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NEWS letter

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HEALTH PROFESSIONS TO HONOR SEN. HILL (See Page 4)

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SECOND NATIONAL PR CONFERENCE COVERS SPEAKERS BUREAUS, NEWSPAPERS

Roles of state and local societies in developing speakers bureaus and the use of newspaper columns on dentistry were highlighted at the Second National Public Relations Conference, held in Chicago Aug. 2-3. ADA Sec. Harold Hillenbrand keynoted the Conference, which was supported by a grant from the Procter & Gamble Co. Other speakers on the program included a newspaper editor, a public relations agency head, a member of a state women's dental auxiliary and several dental practitioners active in public relations. Attendance at the two-day Conference was 150.

* * *

Newspaper Columns

Dr. Frank A. Green, Chattanooga, Tenn., described the Tennessee state society-sponsored weekly newspaper column which is distributed to key newspapers throughout the state. He pointed out that the newspaper column is essential to increasing the public's knowledge of dentistry and said that although "our fund of general knowledge is doubled every 20 years and our total knowledge in the field of science is doubled every 10 years," it is unlikely that the public's knowledge of dentistry has doubled in the last 15 or 20 years. Dr. Green listed several pointers for societies interested in developing a newspaper column. First, he said, it must be remembered that "newspapers don't need dental columns to fill up their space." Therefore, the material submitted must be well written and interesting. Additionally, personal contact with the newspaper editor is essential toward building good will and paving the way to possible acceptance of the column. The basic

purpose of such columns should be stressed to the editor; that is, they are meant to be educational, they are an effort to promote good health and they will be prepared by an authoritative and ethical professional organization. Dr. Green said his society's dental column is currently appearing in 12 daily newspapers and 17 weeklies.

Mrs. Lincoln Todd, president of the Northern Virginia Women's Auxiliary, told the Conference of a successful newspaper supplement on dentistry prepared by the Auxiliary. She pointed out that, when soliciting financial support for the supplement, it is always important to remember that "there are some businesses which would seem in poor taste to advertise in a dental health publication." Approval for the supplement was received from the Northern Virginia Dental Society. Three benefits accrued to dentistry as a result of the column, Mrs. Todd said: public acceptance was high, cordial relations were created with the local newspaper and the participating merchants gained a new appreciation of dentistry.

* * *

Speakers Bureaus

Anthony M. Franco, president of a public relations firm bearing the same name, discussed the creation of a state speakers bureau as developed by the Michigan State Dental Association. Mr. Franco stressed that

...Second National
(Cont. From Page 1)

"every state dental society should have a speakers bureau, for no other form of activity can do such an excellent job of communications." He listed these actions as necessary in the development of a speakers bureau: gather information on active speakers bureaus from component societies; hold a conference for all interested component members to formulate plans for a statewide bureau; develop tools, such as brochures, to publicize the bureau to the profession and the public, follow up with both members of the speakers bureau and the public to see that continuing activity is maintained. Mr. Franco added that the function of the state society in a speakers bureau program should be one of guidance and maintenance to assure that the program will continue to grow. Component societies must provide the basics: speakers, audiences and programs.

In addition to Mr. Franco, the executive secretary of the Los Angeles County Dental Society, Miss Ruth Hart, discussed the responsibilities of the local society in developing a speakers bureau, and Dr. Raymond H. Myers, University of Wisconsin speech professor, spoke on "The Speaker's Platform: The Neglected Medium."

* * *

Editor's View

James P. Brown, Jr., editor of The Ypsilanti (Mich.) Press, presented his views on public relations from the editor's side of the newspaper desk. Newspaper editors, he said, insist that any publicity item for the newspaper be factual, of interest to the readers and concise. He suggested, when making contact with a newspaper for a possible story, that the "place to start is either with the reporter who covers that particular field or the city editor." In addition, "make sure that you keep fresh blood moving into the program: don't depend on one man to serve as committee chairman forever, he's bound to go stale." Mr. Brown also suggested that the public relations committee should not neglect the weekly newspaper. "These papers

are the 20th century frontier in journalism and well worth your consideration in any public relations program."

In another paper, Kenneth L. Croft, deputy secretary for the Canadian Dental Association, told the audience of the technic used by his association to deal with the media on a specific issue. Because the controversy over fluoridation in the publication Saturday Review was based on an article by three Canadians, Mr. Croft pointed out that the CDA was forced to take public action on the matter. First, a group of competent scientists prepared a critical review of the article cited in Saturday Review. The full review was circulated in scientific circles and a summary review was prepared for the public. Additionally, the president of CDA wrote a short letter of criticism to the magazine. Finally, "Toronto science writers and editors, editorial page writers, and broadcasting officials were invited to join our people for cocktails and dinner." The dinner provided an informal atmosphere for frank discussion on the fluoridation controversy with the result that "a dialogue was established between dentistry and the press that night."

