



LISTENING POST

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ILA Gets New Look

In an attempt to help move our organization toward the year 2000, the ILA Board has decided it is time to update our image. In an effort to help ILA present the best image to both current and potential members, we have designed new looks for the membership brochure, the stationery, and, as you can see, the *Listening Post*.

We hope to see other changes in our organization, as we work to fulfill our Vision 2000 goals. Look for the 5 Year Plan, which helps us establish time lines for accomplishing our goals, in future issues of the *Post*.

Confessions of a New Member

by Merryl Carlsson

As I stood at the reception area in the Excelsior Hotel looking at the promotional items on my second day of the conference, I realized I wanted to buy one of those ILA coffee mugs which state—"Talk to me—I listen." I realized the moment I reached out for it that I was on the precipice of a paradigm shift. "Sure," I thought to myself, "I could buy that mug without hesitation—if it stated 'Listen to me—I talk.'" However, if I am going to drink out of that mug, I have to make the plunge—I have to really make that final full commitment to being an excellent listener, like so many of the ILA members I was acquainted with.

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A ILA Definition of Listening

Those of you who attended the ILA Convention in Little Rock or who read your *Listening Post* last fall are aware of the efforts of a group that began last summer to accept a major challenge—trying to come up with a definition of listening that could be accepted by the members of the association. The need for a definition has been discussed on and off for several years in ILA, since most of us know that listening means different things to different people. The challenge: could we agree among ourselves and ultimately adopt a definition that might serve as a foundation for further research and for preparing objectives and guidelines for teaching?

President Sheila Bentley persuaded Phil Emmert to mount a summer conference at Massanetta Springs, Virginia, to deal solely with the issue of the definition. Invitations went out to all ILA members. Fifteen people responded to the call and met for two days, July 22-24, in the lovely rural setting in the Virginia hills. We shared the results of the conference in a session at the Little Rock Convention. Unfortunately, only a few ILA members attended this session. Since the Massanetta Springs group wants to receive approval from the entire association for its definition, we decided to use our most reliable vehicle, the *Listening Post*, to share with all of you what our process was, what we de-

ecided, and where we stand at the moment. This should give you ample time to prepare a thoughtful response prior to the August 11-13 summer conference in Brown Summit, North Carolina. Indeed, it gives you time to plan to attend that summer conference yourself—become a participant in the next phase

of perfecting the definition. All ILA members are invited and encouraged to attend, and if attendance is not possible, to give us your feedback in writing.

The process we used in Massanetta Springs was to divide into three small groups of five each and to spend close to three hours identifying the absolutely essential ingredients of a basic definition. This was to be a conceptual definition—short, simple, yet as

inclusive as possible. Operational definitions, descriptions of effectiveness, and lists of competencies and skills would come later. After the three hour session, we came together in the large group of 15 and put our thinking on flip charts. Then began the tedious process of discussing essential components of listening and arguing at great lengths over semantics—what the words involved meant to most people. After several more hours, we had a definition—arrived at in true consensus decision-making style, with many compromises and agreements based on less than total unanimity. It was a definition we all felt we could "live with." We called it a "working definition," aware that changes

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President's Perspective

We have begun the 1995-96 year with a bang. Those of you who missed the annual meeting in Little Rock truly missed a good time, good listening, and good fellowship. We hope you will be able to join us next year in Sacramento. Before I talk about this year, I would like to take a moment to publicly thank all of you who worked so hard to make the Little Rock meeting a reality. Michael Gilbert, Elaine Wooten, Albert Porter, and Allan Word did a tremendous job as the local arrangements committee. I would also like to thank all of you who contributed to the program by either sharing your knowledge in a presentation or chairing a session.

The following are just a few of the highlights of the convention. For the first time that I am aware of all of our ILA Award winners were either present or had a representative at the convention. What a tremendous acknowledgment that was of the importance of our awards! Many folks who went to Hot Springs came back smiling and relaxed after getting a massage at the hot springs. Approximately forty teachers from Arkansas learned about ILA and about incorporating listening into their curricula. Business Pre-conference attendees learned about the role of the Listening Circle in making Kodak Chemicals a Baldrige Award winning company. Members who attended the Thursday evening social learned new and interesting things about many of our members. And Tommy Neuman won \$500.00 for bringing fourteen new members into ILA last year. (What a challenge for the rest of us!).

In addition to the great celebration, we also mourned the loss of a dear friend and former president of the association, Marguerite Lyle. In her honor, ILA will establish a memorial fund. Please read the article later in the newsletter about this fund.

