



LISTENING POST

ISSUE No. SIXTY-NINE • SUMMER 1999

Education to Improve Listening Skill

by Sakae Endo

(Editor's Note: The following article appeared in Asahi Shimbun, one of the largest daily newspapers of Japan. It is used with permission.)

Several incidents related to the fundamentals of "listening" occurred successively last month: (1) the mixing up of patients to be operated on at the Yokohanma University Hospital; (2) the apology of the sponsor to the "Coming of Age Ceremony" lecturer because the young audiences did not listen seriously; (3) the suing of the race-anteur performance's sponsor by an audience member for having his right to listen violated because he was asked to leave the hall for falling asleep; (4) the sinking of a fishing boat because the distress signal was believed to be false and, thus, delayed rescue.

The mix-up of patients and the mistaken distress signal may both seem to be simple mistakes, but they could have led to loss of human lives.

In the patients mix-up, the names of the patients were repeated between the ward nurse and the operating room nurse, but it was reported that "when the first patient was delivered, neither nurse noticed that the names called out differed." In the sinking of the fishing boat,

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INTRODUCING OUR NEW EXECUTIVE DIRECTOR!

Jim Pratt began his professional career in public speaking by entering the Optimist Oratory Contest at age 14 and

advancing to the national level, an event that influenced his world view and shaped his career plans. "It was fun," he says, "and I did it well. I thought that was a good plan for the rest of my life: find those things that you enjoy and do well." An active competitor in debate and forensics during his high school years in Sioux Falls, South Dakota, Jim continued that interest at Macalester College in Saint Paul, Minnesota, where he combined his interest in competitive speech events with a major in speech communication and theatre arts. A summer spent at the Hong Kong Hilton in a student work-abroad program, followed by a trip around the world, was Jim's first international experience.

Three months after his graduation, Jim was teaching his first section of speech fundamentals at the University of Minnesota. Jim completed his M.A. and Ph.D. degrees there while working as a teaching assistant in debate and forensics.

In 1969, Jim began teaching at Gustavus Adolphus College in Saint Peter, Minnesota. He was immediately elected executive secretary of the Twin Cities Forensic League, a position which he still holds and involves directing the six tournaments hosted by the league each year.

Jim transferred his teaching loyalties two years later from the Swedes to the Norwegians as he began teaching at Saint Olaf, Jim received the Outstanding Young Teacher Award from the Central States Communication Association.

In 1977, Jim moved to the University of Wisconsin-River Falls where he is presently a professor of Speech Communication and Theatre Arts and past department chair. In that same year, he began directing the American Forensic Association's National Individual Events Tournament, a post which he held for that tournament's first seven years. In 1990, Jim began a two year term as president of the American Forensic Association, following which he became that organization's executive secretary, a position in which he continues to serve. Last year, Jim received the AFA's Distinguished Service Award.

In 1995, Jim and his family spent three months in Trinidad

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President's Perspective: **A CURE FOR MYOPIA**

By: Charles Roberts

If time flies when you are having fun, I must be having a whale of a time! Just a few short months ago I was privileged to receive the gavel from Janet Cherry. All full of enthusiasm I set about finding willing and able individuals to pursue some rather ambitious goals that I believe ILA can and should attain. I found them! The ILA is riddled with them. At last count, over 95 ILAers are working to increase the quality of the association. Each of the committees is working hard to insure that the ILA continues to grow in terms of its collegiality, continuity, diversity, and accountability.

The accomplishments so far are impressive. New brochures are being implemented in at least three different languages and plans are being made to create brochures for each interest group in the ILA. We are fast approaching the goal of **Klara Pihlajamaki**, to do away with the designation of "International" for one of the Members-at-Large. As further evidence of this, solid arrangements are being made for an international meeting in Japan in 2000. The ILA's flag also is being shown in the U. S. at the state, regional, and national conventions of other professional groups.

While many are planning for



the next five or ten years of growth, some are focusing on the nearer future. The Convention Paper Resource Center has solicited papers from the 1999 convention presenters and is receiving them in droves. The planners for the 2000 Virginia Beach convention are weaving a veritable listening tapestry, with strands of all interest groups interwoven and locked together with the spirited fiber of ILA fellowship.