* * *

Television in PR

Although the focus of the national Conference was on speakers bureaus and newspapers, Dr. Lawrence Krasne, Miami, Fla., showed the participants a Kinescope recording of a television program on dentistry that was prepared by the Florida society. The program dealt with public service activities of the dental society. Financial sponsorship of the program was provided by the South Florida Dairy Council and the program was presented over a local television station.

Berry Named Penn. Assoc. Dean

Dr. Harrison M. Berry, Jr., professor and chairman of the Department of Oral Roentgenology and assistant dean, has been named associate dean of the School of Dental Medicine, University of Pennsylvania. Dr. Lester W. Burket is dean.

PICTURE HIGHLIGHTS OF SECOND NATIONAL DENTAL PR CONFERENCE



Four participants in the Second National Conference on Dental Public Relations find time to discuss mutual problems during a break in the program. From left are: Dr. Taylor Scott, Stillwater, Okla.; Dr. Lawrence Lupkin, Kansas City, Mo.; Mrs. Joan Keisel, Tucson, Ariz., and Dr. T.F. McBride, St. Louis, Mo.



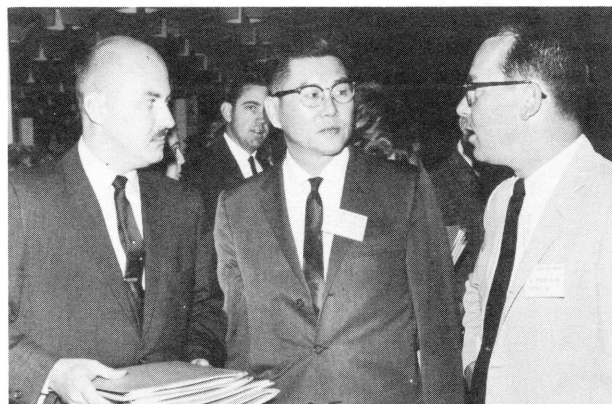
ADA Sec. Harold Hillenbrand, left, delivered the keynote address at the opening of the Conference. He was introduced by Mr. Perry Sandell, director of the ADA Bureau of Dental Health Education. Mr. Sandell was also a speaker on the program, discussing ADA materials available to dental society speakers bureaus.



Dr. Lawrence Krasne, left, North Miami Beach, Fla., chairman of the Florida Committee on Public Relations, explains the TV public service program he organized for his society to Dr. B.A. Marcello, Thibodaux, La., left, and to Dr. William P. Powell, Vermillion, S.D., president-elect of the South Dakota Dental Association. Dr. Krasne reported to the PR Conference on his society's project.



Mrs. Lincoln Todd of Arlington, Va., president of the Ladies Auxiliary to the Northern Virginia Dental Society, tells Dr. Leon Podgainsy of Rochester, N.Y., left, and Mr. Kenneth C. Croft of Toronto, Canada, deputy secretary of the Canadian Dental Association, about organizing and financing a newspaper supplement on dentistry. Mrs. Todd presented a paper on this subject at the Conference and Mr. Croft described how the "Canadian Dental Association Meets the Press." Exhibit in background presents a summary of publicity activities by the Los Angeles County Dental Society.



Discussing dentistry and the Washington scene are from left: Mr. Eric Bishop, ADA Washington Office public information counsel, Dr. Kanemi Kanazawa, Honolulu, chairman of the public relations committee of the Hawaii State Dental Association, and Dr. Robert Rubin, Norfolk, Va., chairman of the public relations committee of the Virginia State Dental Association. Mr. Bishop headed a panel discussion on publicizing annual sessions.

HEALTH PROFESSIONS TO SALUTE SENATOR LISTER HILL ON AUGUST 13

Nearly 100 representatives of major health professions and governmental agencies will salute Sen. Lister Hill for his more than four decades of service in Congress as a leader and innovator in the field of health legislation. The ADA will be host at a banquet Aug. 13 in the auditorium of the new Headquarters Building. The date marks the 20th anniversary of the signing of the Hill-Burton Hospital Facilities Act. Sen. Hill is chairman of the Senate Labor and Public Welfare Committee and the Appropriations Subcommittee. Among dignitaries attending will be: Dr. William Stewart, U.S. surgeon general; Mrs. Ellen Winston, U.S. commissioner of education; Dr. Paul Dudley White; Dr. Leonard Scheele, former surgeon general, and Dr. Albert Sabin. Main speaker of the event will be Dr. I.S. Ravdin who will deliver the tribute to Sen. Hill.

