

LA LISTENING POST

ISSUE NUMBER FIFTY-ONE OCTOBER 1994

Experiencing the Natural State

The Executive Board met in Little Rock September 30-October 2 for our bi-annual meeting. Among our first sights outside the hotel were stretch limos lining the street, and inside of the hotel men in tuxedos and women in formal wear filling the lobby. Mary Wise remarked she missed the memo that indicated arrival at the hotel was a "Black Tie Affair." However, Michael Gilbert explained that we would soon find, as did Bill Clinton, that the Excelsior Hotel is a hotbed of activity.

After checking into our rooms, we gathered in the hotel lobby to decide at which of the many hotel restaurants we would dine. Dinner was delayed as Margaret Fitch-Hauser attempted to explain to Charles Roberts that she had invited us to come **to** the Natural State, not **in** the Natural State. After dinner, we toured the hotel, viewing the possible meeting rooms for the convention. We found the perfect room for the Board to use--a room decorated after the fashion of an English County Manor House library, complete with antique furniture, books--and PADDED WALLS.

Saturday morning found us hard at work, despite the fact that the behaviorist in Phil Emmert had him torn between attending the meeting and searching for the *Little rock*. Phil may not have found a little rock in Little Rock, but Bev Aweve did find her very own bluebird of happiness (okay, so she found it in the hotel gift shop...it's hers now, nonetheless).

Lunch found Terry Ostermeir, Sandy Stein, and Kimberly Batty-Herbert enjoying food from the hotel



Summer Conference attendees work to define "Listening." (see story inside)

deli, while taking in the panoramic view of the river from the hotel terrace. What a relaxing way to "do lunch."

After a full day of decision-making, we walked the short three blocks to the Cafe Saint Moritz for dinner. We enjoyed an extended listening opportunity while lingering over the restaurant's choices of fine wines, gourmet entrees, and elegant desserts. As a result of sampling the chocolate crepe, Lisa Vickers will be entering the Chocoholics Anonymous Program later this month.

Sunday brought another meeting and another eating opportunity (do you get the impression that all we did

was eat?). One of the hotel's restaurants, Josephine's, offers a wonderful Sunday Brunch. SusanEllen Bacon and Sheila Bentley took on the task of sampling the brunch for our members. However, we encourage you to contact Bev, a professional on the brunch circuit, for tips on correct brunch-eating tactics. She offered these tips to Sheila and SusanEllen after finding that their approach was, in her words, "Weird."

Join us in March for more eating, exploration, learning and fun as we journey to the Natural State. (Remember Dr. Sin, **to**, not **in**, the Natural State.)

President's Perspective

What an exciting weekend! Having just spent the weekend holed up with the ILA Board at the Excelsior Hotel in Little Rock, I can bring you the news that there are a lot of exciting things happening now and coming in the future for ILA and its members. Perhaps our most important news is that we will have a new Executive Director in March. After four years of exemplary service to ILA, Mary Wise is retiring as Executive Director so that she can have another life, and we were faced with finding a replacement. This was an awesome task, but we have been successful. Kathy Thompson has agreed to assume the responsibilities of Executive Director at the end of the 1995 Convention. Kathy brings an incredible energy and enthusiasm to the task, as well as an impressive array of skills and experience. She has been a member for 7 years, and she says of herself that she is "genetically predisposed to be a cheerleader for persons, organizations, and ideas" that she truly believes in. She is on the faculty at Alverno College in Milwaukee where she teaches a variety of communication courses, and she has even agreed to keep a few life-size cardboard figures of Bob Bohlken in her office, if necessary! We want to congratulate Kathy on being selected, and we are looking forward to working with her and using her talents as we pursue and expand the field of listening.

Margaret Fitch-Hauser and Michael Gilbert are diligently putting together an exciting convention, and the education mini conference and the business pre-conference are in the planning stages. As a result of contact with the Arkansas State Board of Education, we may have been between 200 and 700 Arkansas teachers at the education mini-conference! Arkansas has just added listening to their required curriculum, and the teachers are hungry for material and techniques. Margaret has also put together a five-year plan which will incorporate our Vision 2000 goals into a year-by-year plan of action. If you have any suggestions for what should be included in our five-year plan, please contact Margaret or me.

Phil Emmert reported on the successful Summer Conference, and be-



cause he did such a great job, we have given Phil the charge of organizing a Summer Conference for 1995. Phil will be providing details on those plans.