As we celebrate closing out this past year and move into our new year, we want to focus our efforts on continually growing and improving as an association. Over the past year, we have begun positioning ILA to move boldly toward the next century. Many of us worked with Sheila Bentley in establishing the ILA Vision 2000 goals. You will see many of these goals put into a five year



plan of action that will be published in the next issue of the *Listening Post*. This plan of action will help the board carry out a consistent, focused program of work over the next five years.

The program of work will emphasize three areas as we work to continue moving forward. We will focus on **impact, definition, and membership**. I would like to challenge each of you to use your influence in all three areas.

IMPACT: A number of events point to the current level of impact ILA can have. Our awards are more recognized by the recipients, we have been mentioned on the front page of the *Wall Street Journal*, and a number of our members serve on national committees examining the scope of communication education and testing. But, we still have to ask ourselves whether ILA is having any real impact on whether business, industry, education, and government really understand the importance of listening and the development of listening education and standards. Do the schools in your area include listening training as part of their curriculum? Does your company provide listening training for its employees? Have you told anyone about the importance of listening? Do your other associations know about the ILA and the type of information and guidelines we can provide to them?

DEFINITION: We now have a working definition of listening that will be the subject of more discussion and shaping at the summer conference. Defining listening helps us send a uni-

fied message about the purpose and focus of the International Listening Association. Even though we represent many different interests, we are unified by our commitment to the advancement of listening. Let's all work to fine tune our definition in such a way that all of our interests are represented. If you have concerns or comments about the definition of listening that was presented in the last issue of *The Listening Post*, please drop me a note or give me a call.

MEMBERSHIP: Our membership challenges are twofold: retaining current members and recruiting new ones. My first membership challenge to all of you is to reach out to those members who aren't certain they want to remain members. Let them know what ILA has to offer them. My second membership challenge is to help us reach the 2000 by 2000 goal. What can you do? Spread



ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (including articles, ads, photographs to appear in the next issue) is June 29, 1995.

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.

1995 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

the word about ILA and recruit new members. Let people know that we are continually working to advance the cause of listening and to offer more to our membership such as our regional meetings which will provide increased outreach efforts to all regions of the country.

For all of us the true ILA challenge is clear. Each of us needs to use our personal influence in spreading the word about the importance of listening, to let people know what the ILA does, and to get more members. **We need to increase the impact, spread the definition, and expand our membership.**

I look forward to working with all of you throughout this year and hearing your success stories as you work to help us meet the ILA challenge.

Happy Listening,
Margaret Fitch-Hauser

ILA Magazine

Have you submitted your application oriented article to the ILA magazine?

If you have articles or papers that talk about how to teach *listening*, how to be a better listener, how to be a better trainer, or any other application orientation send three copies of the article to Margaret Fitch-Hauser, editor of the magazine.

PR Committee Needs Members

The ILA public relations committee is looking for an additional few good members to spread the word, *listening*. One of the most crucial problems facing this association is increasing its visibility. To that end, anyone interested and willing to create ideas and to spread the word to regional media is invited to join the PR committee. If you are interested, contact Charles Swanson, Dept. of Speech Communication and Theatre, Fairmont State College, Fairmont, WV 26554.



Some "First-timers" at this year's convention: Steve Arndt, Steve Brooks, Kelby Halone, Wendy Ford, Tracy McElveen, Meryll Carlsson, David Barkan.

Confessions

(Continued from p. 1)

This was tough—I really wanted that mug. I was also reluctant to "give up" my love of sharing myself with others=talking. "Wait!" I heard my little inner voice saying, "You aren't giving anything up! You are expanding your world by including others through listening to them, too. True dialogue in communication is transactional (M. Buber); meaning is created within an interaction (D. Barnlund) – isn't that basic in what I teach?"

I took the plunge—I am now fully committed to the balance—an active listener, practicing and refining what I teach.

For five bucks I got much more than I bargained for...

Convention Tapes on Sale Now

Tapes of Convention programs are still on sale at the ILA Executive Office for \$8.50 each. If you need a list of tapes, contact Kathy Thompson at 414-382-6322, fax:414-382-6354.

News and Notes about ILA Members

Mary Bozik, Melissa Beall, and Virginia O'Keefe are members of the Speech Communication Association's K-12 Comprehensive Language Arts Standards Committee. They will be writing learning goals for students in speaking, listening, and media literacy as part of the federal educational initiative Goals 2000.

Steve Arnt had an article published in a recent issue of the Hawaii Chapter of the American Society of Training and Development newsletter. The article discussed his recent trip to the ILA Convention, and included information about listening and the ILA.