Among the many health groups which will be represented at the event, will be: American Cancer Society; American College of Radiology; American College of Surgeons; American Heart Association; American Medical Association; American Nurses' Association; American Osteopathic Association; American Pharmaceutical Association; American Psychiatric Association; American Surgical Association; American Veterinary Medical Association; Catholic Hospital Association; Health Insurance Association of America; National Advisory Health Council; National Association for Mental Health; National Association for Retarded Children; National Association of Schools of Public Health; National Catholic Welfare Conference; National Cystic Fibrosis Research Foundation; National Dental Association; National Epilepsy League; National League for Nursing, and the U.S. Public Health Service.

Maxillofacial Academy Workshop

The American Academy of Maxillofacial Prosthetics will hold a workshop on the management of patients with maxillofacial debilities Sept. 12-16 in Washington, D.C. Further information on the workshop may be obtained by contacting Dr. Sidney La Pook, 960 Hempstead Ave., West Hempstead, N.Y.

Four New Staff Appointments

ADA Sec. Harold Hillenbrand has announced four recent staff appointments: Rodney J. Schaid, coordinator of grant programs, Council on Dental Research; Robert A. Pyskacek, assistant director, Bureau of Educational Measurements; Rolland K. Swanson, coordinator of dental school accreditation, Council on Dental Education, and John D. Denne, research associate, Bureau of Economic Research and Statistics. Prior to joining the ADA staff, Mr. Schaid was employed by Northwestern University in several capacities, most recently as director of its Aerial Measurements Laboratory. He received his B.S. in 1945 from Northwestern and an M.S. in theoretical and applied mechanics from the same institution in 1948. Mr. Pyskacek, a master's degree candidate at De Paul University, received his A.B. degree in psychology from the University of Illinois in 1958. He was previously employed by the Chicago Civil Service Commission. Mr. Swanson, a business administration graduate of Omaha (Neb.) University, has been employed by the National Safety Council and General Dynamics/Astronautics Corp. Mr. Denne graduated from Roosevelt University in 1957 with a major in psychology. He spent six years at the Illinois Bureau of Employment Security before joining the ADA staff.

PHS Booklet On State Dental Programs

The Division of Dental Health, U.S. Public Health Service, has published a booklet, "Digest of state dental health programs," containing descriptions of dental programs in the 50 states, District of Columbia, Guam, Puerto Rico and the Virgin Islands. Information on dental programs sponsored by state agencies other than health departments is also included. Limited quantities of this booklet are available from the Dental Care Administration Branch, Division of Dental Health, USPHS, 8120 Woodmont Ave., Bethesda, Md.

CONFERENCE ON DENTAL LABORATORY EDUCATIONAL STANDARDS OCT. 14-15

A national conference to review educational standards for dental laboratory technicians will be conducted in Chicago, Oct. 14-15, by the ADA Council on Dental Education. Sponsors of the conference will include the ADA Council on Dental Trade and Laboratory Relations, the American Association of Dental Schools, and the Joint Commission on Accreditation of Dental Laboratories. Sponsoring agencies have been able to extend the scope of the fall conference through grants from the American Fund for Dental Education and the Oral Health Committee of the Editorial Council of the Journal of Prosthetic Dentistry.

According to Reginald H. Sullens, secretary of the Council and ADA assistant secretary for educational affairs, purpose of the conference will be to "study some of the major problems and influences which have delayed growth of formal training in dental laboratory technology, so that immediate and long range work force needs of the profession and industry can be accommodated with more adequate programs and particularly with programs that are attuned to realistic occupational and technical performance levels." Mr. Sullens added: "In the period between 1957 and 1965, school development in this field of auxiliary education has failed to progress and keep pace with contrasting high rates of expansion in dental assisting and dental hygiene." He pointed out that federal funds are available at state and local levels for development of vocational-technical curriculums in community colleges, technical centers, health occupation training centers and similar institutions. Invitations have been sent to dental practitioners, dental examiners, dental educators, dental technology educators, certified dental technicians and dental laboratory owners.

N.Y. Appeals Court OK's Fluoridation

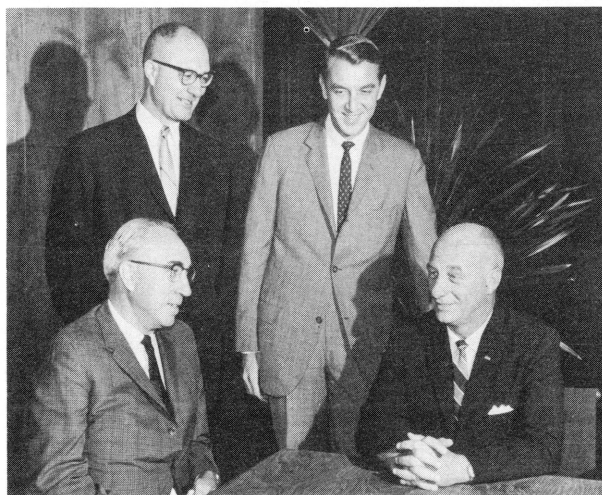
The New York Court of Appeals, the state's highest court, has rendered the opinion that fluoridation for New York City is constitutional and lawful. The high court's ruling is in response to efforts by anti-fluoridationists to have the measure declared unconstitutional. Fluoridation began in New York City in September 1965.