On another front, because we can all benefit by listening to a larger and more diverse audience, SusanEllen Bacon has initiated a major membership campaign for this fall. You have probably already received the information about the Membership Contest. Our goal is to increase membership in ILA substantially. To do this, we are offering you quite an incentive. We are offering a \$500 prize to the person who brings in the most members, and we are offering a \$5 rebate on your convention fees for every new member you bring in. (Just think, if you really work at it, you could get your Convention registration for free!)

We have also made some decisions about the Convention sites for the next several years. Thanks go to Kathy Wahlers and her committee for their work. Based on the committee's recommendations, the following sites have been selected:

- 1997-Mobile, Alabama
- 1998-Kansas City, Kansas
- 1999-Albuquerque, New Mexico

The Board continues to look for additional ways to serve the membership and to make ILA an even stronger group. One of the ways that we can do this is to increase the opportunities we have for members to participate and to have contact with other ILA members. Therefore, we hope to lay the groundwork for regional meetings

throughout the country. Why should only those in the New York region get to meet with ILA friends more than the rest of us? To this purpose and because the Summer Conference was so well received by those who attended, we are establishing a schedule of summer conferences and fall meetings. The purpose of these meetings will be to provide a vehicle for exploring special topics, meeting special needs of special interest groups, and offering another opportunity for listening experts to share their knowledge. For the summer conferences, our goals are to provide a more informal setting for members to interact, while keeping the costs down, and create an opportunity for some workshops, hands-on problem-solving or research meetings, or opportunities to deal with special topics. The fall regional meetings would be an opportunity for ILA members to get together with others in the area and hear formal presentations, sponsor an extended program on a special



ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (including articles, ads, photographs to appear in the next issue) is December 9, 1994.

LISTENING POST ADVERTISING

To provide service to ILA members and suppliers, the ILA Listening Post will accept advertising. Acceptance of all advertising will be subject to editorial approval.

1994 RATE

Full Page.....	\$250.00
1/2 Page.....	\$150.00
1/4 Page.....	\$75.00
1/8 Page.....	\$40.00

All ads must be camera-ready and pre-paid. Send materials and ads to:

LISA VICKERS, Editor
Dept. of Communication and Theatre
University of North Alabama
Box 5189
Florence, AL 35632

topic, or whatever floats their boats. But, we hope to join the ranks of the many professional organizations who have not only an annual convention, but regional meetings and special conferences, as well. The 1995 Summer Conference is slated for one of the northern states. (If you would like to host and know of a good place, please contact Phil Emmert.) In 1997, we will be in Manitoba, Canada, and we are looking for a place for 1996--please give us your input or volunteer to host. Fall meetings are scheduled for Chicago on October 29, 1994, and for Tampa, Florida in the fall of 1995.

Charles Roberts is working on the next issue of the *Journal* and is also looking into getting the *Journal* indexed, which will make it more usable by a broader audience and will help us get it into more libraries.

Kimberly Batty-Herbert is getting the Book Display organized for the Convention and is also putting together a list of college deans and listening authors for us to send ILA information to. If you have materials you want included in the Book Display, please contact Kimberly.

Bev Aweve and Mary Wise are organizing a much-needed handbook of ILA policies and procedures. And Lisa Vickers is doing an outstanding job of ensuring that all of the vital information gets out to our members. (Remember that the *Listening Post* is a great way for us to share information on what members are doing and on what's new in the field, so send Lisa your articles.)

Sandy Stein and Terry Ostermier have also been working with their committees (Public Relations and International Outreach) to spread the news about ILA not only to others in the United States, but world-wide, as well.

The Board will also be recommending some changes in the by-laws, and these will be voted on at the March convention. These changes primarily refine positions on the Board and make functioning more efficient and effective. The changes will add specific duties to the First Vice President Elect and the Member-at-Large, Special Projects.

We will also be offering new ILA t-shirts at the Little Rock Convention, and we will have some other new ILA "stuff," including a poster to promote

the value of listening and of ILA.

In all, the Board meeting was very productive, and ILA members have some momentous events and exciting changes to look forward to.

My thanks to the Board members. They were diligent, creative, productive, and cheerful. I was relentless, and they worked hard, and for this I thank them!

