



# LISTENING POST

ISSUE No. SIXTY-FIVE • SUMMER 1998

## **A warning:**

### **Don't Come to Albuquerque...**

### **You'll Be Hooked!**

An international member shares his New Mexico experiences  
*by Peter van der Schaft*

"Business as usual; the average American town," you think when you arrive in Albuquerque; efficient airport, not too far away from the city. Four-lane Interstates for *fast* transport into downtown; non-descriptive suburbs, some of them sloppy; the All-American mall with nationally known shops, from The Gap to J.C. Penney. In the distance the standard skyline with the notorious high rises.

But then, entering downtown, there's the difference! Tree lined streets and lots of small patios with adobe houses (no visual pollution from parked cars). At last, an American city where you can stroll easily and safely. The center of real downtown (not the one with the high rises) is an old square with 500 years of Spanish heritage, called Old Town Plaza, a beautiful Spanish Church (I guess some 300-something years old), an old cast iron music stand in the center and lots of shops and art galleries. Some of them sell touristical 'Indian junk,' but most of them sell top quality In-

*(Continued on page 4)*

## **I Think I Passed That Listening Test**

*by Parthenia H. Franks  
Secretary*

ILA conventions typically present me with the dilemma of which sessions to attend because all of the offerings tend to spark my interest. This too was the case at our 1998 convention in Kansas City.

Nevertheless, after a good deal of intrapersonal deliberation, I found myself attending several of the programs on empathic listening. Having no inkling then that a life's test on the contents of these sessions was in store for me, I simply enjoyed these sessions, leaving behind for a time, my usual workplace listening for information and understanding mode. Upon returning home from the convention, I immediately began to secretly practice the various techniques and behaviors I had learned, first on my teenage son and relatives and later on some of my college students.

In some part, as it seemed to be less taxing, easier, even to some extent, less accountable than were other types of listening, empathic listening was fast becoming my listening preference choice. Indeed, with the passing

of each day, I was buoyed from both favorable end results and from the sense of being in command of the various techniques employed—that is—until that frightening day at work when I was jarred into the reality of the crucial impact that my listening

or not listening was about to have on the life of another person.

*"...the most difficult of things to do was to keep at bay my own fears, beliefs, attitudes, persuasions, questions, and desire to offer advice and counsel"*

I was caught altogether off-guard when a work acquaintance telephoned me, repeating rapidly and tensely, "I've just admitted myself to a mental health hospital because I did-

n't want to risk physically hurting anyone. I'm standing in line to be checked in, and right now I just need to talk to someone." After finally recognizing the individual's voice and trying to quell my astonishment and panic at learning that I was the first one to be called (the individual's parents, friends, and relatives reside in the city also), I determined to listen with tremendous passion and effort.

To my surprise, however, despite clearly realizing that empathic listening was called for, the most difficult of things to do

*(Continued on page 6)*

## Where Do We Go From Here?

by Janet Cherry

The ILA, a professional association founded with purpose and dedication in 1979 with 17 charter members, in 1998 is an association 361 members strong!

As with most not-for-profit associations, the ILA has experienced fluctuations in membership, convention registrations, and volunteer leadership. A few phone calls to other professional groups assure me that we are not alone in these situations. Certainly there are many reasons for these trends but one of the reasons no association wants to hear from non-renewing members (and perhaps a few "paid up" members as well) is that they receive a low return on their investment. The investment for active membership is actually more than money—it is the time, effort, energy, enthusiasm, and commitment to the association and its goals as well as courtesies to other members. We have many options and choices for spending available professional dollars.

The ILA mission is solid. Our initiatives are genuine. Our purpose is necessary. Our message is urgent. The media caught on to listening last year and gave us some good press. It looks as if we are going to enjoy the same again this year. The question: even though the word is getting out, are we realizing the impact where it counts—in our education systems, our business and government sectors? Have we asked what benefits members are expecting and what will attract prospective members? If we ask, will we listen?



Looking through past issues of the *Listening Post*, I reviewed carefully the Five-Year Plan for the ILA introduced by Margaret Fitch-Hauser in 1995. It is time to update this plan and attach accountabilities and timelines at our fall board meeting. To do this, we need input from each of you. Watch for the mail! You will be receiving a survey asking you to answer a few questions about your ILA membership.