Though substantial work has been accomplished and the future looks bright, much remains to be done. Though 95 ILAers are working hard to accomplish the goals of the organization, many more need to be involved. Though we are finding new constituencies, we still need a more diverse international membership. While many of our members have contributed much over the past twenty years to make ILA the fine organization it is,

we need new members from varied disciplines to insure continuity. While the CPRC has received many papers, more need to be submitted.

As the year progresses and the committees report their progress, I shall share that with you. But the year is short and, on occasion, so is the vision of the ILA board. We often do not see problems that need to be addressed, and/or solutions that could be implemented to end such predicaments. As I interacted with some of the membership during the last convention, it was apparent that my and the board's myopia, while incurable, can be effectively arrested through the expedient use of transfusions of vision from the general membership. It was the conversations I had with many of you that provided me with the elements of the charge I issued to the various committees with to implement their fine ideas or address the problems they saw so clearly.

While I did appropriate many such notions, I couldn't use all of them. A good idea is a terrible thing to waste - so I ask all of you who have clearly superior ideas not to wait for the next convention. The committee list, published in this issue of the *Listening Post*, may provide you with a structure within which you can work. It is not too late to volunteer for one of our committees - believe me there is still

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THE ILA MISSION STATEMENT: "The International Listening Association promotes the study, development, and teaching of listening"

HOW DO YOU BUILD AN ASSOCIATION?

That's one thing we want to know. Specifically, how do we attract young scholars, ages 20 to 40 who will be committed to our association? How do we interest this generation in expending their energies promoting our mission? The following committee was appointed by our president to examine these questions:

Lisa Darnell – ldarnell@uannov.una.edu
 Kelby Halone – khalone@CLEMSON.edu
 Lisa Orick – Imo@swcp.com
 Sophie Garceau – listen@idirect.com

If you have answers to our questions, (ideas, suggestions, etc.) please send one of us a message. We need your help to ensure the continuation of our association.

Exec. Dir.
 (Continued from page 1)

while he and his wife (Ila June Brown-Pratt, associate professor of music at UW-RF) were on sabbatical. Jim continued a research interest in the communication aspects of music, concentrating on calypso music, and this research was enhanced by Ila June's academic perspective on music. Researching this vibrant example of the oral tradition of communication also placed an emphasis on listening, as did the experience of living in a different country and combating the "Ugly American" stereotype. This research, which is on-going (and requires annual return visits to Trinidad), has led to several presentations including the International Ballad Conference at the University of Wales at Swansea and the Folksong Society Centenary Conference at the University of Sheffield in England.

Jim joined the ILA in 1996 when he began teaching the listening class at UW-RF. He had prepared for the class through an apprenticeship with Jerry Carstens, one of the ILA's founding members who had developed UW-RF's strong listening program before his early re-

tirement. Albuquerque was Jim's first ILA convention, where he had the pleasant difficulty of choosing among the many useful and interesting programs in each slot.

Jim's current interests include 8th grade basketball and jazz band with his son Andrew and 6th grade soccer with his son Charlie.



IMPORTANT DATES

- August 1, 1999** – Deadline for submitting convention 2000 program proposals
- June 26, 1999** – Summer *Listening Post* deadline
- September 17-19, 1999** – Fall Meeting of the Executive Board, Virginia Beach, VA
- September 26, 1999** – Autumn *Listening Post* deadline
- March 2000** – 21st Annual Convention, Virginia Beach, VA
- March 2001** – 22nd Annual Convention, Chicago, IL
- March 2002** – 23rd Annual Convention, Scottsdale, AZ

ILA 1999-2000 Executive Board

President.....	Charles Roberts
First Vice-President	Harvey Weiss
First V-P Elect.....	Dick Halley
Second Vice-President (Membership)	Bob Bohlken
Secretary.....	Carol Christy
Members-at-Large	
International.....	Klara Pihlajamaki
Special Projects	Kathy Thompson
Public Relations.....	Melissa Beall
<i>International Journal of Listening</i> Editor	Steve Rhodes
<i>Listening Post</i> Editor.....	Kimberly Batty-Herbert
Immediate Past President.....	Janet Cherry



VIRGINIA BEACH IS FOR LISTENERS

By: Virginia O'Keefe

If Virginia is for Lovers, then Virginia Beach is for Listeners. The plans are shaping up to make the first convention of the new millennium a very special one. Rich Lindgren and the staff at the Ramada Plaza Resort are doing everything to be sure our stay is a listener's dream. They've even remodeled the hotel just for us. Well, maybe for a few other conventions, as well.