Is Listening Women's Work?

by Andrew D. Wolvin
*University of Maryland-
College Park*

A recent article in *The Washingtonian* featured a psychoanalytical profile of our newest White House occupant, Bill Clinton. In the process of attempting to understand the president, Larry Van Dyne noted that Clinton works out of both a masculine and a feminine management style, projecting more of an androgynous image than most of his predecessors. The writer concludes that the feminine style is most exemplified by Clinton's willingness to listen: "Clinton is also said to share with many women an ability to really listen to what other people are saying and to empathize with their problems." National Public Radio commentator Steven Stark, in the *Los Angeles Times*, offers similar observations about Clinton: "The Clinton style is really a textbook example of a leader who communicates in ways often more characteristic of women than men. Women tend to listen, while men tend to lecture...If other presidents tended to speak by lecturing us...Clinton often communicates by listening."

It is interesting that these writers zero in on listening as a feminine trait. Indeed, if we review the literature on male/female communication differences, one conclusion that is drawn is that women tend to be more willing listeners. Linguist Deborah Tannen, in her look at male/female differences, observes that women tend to be more overt in displaying listening responses such as head nods, facial expressions, "uhm"s. Research on listening preference suggests that men listen more for information, while women focus more on the affective fea-

tures of messages. Listening researchers Deborah Borisoff and Michael Purdy note that perceptions of the positive traits of listening are more likely to be associated with women, while men are identified more frequently with the negative traits of ineffective listening. So where does this leave us? Do we men have to try harder? Fortunately, Van Dyne, in his analysis of Clinton, goes on to observe that "This trait [the ability to listen] may be one of his greatest strengths as a politician."

One of the pervasive American Attitudes about listening is that communication power is in speaking, not in listening. During the 1972 presidential campaign, George McGovern's media people put together a television spot focusing on McGovern as a man who would listen when he got to the White House. The ad was quickly pulled, because the feedback suggested that Americans feared that McGovern, as a listener, would not be providing the forceful leadership that the country needs. Since that campaign, however, it is encouraging to observe that some local and state-level political candidates have used a listening motif to win elections.

As women enter the professional workforce in record numbers, one of the major concerns has been to help women find their management style, a style that enables them to continue their nurturing, supportive side while, at the same time, communicating with the necessary assertiveness as leader. Likewise, we men would do well to embrace a more empathetic listening style for a more satisfying communication experience.

The essential balance may well center on what Baxter and Corrine Geeting described as assertive listening, taking charge of the communication through listening. Political media adviser Roger Ailes probably best capsulizes the issue: "If most of the time you talk more than you listen, you're probably boring people, too." Indeed, as the President illustrates, men can listen too!

Have you renewed your membership? Don't forget to send your information to Mary Wise at CICS, Ball State University, Muncie, IN 47306-0535. (Contact Mary if you did not receive a renewal form.)

Announcements

Bring us a Treasure!!! Auction to Raise Money For James I. Brown Award

Members of the Institute for the Study of Intrapersonal Processes (ISIP), which supports the cash award for the best student papers presented at ILA Conventions, plan to hold both an open and silent auction during the 1995 Convention in Little Rock. The auction is designed to supplement the endowment that provides the money for the James I. Brown Award.

For the open auction, Larry Barker has collected a few very special ILA and listening memorabilia that are sure to be highly desirable. They will be auctioned off at one of the luncheons at the Convention. Prior to the luncheon, a table with items donated by YOU will be set up for silent auctioning. And here's where we need your help.

Bring with you to the Convention some special article that you would like to donate—a gift item, decorative piece, small appliance, or something in excellent condition that another member would want to buy. This is not the time for white elephants or (excuse the term) JUNK! We want only a few quality items that will sell. Remember that many people will be traveling by plane, so small things are best.

We will have a box at Registration for you to leave the items. Ethel Glenn will be in charge, if you have questions.

So, come with something nice for us to sell and your wallet or checkbook to purchase that special gift that you've been looking for. This, in addition to the treasures that Larry Barker has collected, will enable us to increase the endowment for the Brown Award, ensuring the future of this very important ILA event.

Interpreters Needed

If you know sign language, and are willing to give of some of your convention time to act as an interpreter, we need you. We have a special surprise planned for the convention that requires the use of an interpreter for the

deaf. If you will give some of your time to ILA by volunteering to interpret, please contact Michael Gilbert at 501-569-3267.