Diane DiResta was recently quoted in the February issue of *Training and Development Magazine*. She shared information with the magazine's readers about the importance of listening and how to listen effectively.

Fran Grant reports that as a member of the National Nominating Committee of the YWCA she was able to add a statement to the qualifications for YWCA of USA Nominating Committee members and YWCA of USA National Board members. The statement reads that the qualified candidate "must be a good listener."

Obituary--Marguerite A. Lyle

by Marcia Kestenbaum

Shock, disbelief and sorrow gripped attendees at the 1995 Annual ILA Convention in Little Rock, Ark., when it was announced that our former ILA President, beloved and esteemed Marguerite A. Lyle, had passed away. Those of us who personally knew Marguerite remember her not only for her dedication to ILA and the importance she imputed to effective communication skills. We also treasure her Cajun humor, her engaging smile and her assured, intelligent manner, though soft-spoken, in getting a point across without causing rancor.

Her accomplishments and leadership roles are too legion to cite individually. A cherished scholar, author and pillar of her community, Marguerite was praised for three days following her death, on local cable and radio stations. Lauding her active participation and influence in civic affairs, they cited her myriad community accomplishments as a precious legacy which she left to her home city, Lafayette, La., where she grew up, married, and raised her four children and taught at the University of Southwest Louisiana. Several priests who knew her deemed it an honor to officiate at her funeral services.

We deeply mourn the great loss brought about by Marguerite's untimely death.

Establishment of an ILA Memorial has been voted by the Executive Board. Funds for the memorial will be raised by donations from anyone desiring to make a contribution honoring a loved one, friend, or a deceased ILA member. Monies from the fund will be used to encourage students in some way who are exploring the Listening field. A committee has been designated to determine the specifics of an awards procedure. The first award will be named the "Marguerite Lyle Award."

Anyone desiring to contribute to the newly-established ILA Memorial fund should send their donations to our new Executive Director, Kathleen M. Thompson, Alverno College, Communications Dept., 3401 South 39th St., Milwaukee, WI 53215.

ILA Memorial Fund

The ILA Board has voted to establish an ILA Memorial Fund. The impetus behind establishing this fund is the death of Marguerite Lyle. Diana Corley Schnapp is chairing a committee charged with establishing the parameters of the fund. The first award will be made to an undergraduate student in honor of Marguerite. Please watch for more information in the next issue of the Listening Post.

Those of you who want to make memorial donations honoring Marguerite may send your contributions to Kathy Thompson. Please make the checks out to ILA and designate the check for the memorial fund.

Definition

(Continued from p. 1)

might be necessary when it was presented to the ILA membership at large.

Here it is: "Listening is the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages."

The principle areas of disagreement centered around the following. First, whether or not *attending* (paying attention to incoming signals) had to be included, and whether concepts of *memory* and *assigning meaning* needed to be addressed separately. We finally agreed that the phrase *constructing meaning* was sufficiently broad to serve as an umbrella for these aspects.

The second area—and one of the liveliest of all of our disagreements—dealt with the concept of *response*. To some, *response* implied overt communication—speaking in return, while others felt it suggested a nonverbal behavior. The prevailing line of thought was that response is something that happens inside the listener's head, whether or not that listener speaks or nods—and that listening is not complete without it. Therefore, our definition had to include it in order for our definition to make sense.

Another area where we had opposing ideas was the word *spoken*—some wanted *oral*, some *aural*. By com-

binning the phrase to include *spoken and/or nonverbal messages*, we hoped to encompass not only all paralinguistic dimensions of the human voice, but also everything from music to the squeal of automobile brakes. The word *nonverbal* touched off another lengthy debate—do visual cues belong in a definition of listening? Our definition allows them to be included if the teacher/researcher wishes to define nonverbal that way, but it could also be interpreted to mean only sounds.

Some of our members worried that the word *communication* was not in the definition. On the easy side, the words *messages* and *process* gave us no problem—we all readily agreed that both were the right choices for what we wanted to convey. And those of our group who attended our session in Little Rock agreed that we should share with you, other ILA members, some of the process we went through, so you would not assume that the definition was arrived at lightly. Indeed, it took a great deal of thought, discussion, analysis, and give-and-take over a one-and-a-half day time period. We all agreed that we had not "thought so hard" in a long time!

