



LISTENING POST

ISSUE No. SIXTY-TWO • AUTUMN 1997

Creative Minds Needed

by Lisa Darnell

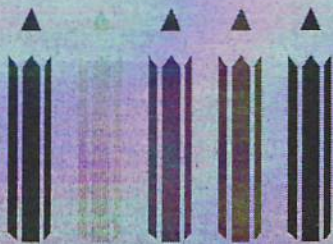
Federal Express, Pepsi, K-Mart. What do these benchmark organizations have in common? They each saw a need to update one of their trademarks to reflect the changes in their organizations.

The International Listening Association will be joining the ranks of these organizations soon by updating our most widely used trademark — our logo.

The Public Relations Committee is now accepting submissions for a new logo. If you are interested in submitting, please send two copies (one black and white, one color) to:

Lisa Darnell
UNA
Box 5189
Florence, AL 35632

The deadline for submissions is December 1, 1997. The new logo will be unveiled at the 1998 ILA Convention in Kansas City, MO.



Who is Thinking About Listening?

by Michael Purdy

All around us people are looking for, and finding, a voice. Is anyone looking for an opportunity to listen?

I just found a new example in The Art Institute of Chicago's News and Events newsletter: "Giving Art a Voice." What is going on? Authors are looking for their voice (expression), women are seeking a voice (expression and power), children for sure need a voice (power and protection), and now art wants to speak(?).

We have academic studies of Speech Acts, Public Speaking, Rhetoric (from rhetor or speaker), Discourse Analysis (which could include listeners in a stretch), and Freedom of Speech. Aside from a couple of ILA members no one is listening or talking about Listening Acts, Public Listening, Listening Analysis and Freedom of Listening. I couldn't think of an equivalent of rhetor (I'm not sure there is an equivalent term in the Greek, at least not for what ILAers mean by listening). I even think that when most people talk of communication they really associate it with the source. Our na-

tional organizations are the National Communication Association (changed from Speech), the International Communication Association and the World Communication Association. There are many more national communication organizations, and only one Listening organization.

Do any of you ever feel we are fighting the good fight but losing the war? Is anyone thinking about listening? I mean in a public, national light? There is one semi-bright spot—advertising/marketing/media. Businesses are "listening to their customers." Media ex-

perts are studying audiences. Marketing and ad executives are reading tea leaves to find out what the public needs. They have their analytical ear attuned to the public's every want and desire. Mostly, this is instrumental listening; each of these groups wants something from their listeners—a certain response. I think listening for wants and desires is only part of what any of us mean by listening. I don't think any of them would listen for the sake of listening—maybe there is a glimmer of hope in focus groups. I even find in the area of helping relationships that many schools of therapy are typically listening for something (patterns of be-

There is no way we, as a nation, can ignore listening for long.

(Continued on page 6)

President's Perspective: You Can't See What We Do... Or Can You?

by SusanEllen Bacon Ph.D.

I've just finished reading a fascinating book called ***Selling the Invisible*** by Harry Beckwith. It is relevant to ILA for two reasons. First, what we are 'selling' is considered **invisible**. Second, the 1997-1998 'Presidential Mission' is to spread the news.

Beckwith provides some good insights into strategies that we may use as individuals and as an organization to achieve that mission!

So, how invisible are we in relation to other communication skills? You can buy a speech. Great ones like *I Have A Dream* live on history through video, tape, and text. You can purchase something someone has written. The market places a high value on a rare signature. Best sellers are listed (fiction and non-fiction) in book stores, newspapers and magazines. Reading is even for sale. Books on tape that famous actors have read, reading to the blind, and reading rooms are examples of how reading is treated as a commodity.

But I believe that listening is a salable as salable as writing, speaking, and reading. The psychiatrist, the marriage counselor, and the school psychologist are all paid listeners. It is their background and response strategies that differ.

Reading, writing, speaking and listening are all communication strategies. Our literature discusses listening as a cross-modality function. There is general agreement that we can't determine if someone has listened unless they speak, move, or write based on what they heard. There is agreement however that

there are benefits of active listening. These benefits are seen in the market place. Research indicates students who listen well receive better grades. Beckwith shares the story of Ben Taylor, Executrain, who explains his success with two words "**I listen.**"

The public can't buy what we 'sell' at Borders. We're not located in a mall. There has not been a rally in Washington D.C. with a million listeners for the nation to see. We are visible, but we are hard to see.