Swap and Shop in Little Rock

Bob Bohlken and Kimberly Batty-Herbert are collecting items for the 1995 convention. If you have an idea for an activity or exercise related to listening get it down on paper according to the following format:

Title and contributor:
Objective:
Time Needed:
Number of Participants:
Procedure:

Submissions will be compiled into a booklet and available free-of-charge to those who submit. Even if you cannot attend the convention please submit and a booklet will be sent to you. Participation in this valuable opportunity to share teaching/consulting ideas has dwindled over the past several years and it would be a great disappointment to see this be the last swap shop. We need all of you to submit those wonderful ideas that have been rolling around in your brains. Even if you have an activity which you have shared in the past resubmit it so new members can benefit.

Send your activities/exercises to: Kimberly Batty-Herbert, Clovis Community College, 417 Schepps Blvd, Clovis, New Mexico 88101; or Bob Bohlken, NW Missouri State University, Wills Hall, Maryville, MO 64468.

'95 Convention Flights

American Airlines has been designated the official airline for the 1995 ILA Convention in Little Rock. We have arranged with World Wide Travel Service in Little Rock that ILA members will receive an additional 5% discount off any discounted fare, or 10% discount off 7-day advanced coach regular fare. Also, should the fares go

down after you purchase your ticket, you may request to be rebooked at the lower fare for a nominal \$35 fee.

ILA will also benefit from your use of World Wide Travel. We will receive one free ticket for every forty sold under this arrangement. These free tickets may be used as the Board designates, which could include possible awards to members.

Please use our authorized travel service: World Wide Travel Service, 800-378-1266, or 501-378-4700. Be sure to designate that you are booking for the ILA convention so that we get proper credit for your ticket.

ILA Needs You For Summer Conferences

Did you attend the Summer Conference in Virginia, or any of the other summer conferences? If so, you had the opportunity to enjoy a relaxing, informal meeting with fellow ILA'ers. Because of the positive response to the summer conferences, we have decided to try once again to hold annual summer conferences. If you would be interested in hosting a summer conference in your area, please contact Phil Emmert at Dept. of Human Communication, James Madison University, Harrisonburg, VA 22807.

Important Dates

October 15, 1994 -- Midwest Regional Conference.

January 1, 1995 -- Deadline for Ralph Nichols Award submissions. Send three (3) copies of papers to Ethel Glenn, Univ. of NC, Greensboro, NC 27412.

January 15, 1995 -- Deadline for submission to Tomorrow's Scholars Programs. Send six (6) copies to Margaret Fitch-Hauser, 6030 Haley Center, Auburn, AL 36849.

March 9-11, 1995 -- 16th Annual Conference in Little Rock, AR.

Assistant Sought With Manual

We are in the process of establishing a policy and procedures manual that should make decisions for new board members a bit easier to make. To determine what current policies are in place, Bev Aweve, ILA Secretary, has been looking through past minutes, correspondence, committee reports, etc. She has found that we are often remiss in dating our documents. In the future, we should make an effort to date all correspondence, reports, etc., so that when we refer to these documents, we can place them in the proper time frame.

ILA Journal Call for Manuscripts

You are invited to submit your research to the *Journal of the International Listening Association*. We are seeking articles related to any aspect of listening. As you know, listening is more than just an aural process. It encompasses all of the senses and can incorporate nonverbal behaviors as well. The journal is dedicated to a pluralistic philosophy, seeking articles that cover all aspects of listening from all perspectives. All theoretical and methodological approaches to listening will be considered, so long as the research is sound.

All submitted articles are sent out to at least three reviewers without attribution.

To facilitate this, be sure to put your name on a cover sheet only and not in the body of the paper. Your reviewers will be selected for your article based, in part, on the type of article and quick turn-around (usually less than one month from time of submission).

To submit, send four (4) copies of your manuscript to:

Charles Roberts, Editor
Journal of the International Listening Association
Department of Communication
Box 70667
East Tennessee 37614-0667



Carole Grau and Manny Steil view a sculpture in Vail, CO. The plaque for the artwork reads:

*In memory of Arne Hanson
Gift from The Vail Valley Arts Council
"Is Anyone Listening?"
Donald Mitchell
May 12, 1992*

Listening Authors Sought

One of the many Vision 2000 goals currently being given attention is increasing ILA membership of the listening authors. A mailing list of these authors who are not ILA members is being compiled. Your help is needed in locating many of these people. If you know the name and address of any individual who has written about listening please submit this information to:

Kimberly Batty-Herbert
Clovis Community College
417 Schepps Blvd.
Clovis, New Mexico 88101

Fall Regional Meeting in Chicago

The Midwest ILA Regional Meeting has been rescheduled for Saturday, October 29. The meeting will be held at Governor's State University and will feature a full-day program presented by ILA President, Sheila Bentley. The session is titled: Harmony in the Office: How to Get the Work Done and Still Like the People You Work With. This session teaches the communication skills (especially listening) needed to support cooperative work-styles and effective teams. The cost of the program is \$20 for ILA members and \$25 for non-ILA members. For more information, contact Michael Purdy at 708-534-4081 or Sheila Bentley at 901-854-4106.

