



LISTENING POST

Issue No. Seventy • Fall 1999

EMOTIONAL INTELLIGENCE: THE ULTIMATE LISTENING FORUM

By: Maureen McGarvey Dinges

As a teacher in the field of speech communication, I've known for a long time that success in life is about much more than intelligence or brain power. In the fall of 1995, I read the cover story in *Time* magazine and finally had a label for what I had referred to for years as "people skills." Daniel Goleman, Ph.D., a Harvard educated psychologist had just completed his latest book, *EQ: Emotional Intelligence*, and he put into words and on paper many of the issues that we have been discussing in my classes. Dr. Goleman wrote a second book in 1998, *Working With Emotional Intelligence*.

Listening experts and enthusiasts have been teaching and training EQ skills for decades and many did not realize it. Emotional intelligence involves developing coping competencies that are listening intensive that impact on how we respond to both professional and personal issues of life. EQ is a twofold process. Its about learning to listen and to respond (1) to ourselves and (2) to others in a different and more positive way. As a result, our reactions and responses

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GUESS WHERE (CONVENTION 2000)

By: Virginia O'Keefe



Blue skies meet blue waters along the East Coast's longest beach. This year-round convention destination is easily accessible and offers outstanding oceanfront hotel accommodations. Nearby is the homeport to more than 100 ships of the Atlantic Fleet, the world's largest naval installation. The temperature stays pleasantly moderate all year. Spring comes early and fall lingers. Virginia's most popular city is also its most populous. Value is a key word, especially during the second season, spring and fall.

If you guessed Virginia Beach, the site of our March 8, 2000, ILA convention, you would be correct. Virginia Beach is almost 400 years old, yet it is as new as tomorrow. Miles of white sand and rolling surf greeted the first English settlers when they landed on Virginia's shores in 1607. Today the sand and surf are as glorious as ever, but added to them are first class hotels, a thriving metropolis, 45 miles of scenic waterways, exquisite dining and shopping, history, nature, and more.

Centrally and strategically located on the East Coast, Virginia Beach is accessible by land, air, or water. The Norfolk/Virginia Beach International Airport is serviced by every major U.S. carrier and offers 200 flights daily. As well, the

city is a one-day drive from more than two-thirds of the nation's population. With overall hotel costs that run below the national average, you receive an incredible value with no compromise in quality.

Imagine attending a convention in a place that blends the charm of a seaside resort with the excitement of world-class attractions. Colonial Williamsburg is an hour away, an easy trip in a rental car. Nearby is the Association for Research and Enlightenment, international headquarters for the work of the best-documented psychic of modern times, Edgar Cayce. You can visit the Virginia Marine Science Museum, one of the top marine science museums in the country, or take a cruise on the Spirit of Norfolk and see the world's largest naval installation while enjoying a fine luncheon.

The weather is mild, with temperatures ranging from lows in the high 40s to highs approaching the 60s. Bring lightweight to medium clothing and plan to dress in layers. So before the summer crowds arrive, mark your calendar for Virginia Beach and with other ILAers soak up a little fun in the sun -- get into "The Spirit of Listening." We're waiting for you!!!

President's Perspective: The Race to the Future

By: Charles Roberts

On September 18 and 19 I was reacquainted with the power of participatory leadership. The elected officials of your Board, together with the members of the various ad hoc and regular committees have worked hard since the March convention to make ILA the strongest it has ever been. They reported that progress during a truly inspirational Board meeting.

I always have marveled at the ability of ILA to start afresh each year. Each new Board brought officers on board who often had no experience and yet in September would demonstrate how fast they could get up to speed. Each officer and committee chair vies each year for some sort of "fastest 100 meter dash" award. But as inspiring as these fast starts have been, I always have wondered how much we could accomplish if we could run a relay race instead.