Sharing the Invisible provides insights into expanding markets, surveys, product identification, and keeping a stable base while expanding to new customers. ILA is concerned with all these subjects. The book even has a section called "The More You Say, The Less People Hear." Beckwith believes that "Familiarity breeds business. Spread your word however you can."

ILA is becoming more familiar. Each of us is a part of that success. The *Wall Street Journal*, AP wire, 20/20, NPR, radio interviews, Internet, articles, speeches, and TV interviews have all been part of spreading the word. We're getting less invisible so keep sharing, the world is **listening!**



Editor's Ink by Barbara B. Nixon

The other day, I got a call from my third-grader's teacher that was like having a knife stuck into my heart. She called to tell me not that he had been fighting in school, or playing with matches, or talking sassy, but that he—of all things—was not being a good listener in class. GASP! As much as I think and talk about the value of listening with the adults in my life, I realized that perhaps I was not doing the same at home with my two sons. And amazingly, they aren't picking it up through osmosis.

My goal for this month: to work on listening skills with all people under four feet tall in my home.



ILA LISTENING POST Listening Post Deadlines

The deadline for all *Listening Post* materials (including articles, ads, and photographs) to appear in the next issue is December 13.

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.

1997 Rates

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:

Barbara B. Nixon, Editor

1729 Charles Street
De Pere, WI 54115
b_b_nixon@msn.com
414-337-6451 voice
414-429-7174 fax

Experience Kansas City

THE CITY MARKET, on the southern bank of the Missouri River, is the site of Missouri's largest open-air farmer's market. Once a lively market area through which pioneers passed, the City Market is a source for homegrown as well as exotic produce, herbs, and flowers. The City Market is also a hot entertainment spot with several shops, restaurants, nightclubs, and art galleries. The Arabia Steamboat Museum, with more than 200 tons of recovered "treasure" from a sunken 1856 steamboat, is found here as well.

THE 18TH & VINE HISTORIC DISTRICT, not far from Downtown, is the site of the Negro Leagues Baseball Museum. The museum illuminates the history of black baseball, in which Kansas City played a big part with the founding of the Negro National League in 1920. This area is known throughout the world for its roots in jazz as well. Legendary saxophonist Charlie "Yardbird" Parker began



his ascent to fame here in the 1930s. A Jazz Museum, expected to open in September, will honor this heritage.

DOWNTOWN KANSAS CITY is a combination of old and new. In 1994, the area underwent a dramatic transition when four massive steel sculptures were installed on columns 200 feet above the recently expanded Kansas City Convention Center. The sculptures, "Sky Stations/Pylon Caps," are lighted at night and can be seen for miles. Their art deco style reflects the nearby 1930s-era buildings. Downtown also presents visitors with a number of venues in which to enjoy the performing arts. Running between 8th and 13th streets is the Avenue of the Arts, an historic theater district featuring a variety of theatrical, musical, and dance productions. Four major theaters are found here: the Folly Theater, Lyric Theatre, Midland Theatre, and Quality Hill Playhouse.

CROWN CENTER, south of Downtown near Grand Avenue &

Pershing Road, is a Kansas City original. A privately financed project of Hallmark Cards, Inc., Crown Center surrounds the international headquarters of the world's largest greeting card company. This enclosed shopping and entertainment center features more than 80 shops and restaurants, live theaters, cinemas, and two hotels. The Hallmark Visitors Center tells the Hallmark story through more than a dozen exhibits. The Crown Center Ice Terrace skating rink, the only public outdoor skating rink in Kansas City, is open November-March.

More information can be found at the Experience KC site on the Internet at <http://www.experiencekc.com/sepoc97/>

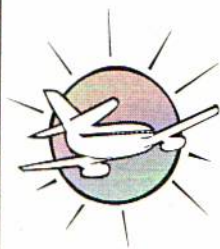


Seeding the Regions

by Charles Roberts

What do Tennessee, New Jersey, Florida and Minnesota have in common? Successful regional conferences were held in each state this past year. The regional conferences have been a big hit and have helped spread the word about listening and the ILA. The ILA Board wants to help foster more regional conferences, and therefore has voted to support future ventures with "seed grants" to the regional organizations. If your region is interested in organizing a conference and wishes the support of the ILA, get in touch with **Charles Roberts** for more details about these mini-grants.