Promotional Items

We still have a number of ILA promotional items for sale. If you need a notepad, a pen, or any of the other items, please call Ethel Glenn at 910-273-6772.

Congratulations

You are now an integral component of the Membership Committee. The phrase "Effective Listening Pays" could mean \$500 for YOU!! Watch your mail for details.

Help Bring ILA to You

The people who you meet at the March conference can and should be a part of your "home network." To help that happen, ILA wants to "build" on the regional concept such as exists in New York. If you are interested in helping "construct" a regional network (meeting, picnic, etc.) please call SusanEllen Bacon at 217-422-3900.

Summer Conference '94

A Definition of Listening

by Philip Emmert

Fifteen people joined together July 22-24 in Virginia at the Massenetta Springs Conference Center to discuss the nature of the phenomenon we call "listening." Their objective was to reach agreement. This was not the same as "agreeing to disagree," but rather was an attempt to develop a definition of listening that could include diverse perspectives on listening within ILA without including elements that were unacceptable to anyone. In other words, the participants in the summer conference attempted to pare down the concept of listening to its essentials. This strategy was based on the hope that a "bare bones" definition would be something on which everyone in ILA (and others who work with the concept of listening) could base statements to those outside of our group when trying to explain what it is that we are trying to teach, train, study, or do.

To achieve this objective, the participants were organized into research, education, interpersonal, and business groups who were to each develop definitions of listening that were reflective of their orientation to the phenomenon. After this was accomplished, the groups then came back together as a whole to present their definitions and to combine them into a single definition that reflected the approaches of each group, while excluding any elements that might be unpalatable to others. As a result of this process, the group agreed to the following definition: **Listening is the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages.**

I don't believe anyone at the conference would insist that this definition is "perfect"; however, I think everyone would agree that this is a definition that can serve as an umbrella and provide structure for discussions both among ourselves and with others who do not yet share our interest in listening. It was the hope of the group that by placing this definition before the ILA membership through the *Listening Post* it will be possible to begin a dialogue among ourselves that might culminate in a session at the Little Rock meeting. At this session more people could take part and we might be able to either modify this definition or endorse it the way it is so that mem-

bers of our organization could speak with a more unified voice in the future.

Another purpose served by presenting this definition in the *Listening Post* is that of stimulating dialogue through the *Listening Post*. Now that you have had the opportunity to read this definition, think about it and respond to us through the *Listening Post*. We hope that letters to the *Post* will serve the purpose of bringing us together in a discourse that will ultimately lead to a statement about the object of our concern with which we can all be comfortable. This kind of agreement should result in our enjoying greater credibility with those with whom we work as well as those to whom we sell our services because we will have achieved consensual validity among ourselves for the concept of listening. If we can't agree among ourselves we don't look very competent to others. If we can agree we look like folks who have it all together.

Participating in the conference were: Sheila C. Bentley, Edie Cole, Ethel Glenn, Jean Harris, Joe Harris, Amy Hodgson, Nadine Marsnik, Virginia O'Keefe, Milda Steinbrecher, Kathy Thompson, Lisa Vickers, Kathy Wahlers, Andy Wolvin, Vickie Emmert, and Phil Emmert.

Teaching Engineers Listening Skills

by Michael G. Talbot, P.E.

Engineers are a different "breed of cat" when it comes to the teaching of listening skills and listening techniques. This is also true of the manner in which an engineer learns listening and applies listening skills. I should know because I am a professional engineer and have taught communication to engineers for more than twenty-five years.