Please invest the few minutes it will take to complete the survey and a first class stamp to have your voice heard. In order to have time to tally the responses prior to our board meeting I am asking you to please take prompt action—maybe return it the same day you receive it. I ask you also to think about what this association stands for as you complete your survey.

We know that as a nation there is no doubt we are becoming incredibly more technical, global, accessible to the world in mere minutes. We are called upon to do more with less—fewer resources and seemingly less time.

We

- ◆ have more options.
- ◆ need to learn about more

(Continued on page 6)

by Barbara Nixon



I'm torn. I can't decide what I like to listen to the most. Please help me. . . .

Could it be the sound of my eldest son Kyle (9) talking about his day? Could it be the sound of my son James (7½) singing to popular songs and making up his own words? Or could it be my son Sam (6 months) giggling and cooing, and trying to form words with his little tongue?

It's a tough decision. . . and one I feel blessed every day that I get to make.



### 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 September 26.

### 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.

### 1998 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**

324 Crestview Lane  
De Pere, WI 54115  
bnixon@shopko.com  
920-429-5389 fax  
920-429-4389 voice

## Topics in Search of an Author

by Charles H. Swanson

From a brainstorming session while my students fought their way through a final exam, the following is a list of studies for which I wish I had the time, energy, and/or money. These topics are offered in their rough state in hopes that someone might be able to polish and produce something of interest:

1. A study replicating Ralph Nichols' erosion study (see *Are You Listening?*) in which students at different grade levels had their listening during class checked at random times in a non-retribution manner. The percentages in the Nichols' study found a plunge in the numbers of students actually listening from grades 1 & 2, to junior high, to senior high. Another possibility would be to compare the numbers listening in class between untrained students and students with listening training.

2. A comparative study on the effects of listening instruction vs. no listening instruction. Does listening instruction make a difference in grades achieved and/or scores achieved on subject-matter tests? (Seeking additional support for the proposition—students who get better grades are not smarter; they listen better.)

3. Does listening instruction have more transferable applications than other skills?

4. What kinds of listening instruction (courses, units in other courses, workshops) are available for pre-service teachers? for in-service teachers?

5. What percentage of instruction in various subjects is dependent on students' capacity to

listen? (Identify those instructional strategies requiring students to listen.) (What subjects or instructional strategies are not dependent on students' listening?)

6. What kinds of reasons are offered for not including listening tests in standardized basic skills test batteries? (How many national and/or state basic skills test batteries include listening? What are the results of those administered listening tests?)

7. What percentage of language arts textbooks used at each level in public schools directly involve listening instruction and learning?

8. How much background in listening (courses taken, workshops, reading, courses taught) is found in the authors of public school textbooks that include content about listening?

9. What kinds of listening instruction have been experienced by administrators at various levels (elementary, junior/middle, senior high, and higher education) and in various settings (general, charter/magnate, vocational-technical)? by media managers, editors, executives and reporters? by politicians at any and all levels? by editors and executives in publishing?

10. What kind of effects does listening instruction have on memory and learning strategies?

While these topics are in a rough state, they represent a starting point. So many questions and so little time.

## Call for Award Nominations

It's not too early to begin submitting nominations for the following 1999 International Listening Association Awards:

- ◆ ILA Listener of the Year
- ◆ ILA Hall of Fame
- ◆ ILA Research Award (three awards possible: undergraduate, graduate, and general)
- ◆ ILA Special Recognition Award
- ◆ ILA Award for Listening in the Business Sector

Please send your nominations to **Janet Cherry** no later than November 1, 1998. An insert with criteria for each award appears in this issue of the *Listening Post*.