Airline Offers ILAers Discount Flights to Kansas City



Southwest Airlines is offering ILA convention delegates a 10% discount on its already low fares to Kansas City. And for every 40 tickets purchased by ILA members under the fare agreement, ILA will receive one free ticket. To take advantage of the special fares, call 800-433-5368 Monday through Friday 8am-5pm and refer to our identifier code R7527. Discounts will be available six months prior to convention and will end on March 13.

Attendees may purchase tickets by mail using a valid major credit card or through authorized travel agencies. Advanced bookings are accepted only through dates for which schedules have been opened. See the fliers enclosed in this issue. For a list of cities served by Southwest, call your travel agent or Diana Schnapp at (913) 685-9228.

1998 Convention Program Update

by Janet Cherry

A big THANKS for the 65 concurrent session proposals submitted for Kansas City! By the time you read this you should have received a response to your proposal and complete session details. If you submitted a proposal and have not received this information please contact me—fax, e-mail, or phone (in the evening please)—sometimes things happen to the mail. If you are contacted and invited to chair a session—just say yes! And remember, we can always use additional volunteers to chair sessions. Please contact **Janet Cherry** for more information.

Also needed. . . panel members who use a favorite listening instrument/assessment (not tests). If you are willing to share information about this assessment please contact me by November 1.

We are going to have a great program in Kansas City—be there!



Now is The Time!

Don't be a procrastinator: **Bob Bohlken** and **Kimberly Batty-Herbert** don't want you to miss all of the fun. The 1998 Swap Shop needs your help. Locate those listening activities, exercises, handouts, training tips, etc. to share with your fellow ILA members. Send your submissions to Bob or Kimberly as soon as possible.



Building a Listening Community: Listen-2

by Mike Purdy

When a group can not meet face-to-face on a regular basis, like the ILA, a virtual community is a practical way to extend and enhance that community. Listen-2, the ILA e-mail list is an effective way to foster the community we so much appreciate in the ILA. Instead of meeting once a year at the annual convention, many of us now "meet" and talk almost daily on Listen-2.

Listen-2 has become a vehicle for discussing issues related to listening. The last few weeks we have been talking together about the importance of attitude in listening learning. Other "threads" have related to listening as part of the learning of a second language, study skills and a puzzle that was challenging from a listening perspective.

With more than 100 members on Listen-2 now, this is more than a phenomenon; it is becoming a powerful force for supporting listening research and the operation of the organization.

To become a part of this growing and vibrant community all you need to do is:

Send the following message via E-mail (using an e-mail program) to Listproc@bgu.edu
*subscribe listen-2 firstname
lastname*

That is, this line, "Subscribe Listen-2" followed by your first and last name is the only line of your message to Listproc@bgu.edu.

If you want to receive messages from Listen-2 as a Digest, that is, with all of the messages from each day are sent to you as one inclusive e-mail message rather than receiving separate e-mail messages from each contributor, do the following:

With nothing in the subject and the following in the body of the letter:

set listen-2 mail digest

To reverse Digest back to regular e-mail from the listen-2 list, send:

set listen-2 mail ack

The list server will return a message to you letting you know that Digest has been set for your username. You will receive a digest of Listen-2 beginning with the next 24-hour period.

Come join our on-going community. Subscribe today. Ask for help if you are having problems.



IMPORTANT DATES

December 1, 1997 — Deadline for logo redesign contest (see page one for details)

December 7, 1997 — *Listening Post* deadline

January 1, 1998 — Send ILA Award nominations to Lisa Darnell

February 1, 1998 — Send Nichols Award submissions to Ethel Glenn, and Brown Award submissions to Steve Rhodes

March 19-21, 1998 — 19th Annual Convention, Kansas City, MO

March 1999 — 20th Annual Convention, Albuquerque, NM

Thinking About Listening?