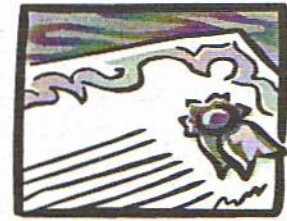
You will read elsewhere in this newsletter about the 2000 convention. **Harvey Weiss**, as planner, and **Virginia O'Keefe** as local arrangement chair, have put together a convention that should top Albuquerque, no small feat. But they did not accomplish this by waiting until the convention. As was the case last year in Albuquerque,



the planning for conventions has grown from a one-year process to a multi-year program, with current planners shadowing the previous teams for a year or more, learning about how things work, and generally getting ready to grab the baton when it is passed at the March meeting. This allows for continuity. During its September meeting the Board approved, for your consideration, some important changes to the bylaws which would allow for the same sort of learning growth for the various interest groups. I urge you to give those changes your sincerest consideration.

Other exciting plans were shared at the September meeting. Two groups appointed last March presented their plans - one for marketing the association and one for "growing" new members. Each was met with enthusiastic applause and actions were taken to realize major portions of both. The ILA is implementing plans to expand both in size and scope, not in fits and starts, but in a smooth, continuous planned growth curve. You thought the first twenty years were great? The best is yet to be!

RALPH NICHOLS AWARD



Due Date for Submission Nears

ILAers who intend to present research papers at the ILA Convention in Virginia Beach in March should plan to submit those papers for consideration for the **Ralph Nichols Award**. The Award, which carries with it a check for \$1,000, is given each year in honor of **Dr. Nichols** for the outstanding paper presented at the convention. In order to be considered, the paper must be submitted in advance, since the papers are evaluated by three critic-judges who need time for careful reading.

The research can be quantitative or qualitative in approach and may be descriptive or experimental in style. The evaluators will be looking for a well-done search of the literature, a sound theoretical underpinning, a clear and suitable methodology, and a conclusion that contributes to the field of listening.

Convention presenters are urged to complete their presentations a few weeks in advance so that they may be submitted in time for inclusion in this prestige competition. The deadline is February 4, 2000. Four copies should be mailed to:

Ethel Glenn
1802 Walker Ave.
Greensboro, NC 27403



"THE LISTENING SPIRIT" Convention Takes Shape!!!



By: Harvey Weiss

Convention time in Virginia Beach, Virginia, is being headed by another Virginia, **Virginia O'Keefe**. That's a lot of Virginia's, but there is a lot for you to see and experience in Virginia, at our upcoming convention, March 9-11, 2000. I will be concentrating on the program in this article and she will be talking more about the city of Virginia Beach in another.

First of all, our theme, THE LISTENING SPIRIT, has attracted 55 proposals, and close to 100 total speakers and presenters. The Program Committee has just completed their evaluations, and I can tell you that the quality of the offerings this year will be the best balanced I have seen in my many years with this organization.

The programs on Thursday and Saturday will have something for everyone, with a blended balance among Business, Education, Health and Spirituality, and Research. There are also a good number of general category programs with a wide base of interest levels. Additionally, all-day Pre-Conference programs are tentatively scheduled in Research and Business on Wednesday before the regular convention.

Plus, this year's program will have a slightly different look to it, in that, on Friday, there will be no formal break-out sessions. Instead, between the end of the Business Meeting and setting sail on the Spirit of Norfolk harbor cruise, time will be set aside to encourage members to attend several interest group sessions (i.e., Business, Education, Research, as well as standing committee's in such things as awards, archives and others). This is where they will

have an opportunity to get actively involved in a committee that interests them, or attend a session for networking and exchanging resumes. Then finally, some stress-free time will be allotted for the traditional signing of postcards for the members not in attendance. If none of that interests you, there are activities being planned around our ever-present natural wonder, the Atlantic Ocean.

So, coupled with this strong program of exciting topics, there will be a wide variety of guest speakers to compliment our theme, THE LISTENING SPIRIT. Some attention will be paid to listening to our inner-selves with the help of The Association of Research and Enlightenment, founded by Edgar Cayce, poetry readings from the Virginia Poet Laureate, and of course, don't forget that ocean, right there outside your hotel window. What could be more inspirational, than walks along the tumbling waves and listening to the world of nature and seeking insights into how we are all connected to it.

We have an outstanding convention planned for all of you and I hope you can hear the enthusiasm I have for the 21st ILA Convention in Virginia Beach, March 9-11, 2000. With a short 20 minute ride from the airport, you will be in the midst of one of the most enchanting convention sites this founding member has ever attended. I urge all of you to start planning now to attend this extraordinary convention called, THE LISTENING SPIRIT. Isn't it calling to you at this very moment????

