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NANETTE FABRAY DOES 'VOICE OVER' FOR NEW SPEAKERS BUREAU A-V TOOL

"Silence Is Lonely," an informative new Better Hearing Institute slide/cassette presentation on hearing loss in the golden years, will feature actress Nanette Fabray, star of theater, motion pictures, television, and musical comedy. Ms. Fabray, who overcame her own hearing handicap, will encourage senior Americans with hearing loss to admit they have a problem and to seek help. In addition she will discuss the magnitude of hearing disorders, prevention, and warning signs. (For more details see page 3.)

Ms. Fabray appears in BHI TV and radio public service announcements and the Institute's "They Overcame Hearing Loss" celebrity booklet. She received BHI's 1976 Better Hearing Achievement Award for her "outstanding public service and education efforts on behalf of the hearing impaired."

Nanette Fabray



BHI DEVELOPS NEW SERIES OF TV PUBLIC SERVICE ANNOUNCEMENTS

BHI has planned and soon will produce a new generation of situation-type public service television spots. The series will dramatize the importance of hearing and communication with family, friends,

co-workers, and others in everyday situations.

The first new spot, "Alone in the Crowd," is scheduled for production early this month and unveiling at the October Hearing Aid Industry Conference and National Hearing Aid Society conferences in Chicago.

Previous BHI public service TV announcements have starred celebrities who overcame hearing handicaps, including Academy Award-winning best actor Art Carney, Washington Redskin halfback Larry Brown, comedian Norm Crosby, actress Nanette Fabray, Governor George Wallace, and singer Johnnie Ray.

ACO INVITED TO JOIN BHI IN PUBLIC HEARING HELP INFORMATION PROGRAM

BHI recently invited the American Council of Otolaryngology to participate in its nationwide public education effort to inform Americans about hearing loss and available medical,

surgical, and amplification assistance. The invitation to ACO is part of BHI's continuing effort to enlist all members of the hearing help team to support and expand Institute public service projects on behalf of the hearing impaired. Several members of the Council are on the BHI Advisory Board. Some also serve in BHI's speakers bureau program.

BHI PROPOSES \$2,200,000 PROGRAM

OF HEARING HELP EDUCATION TO HEW

BHI recently submitted to Department of Health, Education, and Welfare Secretary F. David Mathews a proposal for a comprehensive \$2,200,000 hearing help education program. The proposal was prepared in response to an HEW task force "Final Report" on hearing aid health care. The report devotes a whole section to the need for more information about hearing loss and available hearing help.

Stated goals of the BHI program are: to improve public understanding of hearing loss, its causes and remedies; to help eliminate individual hesitance to seek or accept assistance; and to help overcome personal and psychological problems associated with hearing problems. Activities recommended range from an original one-hour television special and a motion picture adaptation to direct mailings and hearing help vans.

"The enormous need for information about medical and amplification help requires bold, massive action," emphasizes the BHI proposal. "With adequate funding, coupled with an impressive track record, BHI can help bridge the gap and meet the challenge of providing information and encouragement to hearing-impaired Americans."

NEW BHI BOOKLET DESCRIBES

INSTITUTE GOALS, PROGRAMS

formerly contained in "Q&A."

"BHI Is," 1450 K Street, N.W., Suite 200, Washington, D.C. 20005.

Just off the press is a new BHI booklet describing the Institute, its aims, and its programs to inform the hearing impaired and others about hearing loss and hearing help.

"BHI Is..." updates and adds to information

Single copies are free from BHI. Write:

HILL, TREMMEL WIN BHM AWARDS;

OLSEN, SYERS NAMED RUNNERS-UP

1976 Better Hearing Month Achievement Awards. Runners-up are Louise Olsen, Arrowhead Hearing Aid Center, Duluth, Minnesota, and William Syers Jr., Davenport Hearing Aid Center, Inc., Davenport, Iowa. The awards will be formally presented by BHI President Joseph C. Lucke at the October NHAS conference in Chicago.