(Continued from page 1)

havior, symptoms, signs and signals), rather than listening empathically to a specific someone.

Are there any signs for hope? I think so. There is a lot to learn from audience studies, marketing, and especially practitioners of the helping relationship—even customer service can be very constructive. I feel that just as listening has been in vogue in the past it will again return to the limelight. Actually, in a free and open society like ours, and with our honest concerns for human rights and justice, there is no way we, as a nation, can ignore listening for long. We in the ILA continue with our work regardless—knowing the primal importance of listening. We continue to spread the word about receptivity. And, we are ready whenever anyone discovers they need help with listening.



Your 1997 Board

President	SusanEllen Bacon
First Vice-President	Janet Cherry
First Vice-President Elect	Charles Roberts
Second Vice-President	Tommy Neuman
Members at Large	Carol Christy Edie Cole Lisa Darnell
Listening Post Editor & Secretary	Barbara Nixon
Executive Director	Diana Schnapp

Convention 1999

As users of Listen-2, our Internet discussion group, are aware, depending upon the feedback received by the planners of the 1999 convention the schedule may be somewhat different than past years. **Kimberly Batty-Herbert** and her planning committee are considering scheduling the convention to start on Friday and end on Sunday, rather than plan for the regular Thursday to Saturday approach. The new scheduling would allow for overnight Saturday stays with a significant airfare cost savings. Also, the new schedul-

www.listen.org

If you haven't visited the official ILA website (<http://www.listen.org>) lately, you'll be in for a surprise. We're adding new content on a regular basis now.

Two parts of the website seem to receive the most positive feedback. One of these parts is the new link to Amazon.com's more than 1000 books that have listening as a keyword. For each of

ing would allow participants to miss fewer workdays and frees up the planning committee to experiment with other innovations.

The planning committee is currently soliciting the views of the ILA members. Do you like the idea, or are you against it? Let **Kimberly, Jean and Joe Harris, Lisa Orick, or Charles Roberts** know your views. As you are well aware, as effective ILA members, they all listen well!

these books that you purchase through our site, the ILA will earn 10% of the purchase price!

The other part is the listing of pages and pages of quotes about listening, most of which were contributed by ILA members.

If you have ideas for additions to our website, please contact **Barbara Nixon**.

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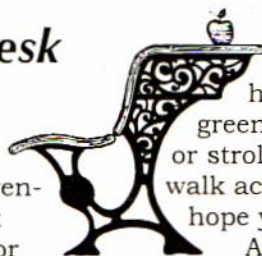
From Diana's Desk

by Diana Schnapp

How much did you pay for the last NON-ILA convention you attended? Was it several hundred dollars for registration? What did you get for your money? A banquet? A few breaks with drinks?

What do you get for your money when you attend an ILA convention? Here's what you'll get this year: three FULL days of sessions; choices of three special conferences: one in education, one in medical, one in business offered within the three-day time period (no extra day of hotel bills!); two continental breakfasts; one full breakfast; two lunches; a banquet; and a western ranch party complete with full dinner, souvenirs, entertainment and transportation AND one of the best programs we've ever had at a convention! Look for **Janet Cherry's** pre-convention program to see the interesting people you will have a chance to hear. What will you pay for this package? \$175 plus a few more dollars to pay the expenses of the special conferences, should you choose to attend them.

This year the convention hotel is a bit more expensive, but it is the Ritz! A charming European style hotel right on the fabulous Country Club Plaza within walking distance of shopping, shows, jazz, restaurants that range from McDonald's to High Style Gourmet dining. Blocks from art galleries, museums, theatre, libraries, and bookstores. Bring the family! You'll have your choice of "run of the house" rooms. The service at the Ritz is part of its reputation for quality. It has one of the only two four-star restaurants in the city. How about European High Tea? We're gonna have it! The views from the top floor lounge are great.



Fitness advocates can take advantage of the health room and the green parkway nearby to jog or stroll along the new riverwalk across the street. We hope you'll stay at the Ritz.

After all, ILA pays for meeting rooms based on the number of sleeping rooms we book in our contract! If we don't stay, we pay!