The hotel is a Gold Key Ramada property, designed and operated to accommodate each and every guest with all of the comfort and attention one expects to receive with southern hospitality. Some of the outstanding amenities are: the award-winning Gus' Mariner Restaurant, an exercise room with sauna, indoor pool with hot tub, the 57th Street Pub, bicycle rentals, in-room coffee makers, and many cozy areas for talking and listening.

On Thursday night, we will travel to the nationally acclaimed Virginia Marine Science Museum. There we will visit exhibits demonstrating Virginia's marine life including the amazing underwater world of sea turtles, stingrays, and sharks. This museum's 150 interactive exhibits are designed to entertain as well as educate. Overlooking the quiet marsh waterway, we will enjoy light refreshments and sample Virginia wines.

Friday afternoon we tour one of the nation's largest harbors as we take a cruise on the Spirit of Norfolk.

We can relax in climate-controlled comfort or stroll the decks while we cruise past cargo ships, nuclear submarines, giant aircraft carriers, and the site of the battle between the Monitor and the Merrimac. In addition to the impressive historic Hampton Roads Harbor, our cruise includes dining and entertainment. There will be time afterwards to shop in downtown Norfolk's new upscale McArthur Mall or browse the novelty shops of Waterside.

For the nautical-minded, there's always Nauticus Maritime Museum, located near the cruise ship terminal. One unique feature of this convention is the opportunity to listen to the spirit within. Located only ten blocks from our hotel is Edgar Cayce's Association for Research and Enlightenment, and the Visitor Center offers many free daily activities, including lectures, video presentations, and ESP demonstrations. Each year tens of thousands of visitors and researchers from all over the world come to the A.R.E. Visitor's Center to explore the fascinating life work of one extraordinary man, Edgar Cayce. As part of the convention, we have arranged to share in some of that knowledge.

Did I mention the beach? The gulls? The pelicans? The views from the Ramada are breathtaking, but until you dig your feet into the sand, you do not truly know the ocean. Virginia Beach and the Local Arrangements Committee are waiting to show you how warm our southern hospitality can be. Mark your calendar for March 9-11, 2000, and ILA in Virginia.

In true listening, we reach behind the words, see through them, to find the person who is being revealed.

John Powell

CARING EXPERTS NEEDED

By: Bob Bohlken



When recruiting new ILA members or retaining current members the question that often arises is, "What do I get for my dues?"

Naturally, we promote the excellent conferences of sharing ideas with caring people, but ILA needs to extend that sharing and caring to regular available opportunities. For example, since I promoted the establishment of listening as language skill competence at Northwestern and I teach the listening course, I have expertise and experience in making listening a part of undergraduate language competencies. I am willing to help others do the same.

Other members of the ILA, you, have expertise and experience in consulting, human resources, training, secondary school communication and graduate listening programs. Are you willing to care enough to help others?

I am suggesting that our ILA Central Office be our cleaning house for members and potential members to find human resources for helping others. Surely there are ILA members willing to submit their names and area of expertise for a referral through Jim in the ILA office.

Another suggestion for ILA service and member recruitment needs your help. If you know of a College or University that doesn't have a listening course, encourage someone you know at that institution to promote a listening course to someone interested and create an awareness of ILA and its willingness to help get a course developed.

