Millions" gives a brief overview of BHI activities. Hearing Aid Journal's "The Role of Public Education" discusses in detail ongoing and upcoming Institute projects. Hearing Instruments' "BHI---Strengthening the Hearing Team's Voice" is an interview of BHI Executive Director Joe Rizzo about the Institute's increasing role in support of those providing hearing help services.

Reprints of the HAI and HI articles are available on request from BHI.

BHI BRIEFS

Nominations are still being accepted for BHI's newly established Advisory Board (see June 1975 Communicator)...BHI Executive Director Joe Rizzo recently was interviewed about the Institute by "Metro Action," Canadian Broadcasting...BHI and the American Council of Otolaryngology are exploring areas of joint cooperation. ACO already gives BHI considerable assistance answering HelpLine medical inquiries and has agreed to review medical aspects of BHI materials, to help assure technical accuracy...Currently in the early production stages is a new BHI pamphlet on hearing loss and available medical, surgical, and amplification help.

Art Carney Stars in New BHI TV PSA's

Behind-the-Scenes Production Photos of Spots Just Released

Academy Award-winning best actor Art Carney entertains the production crew before filming of recently released BHI television public service announcements.



Professional make-up artist Rose Marie Garner prepares Art Carney for camera.

Art Carney and Joe Rizzo, BHI executive director, review last minute script revisions.



Art Carney, in "live action" during shooting, tells audience about hearing loss and encourages those who suspect a problem to seek available medical or amplification help.