NIDR Issues Information Booklet

"The National Institute of Dental Research" is a new booklet just released by the U.S. Public Health Service. The brochure describes the many facets of research on oral diseases being conducted at NIDR -- tooth decay, periodontal disease, oral ulcerations and cleft lip and palate. The need to increase the number of scientists engaged in dental research is also discussed. Copies of the 32-page booklet may be obtained for 50 cents by writing Superintendent of Documents, Government Printing Office, Washington, D.C., 20402.

Flint OK's Fluoridation 2nd Time

Residents of Flint, Mich., approved fluoridation in a referendum Aug. 2 for the second time. The measure was first approved in April 1965.



A briefing session was held for the ADA task force on Aug. 2 prior to the group's departure for South Viet Nam to study the feasibility of initiating a full-scale assistance program to expand dental education in that country. The briefing was conducted by Maj. Gen. James W. Humphrey of the U.S. State Department's Agency for International Development (AID) which sponsors the trip. Dr. F. Darl Ostrander, speaker of the ADA House of Delegates, headed the task force. The other two members of the task force shown here with Dr. Ostrander, seated at left, and Gen. Humphrey, seated at right, are Dr. George W. Teuscher, dean of Northwestern University Dental School, and Dr. John Coady, assistant secretary of the ADA Council on Dental Education.

JCADL ELECTS DICKSON CHAIRMAN; ACCEPTS 2 NEW MEMBER ORGANIZATIONS

Mr. Homer Dickson of Fort Smith, Ark., was elected chairman of the Joint Commission on Accreditation of Dental Laboratories at the group's annual meeting July 31-Aug. 1 in the ADA Headquarters. He succeeds Dr. J. Eugene Ziegler of Hollywood, Calif. Dr. Norman H. Olsen of Chicago was chosen vice-chairman and Dr. A.H. Grunewald of Chicago was elected treasurer. The Joint Commission also approved the Dental Laboratory Owners Forum, a group of owners of accredited dental laboratories, and the U.S. Army Dental Corps for membership. DLOF will have three representatives and the Army Dental Corps will have one representative on the Board of Commissioners, which then will increase to 20 members.

Mr. Dickson, who is president of Homer Dickson, Inc., is a charter member of DLOF, a charter member of Associated Dental Laboratories of Arkansas and a past president of the National Association of Dental Laboratories. He became a JCADL commissioner last year when three representatives of the dental laboratory industry were named to the Commission. Dr. Olsen is chairman of the pedodontics department and Dr. Grunewald is chairman of the prosthodontics department at Northwestern University School of Dentistry.

In other actions, the Joint Commission:

-- Named Mr. John F. Auderer of New Orleans, owner of J.F. Auderer Laboratories, Inc., as commissioner-at-large for a three-year term replacing Mr. Robert J. Rothstein, Washington, D.C., whose term expired;

-- Added the classification of pedodontics to the current classifications of complete dentures, removable partial dentures, fixed prosthodontics, ceramics and orthodontics in the accreditation program;

-- Reappointed, for three-year terms on the board, Dr. Bazola to represent the American Academy of Crown and Bridge; Dr. Olsen, American Academy of Pedontonics; Dr. A.H. Clark, American Association of Dental Examiners, and Dr. Ziegler, ADA,

-- Appointed Dr. Fred N. Bazola and Dr. A.J. Skupa both of the University of Illinois School of Dentistry as JCADL representatives to the October 1966 Conference on Educational Standards for Dental Laboratory Technicians.



Mr. Homer Dickson, right, Fort Smith, Ark., was elected chairman of the Joint Commission on Accreditation of Dental Laboratories at the group's annual meeting last week at ADA Headquarters. At left is Dr. Norman H. Olsen, Chicago, who was named vice-chairman.

MSDA Wins Income Tax Ruling

The Internal Revenue Service has ruled that the Michigan State Dental Association does not owe federal tax on its income from annual meeting exhibits. The decision was reached by the Appellate Division Branch Office, Central Region of the IRS. Last year, the association received a formal assessment for more than \$32,000 in federal income tax on its exhibit income from 1958 through 1963. A previous appeal in 1965 to the IRS Detroit District Office was rejected. Although the MSDA is a not-for-profit organization and exempt from federal income taxes, IRS contended that the association's exhibit income was "unrelated" to the primary activities of the association and therefore subject to federal taxation. This new ruling will not prevent IRS from attempting to tax MSDA exhibit income in years after 1963, but such action at least in the near future is unlikely, according to MSDA officials.