Since Massanetta Springs, we have done another round of input—members have submitted suggestions as to how the basic definition should be expanded to begin to include elements of *effectiveness*, for we all are most interested in how listening can be improved. Whether or not a relatively short, simplistic definition of *effective listening*, like that of listening itself, can be constructed, remains to be seen. That will be the first agenda item for the meeting next summer. Then, the identification of specific *competencies* needs to be made. Some different approaches to competency identification have already been proposed. We are particularly interested in being able to tie into the United States Department of Education Goals 2000, which already includes speaking and listening as key components. Teachers and researchers who deal with reading and writing skills have made good strides in identifying goals and competencies, as have people in math and sciences areas. We need to catch up. Working from a basic definition, with coordinated effort from many ILA members, we should be able to produce a solid, defensible set

of guidelines complete with evaluation techniques.

The final step in the process will be to begin the development of a curriculum to teach the knowledge, skills, and attitudes that make up the competencies. Is it a day dream to think that ILA might someday produce lesson plans for K-12? for college courses? for workshops and various training contexts? We hope not.

You, the ILA members reading this article, are invited to send your thoughts and ideas about our basic definition, elements of effectiveness, and competency guidelines that you feel should be included. Send any thoughts you may have to Ethel Glenn, 1802 Walker Ave., Greensboro, NC 27403. Or better yet, join us at the summer conference in Brown Summit. When we come to you at the convention in California next March, we want you to feel that you have an informed, participative base from which to vote on ILA support and sponsorship of the definition and subsequently developed materials. Only if we have the support of the whole organization behind us can we make a serious impact on the education of the world. The "powers that be" need to know that listening is a serious topic with a body of knowledge that is shared and confirmed by our organization. The Massanetta Springs Committee hopes that you will agree and will become actively involved.

ILA Boutique

Haven't you enjoyed being able to buy lots of ILA "goodies" at the Convention? Well, thanks to Ethel Glenn, you have enjoyed the ILA items that she has arranged for us, but Ethel is now ready to "retire" as the boutique manager, and we are looking for a replacement. If you would be interested and willing to manage the ILA Store, please contact Margaret Fitch-Hauser. This could be your opportunity to try out a new career!



ILA Adds Member Services:

Summer Conferences and Fall Regional Meetings

In the past, if you were unable to attend the Annual ILA Convention, you had to go for an entire year without contact with other listening experts, and you missed out on the only opportunity to get together with ILA members and share in what is new in the field. Therefore, in an effort to reach out to more ILA members and to provide opportunities for new members to come and participate, we are adding some new "events" to the ILA calendar.

As part of our drive to provide additional services to our members, to provide opportunities to increase membership, and to further the study of listening, we have set some goals to create more opportunities for ILA members to meet. It is with these goals in mind that we have created a schedule of summer conferences and fall regional meetings.

Our hope is that by providing more than one occasion per year to meet and further the listening field that we will be able to retain more members and to reach a wider field of new members. Since not everyone can get to our annual convention, these summer conferences and regional meetings will enable us to meet with other listening experts closer to home, in a less formal and lower-cost setting. In addition, these other types of meetings can provide some different forums for meetings, such as workshops, working research meetings, focused topics, focus groups, etc.

While you may not be able to attend every meeting that is sponsored by ILA, these sessions will provide those who are unable to attend our Annual Convention another opportunity to stay active in ILA and to meet with other experts in the field. As we grow, just as many other national and international organizations do, we need to create more opportunities for people to interact and in a variety of settings and forums.

We have the following meetings on the agenda now: Summer Conference 1995, North Carolina; Fall Regional Meeting, October 1995, Venice, Florida; Fall Regional Meeting 1995, Chicago; Fall Regional Meeting 1995, New York; Summer Conference 1997, Manitoba, Canada.

We hope that you will be able to join your fellow ILAers in some of these new ventures.

Listening Idioms

Bob Bohlken will soon publish a book on Northwest Missouri rural talk (300 idioms). He would like "to hear" from *Listening Post* readers on idioms of listening, such as "in one ear and out the other," and "keep your ear to the ground." Send idioms to Bob Bohlken, Northwest Missouri State University, Wills Hall, Maryville, MO 64468.

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Mark Your Calendars Now!
17th Annual Convention
Sacramento, CA
March 14-16, 1996

Open your heart...

Open your mind...

Open your world...

LISTEN

*ILA T-shirts, posters and notecards are still on sale.
There is a limited supply, so order now!*

T-shirts are \$18 (deadline for ordering shirts is April 30)

Posters are \$10

Notecards are 3 for \$6.25, 6 for \$11.25, or 12 for \$19.25

* All prices include postage and handling.

Send order information to:

Kathy Thompson, ILA Exec. Director, Professional Communication Dept.,
Alverno College, P.O. Box 353922, Milwaukee, WI 5324-3922
414-382-6322, fax 414-382-6354



ILA Award recipients: Judi Brownell, Todd Thomas, Daisy Bates, Hannah Merker and Harvey Rosenstock (Mrs. Merker's husband).