### IMPORTANT DATES

**September 26, 1998** — *Listening Post* deadline

**October 1, 1998** — Nominations for ILA Executive Board due to Harold Kinzer

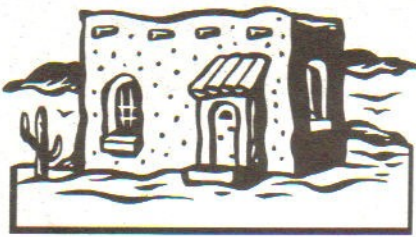
**November 1, 1998** — Nominations for awards due to Alberta Arnold

**December 11, 1998** — *Listening Post* deadline

**March 11-13, 1998** — 20th Annual Convention, Albuquerque, NM

**March 2000** — 21st Annual Convention, Virginia Beach, VA

**March 2001** — 22nd Annual Convention, Chicago, IL



## Albuquerque, cont'd

(Continued from page 1)

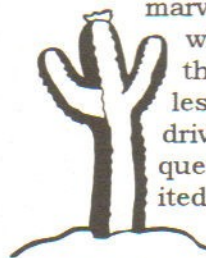
touristical 'Indian junk,' but most of them sell top quality Indian arts and crafts. Famous products are the unique Kachina dolls, jewelry (most of them with turquoise) paintings, sculptures, pottery and rugs. Be sure to shop with a member of the Indian Arts and Crafts Association; they guarantee integrity, quality, and authenticity. Old Town Plaza is a square to sit (on hundred years old cast iron benches), relax and reflect in the shade of the old trees. Isn't this what life is suppose to be? All this on a 15-minute stroll from the conference hotel. To be honest it takes much more time; there's too much to see and to experience on the way to the Plaza.

**Kimberly Batty-Herbert** and her team will have a hard job to organize a conference with enough professional interest to compete with the titillations of Albuquerque and nearby Santa Fe. In Albuquerque it is not only Historic Old Town, it's also downtown with some beautifully restored Art Deco buildings along Central Avenue, a part of old Route 66. It is the Indian Pueblo Cultural Center, a couple of blocks from the conference hotel, with an impressive museum on Native American cultures (there's a special children's museum too) arts and crafts galleries, and dance, music and art demonstrations. It is Sandia Peak, a mountain of more than 10,000 feet high, 6 miles east of the city, where the

'young and brave' ILA members can hang glide down. The less brave can ski downhill (1,700-foot drop: 35% of the tracks are for beginners, 55% for intermediates and 10% for experts.) You can go up Sandia Peak with an aerial tramway. It is Posada Hotel, built in 1939, where you can have a traditional English Tea, like in the St. Francis (1924) in Santa Fe.

How about night life? Apart from the regular sports bars and night clubs, Albuquerque has its al fresco dining spots. Even coming from Europe, where al fresco is quite common, dining in real Native American terrace restaurants on small patios is a truly unique experience. It starts with the friendly service; there's hospitality and there's HOSPITALITY. In Albuquerque they just know HOSPITALITY, friendly and patient explaining to you what the strangely named meals are.

The food is prepared with lots of spices, but definitely not hot. The New Mexican cuisine is a mixture of subtle flavors with recipes, some of them dating back to the original Indian settlers, the Anasazi, which came in the area at the end of the 12<sup>th</sup> century. Of course, hamburgers and other incorrectly called 'food products' are widely available. But why should you stay on the regular track, if you can have a food experience of which you can talk about at home? Of course, you can have your Coke or iced tea with your meal, but New Mexico produces



marvelous red and white wines. Six of the wineries are less than an hour's drive from Albuquerque and can be visited for wine tasting.

"If you are in Albuquerque, Santa Fe is a must," the not-so-helpful lady of the Convention and Visitors Bureau said.



For that one, she was right. Just a little over an hour driving along 125 (59 miles), you'll find a city where you feel at home at once, at the end of the famous Santa Fe trail. The old Spanish center of Santa Fe gives an even more authentic feeling than Albuquerque. Is it because it was (in 1610) the capital of the province which was at that time part of Mexico? The Governor's Palace is still there and is now a beautiful historical museum. Is it because of the strong Indian influence in nowadays Santa Fe'ans, with their soft-spoken friendliness? Is it because the Spanish town center with its many, many adobe houses is larger and has the impressive St. Francis Cathedral? Is it because Santa Fe is the home to thousands of artists, which is reflected in an artisty atmosphere?

