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CELEBRITY BOOKLET OFFERED THROUGH MANY CHANNELS TO ENCOURAGE HARD OF HEARING

ing problems. "Our immediate opportunity," said BHI president Ralph Campagna, "is to gain maximum distribution of this encouraging booklet to the 11 million Americans who suffer from uncorrected hearing problems."

BHI this month opened many distribution channels to assure the widest possible readership of its booklet, They Overcame Hearing Loss, which features the personal success stories of 12 famous Americans who overcame their own hear-

Campagna noted that the booklet distribution plan includes the offices of otologists and otolaryngologists; audiological clinics; the National Association of Hearing and Speech Agencies; the offices of hearing aid dealers and their mailing lists; and will be offered through hearing aid dealer and manufacturer publicity and advertising. To avoid compromising the booklet personalities, emphasized Campagna, those offering the booklet must agree in writing not to use the names, photographs or statements of booklet personalities in any promotion.

HEARING PROFESSIONALS GET SPECIAL MAILING

mailing included a special order form and agreement requiring signature before order is filled. Hearing field professionals were encouraged to order copies for free distribution in medical offices, audiological clinics and reception areas of other agencies that serve the hard of hearing.

A 7,000-piece mailing promoting the booklet has been sent to otologists, otolaryngologists, audiologists, and to NHASA agencies and other hearing centers across the country. The

HEARING AID INDUSTRY URGED TO USE ITS EFFECTIVE CHANNELS

distribution network in supplying the booklet and its inspiring message to millions suffering from uncorrected hearing problems. Order information has been issued or will be enroute to most manufacturers and dealers.

Hearing aid manufacturers and dealers, with nearly 6,000 hearing aid outlets, have been encouraged to make maximum use of their effective

ADDITIONAL ORDER FORMS NOW AVAILABLE FROM BHI

phone (202) 296-5145 now. Isn't the holiday season a most appropriate time to give the celebrity booklet and provide needed encouragement to those suffering from hearing loss?

If you have not already received a celebrity booklet order form---or if you need additional copies---submit your request now to BHI, 1001 Connecticut Ave., N.W., Suite 632, Washington, D. C. 20036. Or

OTICONGRESS, VIRGINIA DEALERS

WILL VIEW BHI FILM, TV SPOTS

BHI's slide film and TV public service announcements will be screened at Oticon's 4th International Oticongress in Copenhagen, Feb. 21 - Mar. 3, 1974, and at the Virginia Hearing Aid Dealers Association meeting in Fredericksburg, Va., Feb. 2, 1974. Attending the Oticongress will be 250 U.S. dealers, 20 Canadian dealers, 200 European dealers and 73 other hearing health professionals.

The Institute presentation was shown this month at Associated Hearing Instruments' Dec. 4 dinner meeting for 112 audiologists in Philadelphia. Since its premiere at the HAIC and NHAS October meetings in Chicago, the BHI presentation has been in demand for meeting programs around the country. The multimedia report on BHI includes a 13-minute 35 mm slide film, a narrative on a cassette tape containing inaudible magnetic signals that automatically advance the slides, and a 3-minute 16 mm sound film containing 60- and 30-second TV public service announcements starring Nanette Fabray and Johnnie Ray.

BHI continues to accept requests for showings to other hearing team groups. Please submit requests at least two weeks in advance of showing date.

BHI Offers CBBB Booklet:

"Facts About Hearing Aids"

The Council of Better Business Bureau's informative booklet Facts About Hearing Aids is now available from the Better Hearing Institute. Written to help the average person

learn about hearing aids, the booklet is the result of more than a year's work in cooperation with hearing industry experts and hearing professionals. Write BHI for order form.