ILA Awards

The ILA held its annual convention in Little Rock, AR, March 9-11, 1995. The following awards were presented during that convention:

Certificates of Appreciation were given by President Sheila Bentley to the following ILA members:

Wayne Bond and Carole Grau, for the work they do with the New York Regional ILA; Phil Emmert, for the work he did on the summer conference; Michael Purdy, for the work he did on the Midwest Regional Conference; and Virginia O'Keefe, Murlene McKinnon, and Phil Emmert, for the work they did on the Educational, Business, and Research pre-conferences, respectively.

Tommy Neuman received a \$500 cash award, which was donated by ILA members, for recruiting 18 new members to the ILA last year.

Sheila Bentley also presented Mary Wise with the President's Award, for the dedication, direction, and support she has given the ILA for the past four years.

Dr. L. Todd Thomas received the ILA Research Award for his article "Disentangling Listening and Verbal Recall...Related but Separate Constructs?" The article, which Thomas co-authored with Timothy R. Levine, was printed in the September 1994 issue of *Human Communication Research*.

Some of the implications from the research include: There is more to listening than simply recall; the reverse is also true...there is more to recall than simply listening. It appears to be possible to observe the act of listening as it is taking place. Reformulating a speaker's message as a means of active listening may possibly be counterproductive and needs further study.

Dr. Judi Brownell received the distinct honor of being named as the 1994-95 inductee to the Listening Hall of Fame. You may recall that Dr. Brownell is a Past President of the ILA, and has been a very active participant in the support of listening and the ILA for many years.

James Weaver and William Villaume, both of Auburn, received top honors in the Ralph Nichols Research Award competition, while Michael Severson, of Arizona State University, received top honors in the James I. Brown Award student competition.

Ralph Nichols Award

The Ralph Nichols Award, sponsored by the Institute for the Study of Intrapersonal Processes, is given each year for the outstanding research paper presented at the annual International Listening Association Convention. This year's first place went to William A.

Villaume and James B. Weaver, both of Auburn University. Their paper, entitled *Listening Styles and Testing Research: Two Studies*, presented a new approach to establishing reliable listening measures by factor analyzing specific items in the Watson Barker Listening Test and the Kentucky Comprehensive Listening Test. They received a check for \$1000 in recognition of the value of this research. A second place prize of \$100 went to James B. Weaver, Michelle D. Kirtley of Louisiana State University, Larry Barker of Auburn, and Kitty Watson of Tulane University, for their paper *Sex and Gender Differences in Listening and Style Preferences*. The third place award of \$25 went to Ethel Glenn of the University of North Carolina at Greensboro, Philip Emmert and Victoria Emmert, both from James Madison University. Their paper was *Listenability: The Final Chapter*, reporting on the development of a test for listenability.

The first place winner of the Nichols Award receives one of the largest cash amounts of any of the communication related professional societies. ILA members are encouraged to submit their research papers for consideration. The deadline for the next year will be January 1.

Watch the *Listening Post* for announcements about when and where to submit.

Listener of the Year

The ILA Listener of the Year Award was presented to Dr. Shin'ichi Suzuki, Founder of the Suzuki Method of Education. Dr. Suzuki has seen his method used to teach thousands of students, particularly children learning violin, for many years. His approach, inspired by his observations as to how children learn to speak their mother tongue, involves repetitive listening to the model of the music properly performed. "To develop his aural feedback system, if a child has internalized the music he is to play through repeated listenings, when reproducing that music on his instrument he will match the output of the instrument (including intonation and feeling) to the sound he has literally 'in mind'."

The award marks an important difference from the verbal/oral models which characterize much of our attention to listening.

Officer Nominations

Although the call for officer nominations was made at the convention, we realize some of you may not have had an opportunity to respond. Perhaps you were unsure of the duties of each office, and didn't have your *Membership Directory* with you so that you could refresh your memory. Perhaps you didn't have an opportunity to collect your thoughts, to decide which talented ILA member you would like to see serve the association. Perhaps you also needed some time to consider in which office you would be willing to serve.

Remember, we are seeking nominations for the following offices:

- First Vice President-Elect
(ascends to First Vice President in 1997; ascends to President in 1998)
- Second Vice President
- Secretary
- Member at Large—Special Projects
- Members of the Nominating Cmte. (4 members, each representing one ILA interest group)

Now, you have reviewed the list. You have had the opportunity to consult your directory, your memory, and your willingness. You find you are ready to submit names, but are unsure when and where to send them. You can send them now, but note the deadline for nominations is August 15, 1995. Please send your nominations to L. Todd Thomas, Dept. of Communication, North Carolina State University, Box 8104, Raleigh, NC 27695-8104.