So what are we doing this year to save you money? We have eliminated one full day of conference time and incorporated it into the three-day format to save you a hotel room and extra meals for one day. We have lower conference fees, plus conference attendees get a break on lunches and snacks, in that ILA members pre-registered for the convention will have conferences lunches and breaks included in the convention registration fee. We have arranged with Southwest Airlines to provide discounts to our delegates. (See insert and advertisement.) Other airlines offer economy fares to KC. In the event that you don't want to fly, Amtrak comes to the city. In addition, KC is served by three interstate highways making it accessible to many of our members who are within 2-10 hours driving time. There will be only one social event off site, which will be covered by your registration fee and will be less expensive than some of our past social events. No extra fee for sightseeing. You can sign your guests up early for the Ranch party and avoid late fees.

In place of the Friday afternoon event, there will be sessions and conferences. If you want to come early or stay late to enjoy Kansas City's many attractions, your hotel room rate is good three days before the convention and three days after.

Last year your Executive Board heard you say "We want more

convention for our money!" That's just what we are trying to provide. We want to see you in Kansas City, because YOU are what makes the convention!

Shop 'til You Drop and Other Activities for Kansas City

by Charles Roberts

In addition to interesting programs and stimulating discussions, the Kansas City convention will offer ILA members a chance to share the products of their listening labor with other ILA members. As in past years, there will be a display area at this year's convention. In addition to the wonderful *Listening is My Bag Boutique* run so ably by **Edie Cole**, there will be an area in which books, video tapes and other listening materials can be displayed and sold to members.

If you have a book, video tape, or other listening material you wish to offer for our members' consideration, contact **Charles Roberts** (phone: (423) 439-7050; e-mail: robertsc@etsu-tn.edu). The cost for display space is \$25 for one-half a display table (approximately six square feet). Because of limited display space, this will be offered on a "first-come-first-served" basis.

Listening is My Bag Boutique



When you need ILA merchandise, such as notepads, quote books, canvas bags, keychains, or other Boutique items, please call Edie "the bag lady" Cole at 614-486-8876, or fax her at 614-468-8455

News & Notes

Bill Villaume and Mary Helen Brown (Auburn University Dep't of Communication) are finishing work on recording their Vocalic Sensitivity Test (VST). Teaming with Larry Molt (Dep't of Communication Disorders), they received a Competitive Grant in Aid from AU for 1997-1998 to fund the first round of validation studies for the VST and a subsequent round of brain mapping studies. They hope to determine whether the age-related loss in vocalic sensitivity is associated with decreased activity of certain parts of the brain.

Deb Hefferin and **Richard Quianthy** are both recipients of Endowed Teaching Chairs awarded by the Broward Community College Foundation. Each is a three-year award carrying with it a \$5,000 per year cash award and a \$2,500 per year professional development grant to be used as the recipient chooses on any professional development activity (travel, equipment, etc.) Deb received the NationsBank chair, and Richard received the Rotary International chair.

Jean Harris is now included in *Who's Who in Media and Communications*.

Chuck Swanson recently received notification of his inclusion in *Who's Who in Entertainment (3rd Edition)*.

Kathy Thompson was featured in the Cover Story of a Milwaukee television news broadcast in a report about the assessment program at Alverno College. She included comments about listening assessment.

ABC's 20/20 and the Associated Press have interviewed several ILA members (including **Charles Roberts**, **Florence Wolff**, **Kathy Thompson**, and **Michael Gilbert**) for upcoming features.

Lisa Darnell has been listed as a resource teacher for the freshman survival course at the University of North Alabama. Also, she has agreed to conduct a "teach the teacher" session on listening skills for the other resource teachers.

Interest Groups Expand
At its September meeting, the Executive Board approved the addition of a new interest group: Legal. This group would include attorneys, judges, paralegals, law students, or others. Also, the name of the special interest group "Clinical" has been changed to "Helping Professions." This would include anyone interested in health and well being issues. Any current members who would like to associate with these interest groups should contact **Diana Schnapp**.

lis•ten•ing *n* (1996): the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages

I
cannot
hear you
for
the thunder
of
what you are.

— Zulu Proverb

For more quotes on listening, visit
<http://www.listen.org/pages/quotes.html>



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