It is all true. But more importantly, it is just because it is Santa Fe, a city incomparable to any other city in the world. Although young and vivid, it is a city so much at ease, you would like to live there after retirement, now!

*Note: A warning is required Kimberly Batty-Herbert bribed Els and me some years ago to come over to Albuquerque and Santa Fe. Even having been in a couple of places in the world, I am hooked on New Mexico. You want to return, again and again. For its light, its art, its people, its cities, its pueblos, its. . . (Isn't there a conference March 1999 which gives me the excuse to return again?)*

## CPRC Posts Database, Requests More Papers

Kathy Thompson and Carolyn Coakley, co-chairs of the ILA - CPRC (Convention Paper Resource Center), invite 1980 through 1998 ILA Convention presenters to add their convention papers to the CPRC database, which is now presented in hard copy (accompanying this *Listening Post*) and posted on the ILA Web site at <http://www.listen.org>. While newly submitted papers are welcomed anytime, the ILA - CPRC Index (in hard copy and on the ILA WEB site) will be updated in May and November of each year, beginning with November 1998.

To submit a convention paper (presented at an ILA convention in 1980 through 1998), complete these four (4) steps:

1. Submit two (2) typed and reproducible hard copies (on white paper with clear, clean, dark print).
2. Submit one (1) electronic copy of your convention paper on a 3.5" computer disk in WordPerfect or Microsoft Word (5.0 or above) format in PC or MAC platform.
3. Submit—with each hard copy AND on disk—a typed/word-processed identification page. (For specific information and/or forms, contact Kathy Thompson.)
4. Submit a signed (by all authors) ILA - CPRC Reproduction Release Form (available

from Kathy Thompson). After having completed the four-step process, surface mail all items to Kathy Thompson, ILA - CPRC Co-Chair, Alverno College, 3401 S. 39<sup>th</sup> Street, P.O. Box 343922, Milwaukee, WI 53234-3922.



To order a databased convention paper, use the ordering form included with the enclosed CPRC Index.

For additional information regarding submitting or ordering a convention paper, contact Thompson or Coakley.

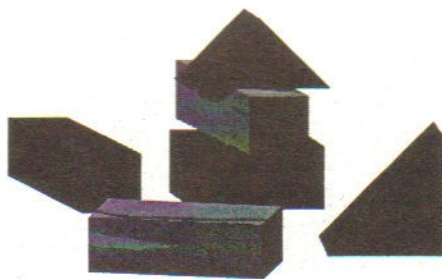
## Remove Blocks to Effective Listening

by Rick Bommelje

Listening leaders do their best to remove these blocks from their repertoire:

**Comparing:** Comparing makes it hard to listening because you are always trying to assess who is smarter, more competent, more emotionally healthy — you or the other.

**Filtering:** When you filter, you listen to some things and not to others. You pay attention only enough to see if someone is angry, or unhappy or if you're in emotional danger. Once assured that the communication contains none of those things, you let your mind wander.



**Judging:** Negative labels have enormous power. If you pre-judge someone as stupid or nuts or unqualified, you don't pay much attention to what they say. You've already written them off.

**Identifying:** In this block, you take everything a person tells you and refer it back to your own experience. They tell you about a toothache, but that reminds you about the time you had oral surgery.

**Advising:** You are a great problem solver, ready with help and suggestions. You don't have to hear more than a few sentences before you begin searching for the right advise.

**Sparring:** This block has you arguing and debating with people. The other person never feels heard because you're so quick to disagree.

**Be right:** Being right means that you will go to any length (twist the facts, start shouting, make excuses or accusations, call up past sins) to avoid being wrong. Your convictions are unshakeable.

—Adapted and reprinted with permission from the July 13, 1998, edition of *Listening Leader* by Rick Bommelje.

## Perspective, cont'd

(Continued from page 2)

things.

- ◆ recognize the shorter shelf life of our own education and training.
- ◆ have more opportunities to explore—while still only having the same 506,880 minutes in our year.

To keep an association vibrant, alive, and active requires time, a solid plan, assigned accountabilities, and willingness to trade off personal minutes/hours to reach the desired goals. What are you willing to invest? What do you want from your membership? Do you want to keep the doors open just widely enough to peek through or do you want to explore possibilities, experiment with a number of recruiting/retention plans, sponsor products and services, and provide more educational opportunities?