ILA Awards of Special Recognition

ILA presented a Special Recognition award to the Editors of *Fortune Magazine*. Awards Committee Chair Gene Wilson said the award recognizes "conspicuous attention to the major role of Listening in business management." In the April 4, 1994 issue of *Fortune*, Mr. Peter Nulty identified new members of *Fortune Magazine's* National Business Hall of Fame. The lead to his article says, "Of all the skills of leadership, listening is one of the most valuable...and

one of the least understood. Most captains of industry listen only sometimes, and they remain ordinary leaders. But a few, the great ones, never stop listening. They are hearaholics, ever alert, bending their ears while they work and while they play, while they eat and while they sleep. They listen to advisers, to customers, to inner voices, to enemies, to the wind. That's how they get word before anyone else of unseen problems and opportunities."

Hannah Merker, author of the book *Listening*, also received ILA's Special Recognition Award. Her book, which was reviewed in a previous issue of the *Post* as well as during the convention, speaks of Mrs. Merker's experiences of listening in a silent world. (Mrs. Merker is virtually deaf, the result of a skiing accident.)

Mrs. Daisy Bates also received ILA's Special Recognition Award. Mrs. Bates, who has received literally hundreds of awards since 1957, has probably not until now received one for her listening role. And yet, it was her listening which helped give her the determination and courage to do the things in the Central High School integration crisis and in all the other crises she has confronted. It's perhaps obvious that she knew her extended community, and was listening to it but it may not be so obvious that she was listening to her inner voice. Looking back, we must infer how powerful an experience this inner listening must have been.

Spreading The Word About ILA

You can help make ILA more visible. Here are some PR ideas developed last year by Sandy Stein's PR committee and other members. (1) When next you have a business card made, include the International Listening Association. A business card board will be set up at next year's convention in Sacramento. (2) Create a "thanks for listening" letter to be sent to anyone in your area who demonstrates or supports effective listening. Copy that "thanks for listening" letter to the PR committee. (3) When your editor or any other writer slips into the eighteenth century "3-R's" as basic, write a pleasant letter correcting their mistake. The notion of "3-R's" was created in the Boston Public School law of 1789. (4) If available in your state, get a vanity license plate that says "LISTEN." When your car shows off a LISTEN plate, let the PR committee know. (5) Speak or write about listening for groups or media in your area. When you speak or write, let the PR committee know.

If any PR committee member is willing to serve as the collection point for any PR project, contact Chuck Swanson.

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SUMMER CONFERENCE
August 11-13, 1995
Brown Summit, NC



President Sheila Bentley (l) and Award Committee Chair Gene Wilson (r) present Peter Nulty, of *Fortune Magazine* with an ILA Special Recognition Award.

Program Proposals for 1996 Convention

--by Philip Emmert,
First Vice President

We have a chance to build on the achievements of the several decades, but especially the last couple of years. Beginning with the Listening 2000 goals, the ILA has been moving toward many exciting goals. Among these is the definition of the listening process. The work accomplished at the summer conference in 1994 and the sessions at Little Rock convention have moved us closer to the goal of a definition of listening that serves as an umbrella for the Association. It is interesting to note that the Speech Communication Association is just beginning a similar process this coming summer in which a definition of communication is the goal. The need for such a definition is evident to other groups.

It is my hope that the 1996 Convention, "Listening: Building Foundations" will result in the final approval of a listening definition by the ILA. In addition, from this definition a set of competencies should be developed or on their way, using the accomplishments of the 1995 summer conference. I also would like to see foundations laid for improvements in instruction, training, research, consulting, and the helping professions that will make Listening the foundation for the many activities in which listening occurs. Think of the 1996 Convention as the culmination of years in preparing the materials to build foundations for better and more valid study and application of listening principles.

The Sacramento Convention will be only as good as the effort we put into it. I need your help. Please use the forms included in this issue of the *Listening Post* to propose a program, suggest someone for a program, or just to inquire about the possibility of a program. We need pre-conferences proposed by the different task forces. We need programs that will be engaging, exciting, enjoyable, challenging, and rigorous. I would like this conference to give everyone the opportunity to make an imprint on the listening discipline in a way that has never occurred before so that, someday, people will recognize that the foundations for our future efforts were laid in Sacramento.