CONSUMER HELP NEWSPAPER COLUMNISTS

CAN NOW USE HEARING AID HELPLINE

In a HelpLine mailing this month, the Institute offered use of its toll-free telephone service to more than 350

"Action Line" newspaper columnists and other consumer help writers throughout the U.S. HelpLine now helps those who help the consumer--- hearing field professionals, government officials and consumer group representatives who receive consumer complaints, questions and suggestions concerning hearing aids and hearing aid use. BHI hopes to eventually open HelpLine directly to the consumer.

HAIC Members Hear BHI Report

A comprehensive report on Institute accomplishments during its first six months was presented by Ralph Campagna, BHI president, to members of the Hearing Aid Industry Conference meeting Oct. 24-25 at Chicago's Palmer House. HAIC members,

President Ralph Campagna

who solely fund BHI programs presently, warmly applauded initial results of the national information and education effort, which includes participation by prominent hearing-impaired Americans.

HEARING AID SPECIALISTS LAUD PROGRAM,

MEMBERS OF THE NATIONAL HEARING AID SOCIETY GAVE A STANDING OVATION TO A MULTIMEDIA BHI REPORT PRESENTED BY RALPH CAMPAGNA AND JOSEPH RIZZO,

PREVIEW FIRST TV PUBLIC SERVICE SPOTS

INSTITUTE DIRECTOR, OCT. 26 AT NHAS' ANNUAL MEETING, ALSO HELD AT THE PALMER HOUSE.

THE HEARING AID SPECIALISTS VIEWED A SLIDE FILM REVIEW OF BHI ACCOMPLISHMENTS AND PREVIEWED THE INSTITUTE'S FIRST TV PUBLIC SERVICE ANNOUNCEMENTS STARRING ACTRESS NANETTE FABRAY AND SINGER JOHNNIE RAY. THE SPOTS ARE SLATED FOR EARLY 1974 DISTRIBUTION TO 250 MAJOR TV STATIONS, AND SOME 835 RADIO STATIONS WILL GET BROADCAST VERSIONS RECORDED BY THE STARS. ENTERTAINMENT SCENES FROM THE STARS' CAREERS OPEN UP EACH SPOT; THEN BOTH PERFORMERS DRAMATIZE FACTS ON THE NATIONAL SCOPE OF HEARING PROBLEMS, ACKNOWLEDGE THEIR OWN CORRECTED HEARING LOSS, AND URGE OTHERS WITH UNTREATED HEARING PROBLEMS TO SEEK HELP.

FOLLOWING THE PRESENTATION, MANY DEALERS VOICED INTEREST IN POSSIBLE NHAS PARTICIPATION IN FUTURE BHI PROGRAMS.

NHAS INVITED TO SHARE EQUALLY IN
BETTER HEARING INSTITUTE DIRECTION

AFTER THE GROUNDSWELL OF INTEREST DEMONSTRATED BY DEALERS AT THE NHAS MEETING, THE INSTITUTE'S BOARD AUTHORIZED RALPH CAMPAGNA TO INVITE EQUAL NHAS REPRESENTATION ON THE BHI BOARD OF DIRECTORS. MARVIN PIGG, NHAS PRESIDENT, WELCOMED CAMPAGNA TO NHAS' OCT. 27 BOARD MEETING WHERE THE INVITATION FOR BHI PARTICIPATION WAS EXTENDED. NHAS BOARD MEMBERS RESPONDED POSITIVELY AND, PENDING LEGAL CONSIDERATIONS, WILL JOIN THE BHI BOARD IN EARLY 1974.

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HelpLine Will Be Opened Next

"Hearing Aid HelpLine" will move a step closer to the consumer next month when BHI plans to offer use of the toll-free telephone service to more than 350 "Action Line" newspaper

to "Action Line" Columnists

columnists across the country.

HelpLine was created to help those who help the consumer: those who receive consumer complaints, questions and suggestions concerning hearing aids and hearing aid use. It already assists scores of hearing field professionals, government officials and consumer group workers.

Only a little more than 20 percent of calls received to date could be described as complaints. Most are routine requests for information.

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