Engineers typically have their own language. Sometimes the language is mechanical engineering, sometimes electrical, "computer" is widely spoken now by many, environmental engineering and so on. Contrary to the belief held by many, engineers are not pencil-headed walking computers whose only love is numbers and widgets. This is even more true today with the advent

of what I will call the "softer engineering disciplines" such as Environmental Engineering, Industrial Engineering, etc. Engineers are a loving, feeling, sensitive and intelligent group of people who have one major thing in common. Engineers are typically "left brain" oriented! This is not to say that all engineers are like Mr. Spock on *Star Trek*. Quite the contrary, engineers often use the right portion of the brain to enjoy many of the same things that are above and beyond the capabilities of the average person.

Years of teaching engineers communication skills has shown me that special attention must be taken in the initial steps of instruction to assure that a firm logical base to the total communication process is absolutely essential before the finer points of listening are introduced. Most of the listening courses I have seen fail to provide such a foundation. If an engineer is uncomfortable with unfamiliar concepts initially, you can be assured that the information that follows is unlikely to be accepted or completely understood.

It has been my observation that engineers typically resort to their basic left brain instinct in the learning process. Engineers feel comfortable with numbers, logic and geometrical progression, etc. Abstract concepts such as beliefs, predispositions, attitudes, etc., leave them uncomfortable and unsure. This principal was learned the hard way through trial and error in the classroom.

This theory was tested not too long ago when a long-time associate and friend was asked to present a basic listening course to a group of utility engineers. This individual is a true expert in the field of listening, has a warm and outgoing personality which is admired by everyone and is one of the best presenters I've seen. My friend also is very "right brain".

The instructor was allowed to use any method or sequence of presentation she chose. The course of instruction chosen represented a typical approach to the way the subject is most often taught. There was a very brief introduction of what listening is, and what it is not, then right into the "Do's and Don'ts" and then a quick journey through some of the abstracts such as mental selection process.

A subjective evaluation sheet has been part of my standard procedure for years. The evaluation sheets after my friend's presentation clearly showed that the group had enjoyed the presentation and had been entertained throughout the entire course. What had not occurred to the normal degree was the transfer of usable information that could and would be used by the attendees. Many of the attendees stated, along with the fact they had enjoyed the course, that they didn't learn many practical principles and techniques which would be used in everyday situations to help them be better listeners. I hasten to point out that this was not a scientific study by any matter of means. This comparison was conducted more for my own edification than anything else. It confirmed my personal theory that people who are predominately "left brain" need to be given a different approach to listening instruction.

I am happy to share the approach with my fellow professionals in the hope that they may find it useful when making a presentation to a group of "left brain" individuals. Two words will appear that may be unfamiliar to some. The words are "Reticular Activating System" and "Scotoma." These words are taken from a course presented by Louis Tice of the Pacific Institute, Seattle, Washington. These terms will be discussed later in this article.

The following is the introduction used for "left brain" oriented people. It seems to provide the foundation needed to assimilate and remember some of the more abstract concepts in the listening process.

A DEFINITION OF LISTENING

Considerable time is spent on the defining the term "Listening." I personally use, "A Definition of Listening," by Dr. Kenneth Harwood, **A Concept of Listenability**. This definition seems to be easily understood and accepted by most engineers.

THE COMMUNICATION MODEL

1. Some years ago a pictorial communication model was developed to satisfy the need to be able to see the communications process. This handout becomes the basis for much discussion

after a thorough explanation of the process.

2. A complete description of the "Encoding" process is given with a strong emphasis on what words we choose, how we, as unique individuals, formulate sentences, etc. Adequate time is spent on discussing how our own beliefs, attitudes, predispositions, etc. influence the way we formulate a given message.

3. The next step is a discussion of physical barriers. This starts with possible accents or speech impediments of the speaker to audible noise, visual distractions, environmental impacts such as hot temperatures or unpleasant odors, etc.

4. We assume that the message that was originally sent arrives for decoding at the listener's ear in some form. The message may be changed significantly because of its path over, around and through the physical barriers. Time is spent in discussion regarding many of the possible changes to the original message that may have occurred. The message could be shortened, lengthened, enhanced or materially changed. After the message has been decoded it must pass through the "Reticular Activating System."

5. This system filters, screens and monitors an incoming message before it goes to the brain for evaluation and analysis. A simplified analogy of this system is a computer which has been programmed to filter out information which is non-essential to the individual. We each program our own system based upon what is of value to us as developed through a lifetime of experiences. We all share some common programming such as a response to physical threats, and items which may be personally profitable to us are not filtered out. These are allowed to pass unchanged.