Send your program proposal to: Philip Emmert; School of Speech Communication; James Madison University; Harrisburg, VA 22807. If you don't want to mail anything to me call me at (703) 568-6228. If you wish, fax something to me at (703) 568-6059. Finally, feel free to e-mail me at: FAC_PEMMERT@VAX1.ACS.JMU.EDU. Onward to California in 1996.

Call for Student Papers-- Tomorrow's Scholars Program

The International Listening Association is soliciting student research for the *Tomorrow's Scholars* program at next year's convention, to be held in Sacramento, CA March 14-16, 1996.

The theme of the convention is **Listening: Building Foundations**. High School, undergraduate, and graduate students are welcome to submit papers. Although presenters are encouraged to write papers related to the convention theme, any paper of merit will be considered.

All papers submitted will also be considered for the **James I. Brown Award**, co-sponsored by ILA and the Institute for the Study of Intrapersonal Processes (ISIP). Each year, the ISIP and ILA provide a certificate, \$200 cash, and a one-year membership in ILA to the top college division paper. Second and third place receive a certificate and \$150 and \$100 cash awards respectively. The top paper in the secondary division will receive a certificate and a minimum award of \$25.

Papers may be from any theoretical perspective and use any research method. All student papers must have student marked in the upper right-hand corner of the title page. Students are encouraged to attend the convention, but it is not necessary to attend the convention in order to have your paper accepted and considered for the James I. Brown Award.

There are two deadlines for submission to this program. September 1, 1995 is the deadline for papers completed in the 1994-95 academic year. January 31, 1996 is the deadline for papers completed in the 1995-96 academic year.

There will be two program panels at the 1996 ILA convention, each representing one of these deadlines. All papers submitted will be considered for the appropriate award. Three copies of the completed study, with a separate title page including the students name, institution, and address should be sent to Dr. Philip Emmert, School of Speech Communication, James Madison University, Harrisonburg, VA 22807.

For further information about this program, contact L. Todd Thomas, Dept. of Communication, North Carolina State University, Box 8104, Raleigh, NC 27695-8104, 919-515-2450.

Swap Shop

Bob Bohlken and Kimberly Batty-Herbert are once again collecting swap shop items. The Little Rock swap shop and booklets received such positive appraisals that Bob and Kimberly are trying it again. However, they cannot succeed without your help. If you have an activity or exercise you would like to share with your ILA friends, get it down on paper. Be sure to include the title, objectives, time needed, number of participants and procedure.

Submissions will be compiled into a booklet, which will be available free of charge to contributors.

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

Important Addresses

International Office: Kathy Thompson
ILA Executive Director
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Alverno College
P.O. Box 343922
Milwaukee, WI 53234-3922

The Listening Post: Lisa Vickers, Editor
Dept. of Communication and Theatre
University of North Alabama
Box 5189
Florence, AL 35632

International Journal of Listening: Charles Roberts, Editor
Dept. of Communication
Box 70667
East Tennessee State University
Johnson City, TN 37614-0067

Journal Gets a New Name

At their meeting on March 12, the ILA Executive Board voted to change the name of the journal from the *Journal of the International Listening Association* to the *International Journal of Listening*. The action was recommended by Charles Roberts to make the journal more marketable to readers and libraries currently unfamiliar with the association. The new title reflects the reality that the journal is not just for members of the association, but for all individuals who are interested in listening. This more cosmopolitan title should help the journal solicit articles from a broader constituency and be indexed more readily in a variety of sources. The sponsorship of the journal still will be proudly proclaimed both on the journal cover and on the editor's page.

Searching For PR Ideas

For the Public Relations Committee to publicize listening and the ILA, the committee needs something to talk about. If you know of studies or projects that could be of interest to the broader community, the PR committee needs to know. Studies revealing the benefits of listening (in different settings) or the decline of listening are of particular interest. Projects that have successfully increased listening and its benefits in school(s), businesses or social action groups are sought.

Chuck Swanson, as PR chair, will be initiating a Delphi project trying to identify what groups we need to attract and how to attract those groups. If you wish to be included in this project, send your name and address to Charles Swanson, Dept. of Speech Communication and Theatre, Fairmont State College, Fairmont, WV 26554.

Call for Manuscripts

You are invited to submit your research to the *International Journal of Listening*. 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 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 the kind of methodology used by you, the writer. All of the reviewers have promised a quick turn-around (usually less than one month from the time of submission).

To submit, send four (4) copies of your manuscript to: Charles Roberts, Editor, *International Journal of Listening*, Department of Communication, Box 70667, East Tennessee State University, Johnson City, TN 37614-0667, phone: 615-461-7050.