DEADLINE AHEAD

By: Harvey Weiss

AUGUST 1, 1999 is the deadline for convention papers. Sounds awfully early doesn't it, to have a proposal for a conference eight months away?? However, you should understand what has to take place before you walk into your favorite session in March, 2000. First off, ten committee members must review all proposals, and return them to me, by October 1, with their prioritized selections. Then I have one month to print them up for the December 1 mailing of all convention materials to the entire membership. Please note, that this will not be the finalized printed program because, there are always additions and cancellations between December and March, so the changes will be made right up to the last minute before the final copy is in print. Hopefully, the changes will be minimal. This is just to give you an idea about most of the probable programs that will be offered to help you decide if you

want to come to the convention or not. The FINAL copy will be handed out at the convention registration table. This can save us unnecessary printing costs for programs sent out to all members, who cannot attend. For example, I just helped our new Executive Director, Jim Pratt, move the office from Kansas City to River Falls up here in the north country. There were a lot of programs, (50?) or so, that we had left over from the Albuquerque convention and there could have been more. I hope to eliminate that costly overrun this year.

Remember, I have two \$25.00 gift certificates to Gus' Mariner Restaurant, on Oceanfront at 57th Street in Virginia Beach to give away. I will pick two names at random from the proposals submitted between the convention in Albuquerque, and August 1, 1999. So, get them in as soon as possible and have a chance at a free meal for just getting your ideas together now.

Please, let those proposals continue to come in. My address is:

Harvey Weiss
2401 Wight Bay
Brooklyn Park, MN 55443
hweiss3206@aol.com

KEEPING ILA TRADITION ALIVE

You can be an essential part of a long standing tradition at ILA conventions. Started by **Ethel Glenn**, continued by **Bob Bohlken** and for the last five years **Bob Bohlken** and **Kimberly Batty-Herbert** have fostered the annual convention session which numerous attendees have taken home valuable teaching and training tools to enrich their listening classrooms. The **SWAP SHOP** sessions and booklets must have your continued participation if this tradition is to survive. If you have an original listening or closely related activity, instructional method, training tip, classroom assignment which you could share with other listening professionals please submit it to:

Kimberly Batty Herbert
Clovis Community College
417 Schepps Blvd.
Clovis NM 88101
Battyk@clovis.cc.nm.us

All submissions will be compiled into an indexed booklet available free-of-charge to contributors. Even if you can not attend the next convention a booklet will be mailed to you.



New ED, Jim Pratt, says farewell to Diana and Frank Scnapp, as he prepares to leave Kansas City for River Falls.

Pres. Pers. Continued from page 2)

work to do. But don't think that you have to go through a formal process to help. Don't think that a vote needs to be taken, or a poll proposed before action can be initiated. Take it upon yourself to work as a committee of one (you get to be the chairperson!) to help insure that the ILA continues to grow in terms of its collegiality, continuity, diversity, and accountability. Just think what you could do for the ILA.

when the owner of the boat called the Fishery Wireless Station to inquire about the distress signal, the station mistook the call as one from the boat in distress.

In hearing and understanding aural messages, the words received are not heard word for word; rather, they are received as a whole and reconstructed into meaningful sentences in the listener's mind. If there are inaudible or vague sounds, they are revised or supplemented to become meaningful.

All factors of upbringing, such as education (culture), experience, knowledge, sense of value, way of thinking, and environment take part in those reconstruction.

The nurse who delivered the patient called out the name of the heart patient, while the nurse awaiting the lung patient heard the name as that of her patient. Once you have a name in mind, even if a different name is called, you are apt to hear it as the name you have in mind. The person in charge at the Fishery Wireless Station, believing that the call was from the boat in distress, re-created the whole received message as that from the boat in distress. Such happenings may seem impossible but are every day occurrences.

The incidents of the Coming of Age Ceremony and the raconteur performance are the result of the irresponsibility of the listeners.

Communication is realized with the existence of a sender (speaker) and a receiver (listener). Actually, however, emphasis has been on the side of the speaker, and education questioning the role and responsibility of the listener has hardly been considered. The speaker, however, constantly feels the reaction of the listener and coordinates the speech. The listening behavior greatly affects the pro-

gress of the conversation. In the instructional textbooks of the American colleges, it is said that "a listener should assume at least 51 percent of the burden of the communication," and the responsibility of the listener is emphasized.