Clarence B. Hill, president of Hill's Hearing Aid Service in Oklahoma City, Oklahoma, and DuWayne M. Tremmel, president of Better Hearing Aids, Inc., Marshfield, Wisconsin, are the winners of BHI's

This award, presented to NHAS Public Affairs Committee members who are most active and effective during Better Hearing Month, honors the PAC people for their "outstanding information and education efforts in promoting available hearing help for 11,000,000 Americans with uncorrected hearing problems."

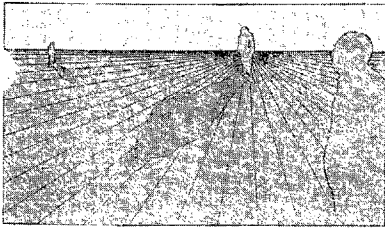
INSTITUTE RECEIVES IRS

501(c)(3) CLASSIFICATION

BHI has received formal recognition of its nonprofit educational status. According to the Internal Revenue Service, the Institute is a 501(c)(3) (exemption #42 1018642).

This means all donations to BHI are income tax deductible as charitable contributions.

silence is lonely...



presented by the
Better Hearing Institute, Washington, DC.

NEW BHI SLIDE PRESENTATION

TARGETED TO SENIOR CITIZENS

Title slide

"Silence Is Lonely," a moving and entertaining new slide/tape presentation soon to be released by BHI, will address the special needs and concerns of the nation's more than 22 million senior Americans. The presentation, for showing by hearing field representatives to local civic, social, and fraternal organizations, premieres at the October NHAS/HATC conferences in Chicago.

"Silence Is Lonely" utilizes a case history approach to explore the personal and emotional problems associated with hearing handicaps and the different types of hearing help available. Nanette Fabray will urge hearing-impaired elderly Americans who suspect a problem to get help. She also will discuss the scope of hearing loss, prevention, and warning signs. BHI Advisory Board Chairman and ear surgeon Dr. Charles Gross will explain the hearing process and types and causes of hearing disorders.

The presentation will be self-contained for easy usage. Slides will be automatically advanced by a tape with inaudible magnetic impulses or they can be advanced manually by following script cues. Each set will include a 15-minute cassette, 80 slides in a carousel tray, a slide-keyed script, and helpful suggestions and how-to instructions.

The joy of hearing



Ear exam



Hearing aid fitting

Copies will be available from BHI by the end of October. Order yours before October 21 and save: special pre-convention price is \$47.50.

BHI's first slide presentation, "You and Your Hearing," already has sold over 200 copies and has had more than 1,500 showings across the country. You can obtain both sets for just \$89.95.

BHI PLANS SEMI-ANNUAL DIRECTORS' MEETING

TO COINCIDE WITH HAIC, NHAS CONFERENCES

ident; John Kojis, vice president; Donald Galloway, secretary; Larry Alkire, treasurer; Thomas Arnold, Ralph Campagna, and Barclay Smith, directors; and Joseph Rizzo, executive director.

This mid-year meeting has been scheduled to coincide with the October 21-24 HAIC and NHAS conferences, also at the Palmer House in Chicago. The purpose: to review Institute projects and plans and to explore new avenues of support.

NEW ADDRESS: BHI MOVES

FROM 8TH TO 2ND FLOOR

We've moved! For your records: only our suite number has changed. Please address all future correspondence to: Better Hearing Institute, 1430 K Street, N.W., Suite 200, Washington, D.C. 20005.

BHI BRIEFS

BHI Executive Director Joseph J. Rizzo recently participated in a press conference on hearing loss sponsored by the Institute and the Sertoma Foundation of America in Birmingham, Alabama. Rizzo also appeared on local television in Birmingham to discuss hearing loss and available hearing help... Currently in the works is a revised edition of the best selling BHI booklet, "They Overcame Hearing Loss." The new version may include additional celebrities who have overcome their own hearing problems and will be more lively in color and design.

TOO MANY COMMUNICATORS? MOVING?

If you're moving, or if you're receiving more than one copy of the Communicator, please let us know. Send your mailing label with new address, comments, or corrections to BHI, Subscriber Service, 1430 K Street, N.W., Suite 200, Washington, D.C. 20005.

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