Brown-Carlsen to be Modernized...

Adult Norms Added

by Jerald Carstens

Early in January, 1995, Dr. James I. Brown and Dr. G. Robert Carlsen sold revision rights to the Brown-Carlsen Listening Comprehension Test to me. Our agreement allows me to create the Brown, Carlsen, Carstens Listening Test with the same content (76 questions in both pretest and posttest formats) as the original test. Revisions will remove gender-specific pronouns, stereotypical references and provide modernizations like replacing old postal zones with zip codes. The new test will be in the audio-tape format to eliminate variables in reader skill and interpretation. A new answer form is being designed, and a centralized scoring system will take that burden away from the examiner. Centralized scoring will provide a data bank for more refined norms and for listening research. Results will be available on a one-week basis (mail) or a same-day basis (FAX).

Dr. Brown said of the changes: "The contemplated changes will apparently permit retaining the ability to make meaningful comparisons with earlier group norms as well as to expand coverage to include new groups, still with use-

(Continued on p. 10)



Incoming President Margaret Fitch-Hauser, greets first-timer Sakae Endo, an ILA member from Ohsakasayama-shi, Japan.

Brown-Carlsen

(Continued from p. 9)

ful comparisons. Moving from the original oral administration to an audio presentation will control an important variable and should lead to greater accuracy of normative data. Comparisons with the early quite precise data should still be possible, any slight adjustments in interpretation will be uncovered in the move from oral to audio administration. We are indeed pleased that this test will now be brought into line with present-day interests and standards and take on a new life both in and out of school."

Dr. Carlsen had this to say: "It (the original Brown-Carlsen) certainly needs some updating. I had not realized how many stereotypic references were unintentionally embedded in the original version. We certainly see things in a different perspective today. It will also be an improvement to move to an audio presentation thus removing one of the variables in administration. It seems strange that as recently as the 1950's (it seems only yesterday to me) we didn't have dependable and cheap means of recording. It occurs to me that this test might well prove valuable as a psychological as well as language instrument. Recently interest is being given to Attention Deficiency individuals. It has even attained the status of acronym, 'AD.' The listening test might be used as a valid diagnosis tool for such youngsters. And it also might give indications of the state of immediate recall among older people."

Perhaps the most exciting change will come in the form of adult norms. Psychometrician Dr. Audrey Qualls of the University of Iowa testing service will assist in the development of the adult norms. ILA members who work with adults could be of assistance with developing these norms. It is thought that these norms will make this test formerly used in secondary and higher education useful to consultants and trainers. It should also be useful in employee screening for those in listening sensitive jobs (and what job isn't?). The original norms (secondary and higher education) will be updated with the assistance of Dr. Jean Lundholm, psychometrician at the University of Wisconsin-River Falls. As the central data bank grows these psychometrics experts should be able to break out more

refined norms for specific occupations, sub-tests and specific populations. The research potential of this data excites me! Also, with modern scoring equipment a word-processing listening profile will be available with explanations and suggestions.

I am done with the content revisions. It was difficult to know what to revise, and what to retain. It was necessary to maintain the basic content in order to have the basis for comparison referred to in Dr. Brown's comments. The tape has been professionally recorded and edited. The answer form has been redesigned and printed. The norming process will take most of the spring and summer. I expect to be able to offer the new test for sale in September. ILA members who want information or who want to participate in developing the norms should write me at Box 164, River Falls, WI 54022, or call (715) 425-9999.

I believe this is a real break-through for the field of listening. This venerable test will help us demonstrate a need for improved listening to our students and clients, and it will give us a better understanding of the field in which we offer education and training.

Error in report on New York Region

Unfortunately, there was a error in the January 1995 issue of the *Listening Post*. The issue mistakenly printed the article about the wrong New York Regional Conference. The following report should have been the one printed in the January issue.

The New York Regional Association met in October to join in the seminar *Responsible Listening Taught by Practice*. This seminar was presented by Peter DeLisser, President of Progressive Communication. The seminar was designed to acquaint participants with the information and activities relating to responsible listening and the process of communication training as "coaching."



The Institute for the Study of Intrapersonal Processes held an auction during the recent convention to supplement the endowment that provides the money for the James I. Brown Award. The auction was a huge success. One of the items auctioned was a collage of logos from the hotels where ILA has held each of its conventions. Pictured here with the collage are Carolyn and Tom Hickerson, the creators of the collage, Ralph and Lucille Nichols, and Bill Gering, who purchased the collage, and presented it to the Nichols in honor of all they have done to further listening and the ILA.