Did the man ousted from the raconteur performance who sued the sponsor for violating his right to listen realize that he was violating the right of the other audiences and disrupting the performer by his falling asleep?

In the case of the "Coming of Age Ceremony", a gathering of young people with no knowledge of how to listen would annoy the lecturer. A project befitting the capability of the listeners should have been planned.

In the United States, the business world was first to begin listening skill training of their employees. They became aware that mishearing could affect productivity and at times could cause great human loss. Stimulated by the movement of the business world, the educational world also became aware of the importance of "listening skill" education. In 1979, the International Listening Association was founded. Teachers from universities to kindergartens, researchers and corporate consultants work together in search of listening skills to fit practical purposes, to develop instructional methods, and to obtain theoretical backup.

The distinctive features of the textbooks used in American colleges and universities are that they point out correctly and systematically the listening skills suitable for each purpose, and they stress that training should address practical issues. The characteristics of developing a skill, systematically, from elementary to higher levels, and from a simple one to a more complex one are also essential in acquiring effective listening behavior.

A graphic consisting of a white oval with a black serrated border, containing the text "AWARD NOMINATIONS" in bold, black, uppercase letters.

AWARD NOMINATIONS

It is time to make your nominations for the 2000 convention awards. Nominees are being sought for the following categories:

Research Awards
Hall of Fame
Listener of the Year
Special Recognition

A description of each award can be found in the green section of the membership directory. Send nominees' documentation to:

Kimberly Batty-Herbert
Clovis Community College
417 Schepps Blvd.
Clovis NM 88101
Battyk@clovis.cc.nm.us

The instruction of "Speaking and Listening" is also incorporated in the Course of Study of the Japanese elementary schools. Targets for each grade level are shown. However, it does not mention the kind of skill required or the kind of training to be carried out to reach that target. Education, thus far, has been focused on literal training, and aural communication has been more or less neglected.

The recent incidents mentioned here, however, prove that education for improving "listening and speaking" skills must be taken more seriously.

1999-2000 ILA COMMITTEES

Awards:

Kimberly Batty-Herbert (Chair)
 Alberta Arnold
 Lisa Darnell

Business:

Judy Brownell (Chair)
 Sheila Bentley
 Wayne Bond
 Janet Cherry
 Linda Galloway
 Peter van der Schaft
 Misti Wall
 William Wardrope

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 Joseph Coppolina
 Linda Galloway
 Sophie Garceau
 Virginia O'Keefe
 William Wardrope
 Tom Wirkus

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 Kris Noreen
 Virginia O'Keefe

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 Terry Christesson
 Carol Christy
 Edie Cole
 Parthenia Franks
 Sophie Garceau
 Warren Gore
 Jean Harris
 Judith Naniole
 Terry Ostermeier
 Barbara Redmond
 Peter van der Schaft
 Diana Schnapp
 Vincenne Waxwood

Local Arrangements:

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 Edie Cole
 Mary Louise Shannon
 Roger Wilson

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 Bev Aweve
 Sheila Bentley
 Melanie Bloom
 Vincent Bloom
 Edie Cole
 Lisa Darnell
 James Gallager
 Tim Gilmore
 Barbara Nixon
 Maria Loffredo Roca
 Dee Steil
 Manny Steil
 Charles Swanson
 Roger Wilson
 Tom Wirkus

Nominating Committee:

Kittie Watson (Chair)
 Ethel Glenn
 Bill Huddleston
 Lisa Orick
 Kent Zimmerman

Program Planning:

Harvey Weiss (Chair)
 Alberta Arnold
 Kimberly Batty-Herbert
 Wayne Bond
 Lisa Darnell

Program Planning (Cont.):

Parthenia Franks
 Warren Gore
 Maria Loffredo Roca
 Dean Thomlison
 Misti Wall
 Tom Wirkus

Public Relations:

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 Margaret Fitch-Hauser
 Linda Galloway
 Sophie Garceau
 Barbara Nixon
 Daryl Vander Kooi

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Bill Huddleston (Chair)
 Alberta Arnold
 Joseph Coppolino
 Margaret Fitch-Hauser
 Lisa Orick
 Maria Loffredo Roca
 Misti Wall
 William Wardrope

Site Selection:

Lisa Darnell (Chair)
 Paula Arneson
 Mary Louise Shannon
 Tom Wirkus

WHERE OH WHERE?