6. There is no intention of getting into this subject too deeply. Suffice to say, the programming of the Reticular System can be changed which is one key to more effective listening. I personally believe this system is different than psychological and emotional barriers/filters described by Dr. Ralph G. Nichols. This system though interacts with the classical barriers and filters we normally hear of. These barriers/filters occur in the next step.

7. After the remaining portion of the message arrives at the brain, it is

recoded for analysis and evaluation. It is at this point that Dr. Nichols' barriers/filters come into play commensurate with our attitude and belief system in accordance with Beliefs, Attitudes and Values, by Dr. Milton Roleach. Considerable time is spent discussing this particular activity. This is where the effect of "Scotoma" is introduced. A simple explanation of Scotoma is, "locking on to a truth as we perceive it, and not allowing any new information concerning the topic to be analyzed."

8. Lastly, the recoding process as applied to memory storage is discussed at some length. Most engineers are amazed to learn that the recoding process occurs. Most had never given any thought to this in the listening process.

This information is presented with the hope that others might be able to use this system, which was developed through trial and error, to some advantage in the teaching of effective listening.

My only regret is that I didn't come across the concepts of a Reticular Regulating System and Scotoma until just a few years ago. For me, these were the missing links that I had sought for many years.

I have read vast amounts of information concerning the subject of listening, from casual articles to scholarly papers including ILA publications. I cannot recall seeing these topics mentioned or discussed in any of the literature. These areas appear to be worthy of future investigation by researchers along with the practical application of their basic principals.

The teaching of listening is more to me than the teaching of the "Do's and Don'ts."

Understanding the listening process appears to be the first key in becoming an effective communicator. The inclusion of the concepts of the Reticular Regulating System and Scotoma are integral parts of the understanding process.



Listening:

Ways of Hearing in a Silent World

by Sybil Conrad

Extolled on the front page of the *New York Times Magazine* Section (3/11/94) **LISTENING: Ways of Hearing in a Silent World** by Hannah Merker, sounded so special, I ordered it to add to my fall college class bibliography. (Harper Collins). So captivating is the writing in this delicate book, it's impossible to skim it...Rather one is thrust into an outdoor arena of barn owls, bats, sexy toad fish, honking geese, seals who "communicate with each other by omitting whistling sounds," etc.

A writer, librarian, teacher, entrepreneur, and political activist on behalf of the handicapped, Hannah Merker suffered a skiing accident in the 70's that left her completely deaf. In this incantation on the voices of the earth, she writes: I am an archeologist digging for sound, for its origins and wondrous manifestations hidden and overt... Listening becomes "not a memoir, but a prolonged meditation on the importance of sound in the lives of the creatures on this planet..."

A devoted sailor, Hannah Merker lives on a houseboat in Long Island Sound. Her fascination with the natural world makes even more poignant her realization of how silent it has become and her reliance on her hearing ear dog, Sheena. To read this poetic work is to feel the tragic loss of hearing deprived people - and their incredible courage to cope with it. This is surely a "must read" book!

Important Addresses

International Office:	Executive Director Mary Wise Center for Information and Communication Sciences Ball State University Muncie, Indiana 47306
The Listening Post:	Lisa Vickers, Editor Dept. of Communication and Theatre University of North Alabama Box 5189 Florence, AL 35632
The ILA Journal:	Charles Roberts, Editor Dept. of Communication Box 70667 East Tennessee State Univ. Johnson City, TN 37614-0067

New Members

Susan H. Abrams
4436 Wyman Dr.
Sacramento, CA 95821
(h) 916-481-8695

Merryl Carlsson
818 Knollwood Ct.
Waukesha, WI 53188
(w) 414-288-6352
(h) 414-547-7380

Jeanne Cobb
460 Shade Tree Circle
Hurst, TX 76054
(w) 817-565-2920
(h) 817-281-7537

Brian Coggins
5800 Hamilton St. #166
Sacramento, CA 95842

Michael DeGraw
617 Scenic St.
Leesburg, FL 34749
(w) 407-830-3251
(h) 904-326-3556

Anna L. Groover
1402 N. Alabama #309
Indianapolis, IN 46202

Charles Lester
117 Saratoga Blvd. W.
Royal Palm Beach, FL 33411
(w) 407-835-4672
(h) 407-791-3461

John Orias
2487 N. W. 87th Drive
Coral Springs, FL 33065
(w) 309-973-2234
(h) 305-344-0039