How do we want our association to handle this? How can we continue to make a difference through research, education, and business?

No one needs to tell us that in our global reality and virtual offices effective communication skills are increasingly critical. I feel confident we are aware that effective communication skills are increasingly critical. We are also aware that effective listening is the benchmark for growth, understanding, and harmony. How are we going to address these needs? Where... what...is going to be our plan!

We want your input to help the board plan for the balance of 1998, 1999, and 2000. This will roll up our five-year plan announced in 1995 and give us a

working document to carry forward.

I am asking each of you to think about. . .

- ◆ what it is you want this association to be?
- ◆ what it is you want this association to accomplish?
- ◆ what it is you want this association to offer to you and to our prospective members.
- ◆ what it is you want this association to contribute as our legacy to education and business through research.

And...

- ◆ What do you feel we should be offering as products, services, and benefits?
- ◆ How do we share listening around the world?

On my drawing board is the survey mentioned above. This document, and your response to it, will give us a starting place to revise and formulate our recommendations for the balance of 1998 and carefully design our blueprint for the years 1999, 2000, 2001, and 2002. I want to hear from you, your thoughts, your concerns, your "if only we could" wishes for the ILA. Contact me—by fax, phone- or e-mail.

And remember, I'm listening.

## Sharing Listening Around the World

Don't forget to let **Janet Cherry** know when you are speaking to groups about listening so we can update our map in the *Listening Post* and at the convention in Albuquerque. Remember, the goal is to share listening one-on-one with 2000 people by the year 2000!

Together, we can do it!



## Listening Test, cont'd

(Continued from page 1)

was to keep at bay my own fears, beliefs, attitudes, persuasions, questions, and desire to offer advice and counsel. Fortunately, the individual has fully recovered from an excruciatingly stressful experience; and judging from our subsequent conversations, I believe that I passed that life's test on *really* listening.

From what ILA members are saying about the engaging programs and attractions in the making for our upcoming March convention in Albuquerque, I should probably expect to face the "can't decide which session to attend" dilemma once again.

## Our Mission

"The International Listening Association promotes the study, development, and teaching of listening and the practice of effective listening skills and techniques."

## Notes From Diana's Desk: Summer & Sources

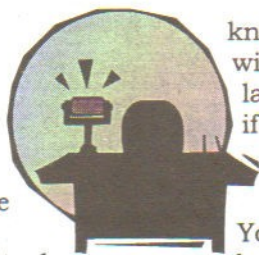
by Diana Schnapp  
Executive Director

Ah, the good old summer time. When things slow down enough for me to do some real helpful work for ILA. Let's take stock of where we are.

By now you should have received your new edition of the Membership Directory. Those were shipped in late April. If you are a new member, you received the blue three-ring binder as well as the pages. In addition everyone should have received a letter from me and a sticker to place on the binder to identify the notebook as an ILA document. Those who were already members since last year received only the letter, sticker, and updated pages. Please contact me if there are corrections. Again, we will get those out with the next *Listening Post* after the corrections are received.

Start making your plans now to join us for the twentieth annual convention in Albuquerque March 10-13, 1999. We will be returning to the traditional schedule with Special Interest Conferences being held on Wednesday the 10<sup>th</sup> (exception: the Education Conference is usually on Saturday). Your Local Arrangements Committee and Program Chair **Charles Roberts** have already been making wonderful plans. Friday afternoon will be a free time for exploration of the enchanted southwest!

To help you plan ahead: hotel rooms at the Sheraton Old Town Albuquerque are \$98 single/double. A few suites are available. Reservations can be made beginning in October. As far as I



know, the registration fees will remain the same as last year. Check with me if you need to know before December.

Your Executive Board will be meeting the last weekend in August in Albuquerque to deal with concerns of the organization. Please contact me or **Janet Cherry** (737-1840 or [JTCTrainer@aol.com](mailto:JTCTrainer@aol.com)) if you have agenda items you wish to have discussed.