1980 - Atlanta	1984 - Scottsdale	1988 - Scottsdale
1981 - Denver	1985 - Orlando	1989 - Atlanta
1982 - Washington DC	1986 - San Diego	1990 - Indianapolis

Do you have a suggestion for future ILA conventions? Do you know someone who would serve as a local arrangements chair? If so, send your suggestions to:

Lisa Darnell
 Department of Communication
 Box 5189
 University of North Alabama
 Florence, AL 35632
 darnell@unanov.una.edu



1992 - Seattle	1996 - Sacramento	2000 - Virginia Beach
1993 - Memphis	1997 - Mobile	2001 - Chicago
1994 - Boston	1998 - Kansas City	2002 - Scottsdale

News & Notes

William Arnold was recently honored by the Arizona State University Alumni Association with a faculty award for service. This award was due to a long and distinguished career as a professor and department chair of Speech Communication, interim director of Adult Development and Aging, acting director of Graduate Studies and acting dean of the College of Fine Arts.

Greg Enos presented Self-Directed Networking to Purchasing Management Association of Boston members recently and focused on the importance of continuous networking. Response was very positive.

Barbara B. Nixon has joined Mountain Systems, Inc., of Green Bay, WI, as their Communication Wizard. In this role, she will be working with Mountain Systems' internal and external publics to increase, facilitate and expedite communication. . . and of course, listening is a large part of that! (NOTE: This job starts for me on July 1 - it's 30 hrs a week, and 50% from home! Talk about helping with the work-life balance!!)

Michael Purdy recently presented a Listening workshop to 120 people at the annual conference and training program, 21st Century Learning, of ETOP (Enhanced Training Opportunities Program, Inc.), an International Brotherhood of Electronics Workers/Lucent Technologies Education Program. He presented and did involvement exercises to improve communication and productivity. The program was well received.

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

LETTER TO THE EDITOR

Greetings:
The printed ILA definition is an excellent way to start the listening work I do, either as a course (Sharpening Your Listening Skills) or as part of another program (e.g. Learning Facilitation). Adding the ILA url on the bottom of the definition page has caused some of my learners to checkout the site and see that folks are very serious about listening.

Greg Enos

MEMBERSHIP DIRECTORY

Additions/Changes

NEW MEMBERS:

Jean Hickey
W. Yourell Dr. #1
Oak Lawn, IL 60453
708-425-5746
hickey@usa.redcross.org

Guy Wagner
Titan Wheel Co.
250 Weil Dr.
Slinger, WI 53086
414-644-5285

CORRECTIONS:
Roger Conway
rconway@mail.uttly.edu

Lou Hampton
The Hampton Group, Inc.
5335 Wisconsin Ave. N.W.
Suite 440
WashingtonDC, 20015-2034

Henry Jansma
hjansma@easynet.co.uk

Charles Powell
Charles@coack-charles.com

Visit the ILA online at
<http://www.listen.org>

Visited by more than 20,000 guests!
Webmaster: Barbara B. Nixon
Hosting provided by Green Bay Online



Editor's Ink

by Kimberly Batty-Herbert

As this is my first issue as editor of the *Listening Post*, I would appreciate any insight you might have towards future issues. Remember, this is the membership's newsletter and I am here to serve you during my tenure in this position. Please feel free to comment, positively or negatively, I would appreciate your guidance.

LISTENING POST DEADLINES

The deadline for all *Listening Post* materials (including articles, ads, and photographs) to appear in the next issue is Sept. 26, 1999.

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.

1999 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:

Kimberly Batty-Herbert, Editor

Clovis Community College

417 Schepps Blvd.

Clovis NM 88101

Phone: 505-769-4959

Fax: 505-769-4190

Email: battyk@clovis.cc.nm.us



International
Listening
Association