J. Ursula Palmer
The Listening Centre
Clinical Director
12800 Hillcrest, Suite 101
Dallas, TX 75230
(w) 214-404-8152

Elizabeth Schussler
8980 Mid Lake Rd.
Woodruff, WI 54568-9610
(w) 715-356-8870
(h) 715-356-3958

Mara Senese
Postbox 86 Roa
N-0751
Oslo, Norway
(w) +47 22 50 13 18
(h) +47 22 50 13 18

Lorinda Swearinger R.N.
4208 Las Cruces Way
Sacramento, CA 95864-3075

Address Change

Mary Bozik
910 Warwick Dr.
Cedar Falls, IA 50613
(w) 319-273-2048
(h) 319-277-4946

Jennifer A. Falls
1413 South Eugene
Baton Rouge, LA 70808
(w) 504-388-6867
(h) 504-336-4937

Nelya J. McKenzie
Auburn Univ. at Montgomery
Dept. of Communication
7300 University Dr.
Montgomery, AL 36117

Todd Thomas
102 S. Yancy Lane
Bloomington, IL 47404
812-323-7068

News and Notes About ILA Members

Diana Corley Schnapp was appointed to the Board of Directors for Christian Family Services, an adoption and family counseling agency serving Kansas and Missouri.

Diana also received recognition for Outstanding Achievement from Johnson County Community College, Overland Park, KS.

Frances B. Grant has been selected to serve a two year term on the nominating committee of the national YWCA.

Philip Emmert has begun a two-year term as President of the Virginia Association of the Communication Arts and Sciences.

Awards

CALL FOR NOMINATIONS -

We invite your thoughtful nomination for the 1995 ILA Awards! Please review the criteria for each award and submit your nominations with supporting documentation. Send your nominations to the Awards Committee Chair:

C.E. (Gene) Wilson • Copernicus • 86 S. Wawaset Rd. • West Chester, PA 19382

NOMINATION DEADLINE IS DECEMBER 15, 1994

1995 ILA Research Awards

QUALIFYING CRITERIA: Nominations can be made for three (3) ILA Research Awards:

THE LISTENING RESEARCH AWARD is presented for outstanding achievement in research by an ILA member or group. The research should have been completed **no earlier than 1993**. Research results may be published or not. Nominations may be made by self-nomination, or by another ILA member, with recommendation of the ILA Research Committee.

THE GRADUATE THESIS/DISSERTATION AWARD nomination is open to any full-time graduate student who has completed outstanding research in the form of a thesis or dissertation completed **no earlier than 1993**. Nominations may be made by self-nomination, or by another ILA member, with written recommendation of the nominee's Advisor and the ILA Research Committee.

THE UNDERGRADUATE RESEARCH AWARD is open to any full-time undergraduate student who has completed an outstanding research project **no earlier than 1993**.

Nominations may be made by self-nomination, or by another ILA member, with written recommendation of the nominee's Advisor and the ILA Research Committee.

INSTRUCTIONS: Complete the Nomination Form and provide specific documentation why the nominee deserves the particular Research Award. If possible, please submit the full research of the nominee.

1995 ILA Special Recognition Award

QUALIFYING CRITERIA: Nominees should be individuals and/or organizations who have performed outstanding service to the ILA for an extended period of time, or have provided unusual or unique service to the promotion of listening.

INSTRUCTIONS: Please submit your nomination **and** specific supporting documentation outlining the specific service and unique contribution of the nominee. Please cite dates and unique contributions with particular evidence reflecting the impact, outcomes, or effects of such contributions.

1995 ILA Listener of the Year

QUALIFYING CRITERIA: Nominees should be nationally/internationally prominent Listeners. Nominees should epitomize the highest standards and principles of effective listening.

INSTRUCTIONS: Please submit your nomination and appropriate supporting documentation. Supporting data should be specific.

1995 ILA Hall of Fame Award

QUALIFYING CRITERIA: The Hall of Fame Award is presented to individuals who are recognized for notable achievements involving Listening in academic, business, or other settings. Selection into the ILA Hall of Fame is the highest award of the Association and nominees should have contributed to the advancement of effective Listening over a number of years.

INSTRUCTIONS: Please submit your nomination and specific supporting documentation outlining the nominee's explicit qualifications.

1995 ILA Awards Nomination Form

Award _____ Name of Nominee _____

Address _____

Nominator _____ Tel. # _____

Supporting Documentation: (Add additional pages.)