Keep those address and number changes coming in.

If you publish an article or run across one that is great, send a copy to me and send the reference to **Michael Purdy**, who is doing a new edition of the *Bibliography*. We are trying to collect all the information we can about listening.

### New Listening Resources

Cambell, Don. "Three Reasons to Listen While You Work." *Writer's Digest*, July 1998, 20-21.

"Helping a Child Listen." *Family Life*, April 1998, 31.

Ligos, Melinda. "Different Strokes." *Successful Meetings*, June 1998, 32-37.

Payne, Henry C. "Listening: The Neglected Liberal Art." *Administrator*, May 1998, 6.

Rice, Elizabeth. "Are You Listening?" *Quality Progress*, May 1998, 25-29.

Silverstein, Stuart. "But Do They Listen? Companies Making an Effort to Build Skill" *Los Angeles Times*, 07-19-1998, D-5.

## Listen!

A poem by Sara Gayle Pyfrom & Marilyn Hoff

Mommie, too busy cleaning house,  
I've got a secret just for you.  
Later sweetie, go out and play now.  
LISTEN TO ME!

Mother, off to do volunteer work,  
I'm frightened. Life's not worth living.  
You'll feel better tomorrow, Honey.  
LISTEN!

Dad, off to the golf course.  
A friend of mine is talking suicide,  
Those who talk, never do.  
LISTEN TO ME!

Husband, glued to the TV,  
Let's go out tonight.  
Tomorrow, game's on tonight.  
LISTEN!

Friend, off to play bridge,  
We haven't talked for a long time.  
We'll get together soon.  
LISTEN TO ME!

Boss, off to the board meeting,  
I've just had a terrific idea.  
Write me a memo.  
LISTEN!

Teacher, grading papers,  
I need your help.  
Not know, make an appointment.  
NOBODY EVER LISTENS!

World blessed with ears  
But hearing naught,  
I'm talking to you.  
LISTEN  
LISTEN  
LISTEN.

# News & Notes

**Lisa Darnell** and her husband Jeff announce the birth of their daughter Katelyn Marie on June 1, 1998. Kate was 8 pounds, 6 ounces, and 21 inches long.

**Mary Karr** has been teaching Effective Listening online at Marylhurst University for the past year. She is seeking anyone else who is teaching a listening course online and who might want to take part in a presentation about teaching listening online at next year's ILA convention.

A journalist from the Los Angeles Times interviewed **Sheila Bentley**, **Lyman K. (Manny) Steil**, and **Diana Schnapp** for a recently published article. (See page 7.)

**Dick Halley**, **Kittie Watson**, and **Larry Barker** were featured in segments of ABC's *20/20*. Many other ILA members were interviewed for these segments, also.

**Margarete Imhof** will be attending the XXI Colloquium of the International School Psychology Association (ISPA) in Riga, Latvia. She will give a workshop on "Approaches to teaching listening" to an audience of school psychologists from all over the world.

## Nominations for ILA Offices Due October 1

by **Harold Kinzer**  
Nominating Committee Chair

Nominations and self-nominations for these offices are invited:

- ◆ first vice-president elect (ascends to first vice-president and then president)
- ◆ second vice-president (one year term)
- ◆ secretary (one-year term)
- ◆ member-at-large international membership (two-year term)
- ◆ member-at-large public relations (two-year term),
- ◆ nominating committee members (one-year term).

All except nominating committee members serve on the Executive Board.

Send nominations *by October 1* to the ILA office or to nominating committee members: **Harold Kinzer**, **Francis Grant**, **Ned Nichols**, **Manny Steil**, and **Roger Wilson**.

**1998 Convention Papers needed for the Convention Paper Resource Center. See page 5 for submission details. Please contact Kathy Thompson or Carolyn Coakley for more information.**

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

If  
speaking  
is silver, then  
listening  
is gold.

—Turkish Proverb

For more quotes about listening, visit our website at <http://www.listen.org/pages/quotes.html>.



### IMPORTANT ADDRESSES

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International  
**Listening**  
Association

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<http://www.listen.org>

Visited by more than 10,000 guests!

Hosting provided by Green Bay Online