OFFICER NOMINATIONS

The ILA Nominating Committee is accepting applications for the following offices:

1st Vice President Elect
2nd Vice President
Secretary
Member-at-Large -
Special Projects
Nominating Committee

Submit your nominations to:
Kittie Watson
701 Jefferson Avenue
Metairie, LA 70001
KittieWatson@compuserve.com

International Office: **Jim Pratt**
P. O. Box 744
River Falls, WI 54022
(715)425-3377
Fax (715)425-0704
800-ILA-4505
ILISTENING@aol.com

Listening Post: **Kimberly Batty-Herbert**
Clovis Community College
417 Schepps Blvd.
Clovis NM 88101
505-769-4959 voice
battyk@clovis.cc.nm.us
505-769-4190 fax

International Journal of Listening: **Steven C. Rhodes**
Dept. of Communication
Western Michigan University
Kalamazoo, MI 49008
rhodes@wmich.edu
616-387-3154 voice

ILA President: **Charles Roberts**
215 Dogwood Lane
Johnson City, TN 37604
robertsc@etsu.edu
423-439-7540 fax
423-439-7577 voice

Listening Leadership

By: Andrew D. Wolvin
& Carolyn G. Coakley

Hillary Rodham Clinton launched a "listening tour" of New York in her bid for New York's U.S. Senate seat being vacated by Senator Moynihan. To counter some of the criticism that she's a "carpet bagger" who hasn't lived in New York (and hence knows nothing about New York's needs), Clinton spent her summer listening to New Yorker. "...the more people talked to me, and the more I listened, and the more encouragement I got, and the more I really began to understand the issues that New Yorkers are concerned about from one end of the state to the other, I started to think maybe I could make a contribution."

Predictably, Clinton's listening approach met with skepticism and criticism. CNBC's "Geraldo Live" featured an analysis of listening as a campaign strategy right after she launched her listening tour in early July. Predictably, a skeptical Patricia Harrison, co-chair of the Republican National Committee, stressed that politicians need to have an agenda. Tony Blankley, *George* columnist, noted that it's very difficult to communicate that you are a listener. You can say you're a listener, but how do you demonstrate that you're a listener in the public arena? One New Yorker who attended a listening event in Cooperstown didn't buy it at all: "Come on, she didn't come

here to listen. She came here to talk. She came here to campaign." But Kiki Moore, a Democratic consultant and Clinton friend, stressed that Hillary is sincere in wanting to be a listener—to listen to New Yorkers to learn about the issues that matter. Indeed, Clinton's campaign manager, Howard Wolfson, puts it directly: "The listening is the message."

Deconstructing Hillary's listening as "campaign performance act," *The Washington Post* cataloged her listening behaviors:

She never interrupts, condescends or gets flustered. She seems to feel questioner's pain almost as well

The real test of listening as active communication in the leadership model...may well rest in the success of Hillary's listening tour.

as her husband does. She is an expert validator, mmmhmming while she listens, asking follow-up questions before commenting, congratulating panelists on their insight: 'I'm really glad you raised that issue.' Or: 'I agree with you 100 percent.' Or: 'You've really put that dilemma in a very eloquent way.'

So what's going on here?! Have we established a new model of leadership that centers on listening? We can only hope so! Our present leadership model is very much centered on the leader finding a vision and then articulating that vision in an effort to influence his/her followers to adopt and activate

that vision. Patricia Wither- spoon's *Communicating Leadership* reflects this view of the leader as communicator—the leader as forceful, persuasive speaker.

Indeed, forceful, persuasive speech is important to articulating one's vision. But listening really must be the first part of the leadership communication model: listening carefully to the needs of the constituents comes first and then is followed by shaping the vision and resonating with constituent needs.

Are we ready for leaders who listen? Aranna Huffington doesn't think so. She complains that Hillary Clinton, Elizabeth Dole, and Albert Gore all have centered campaign efforts on listening, a posture she thinks is "not in order to lead but in order to avoid leading." She huffs: "...you don't develop a comprehensive, sweeping and compelling vision by listening alone. Sure, you can sharpen a vision or fine-tune a vision, but OVERHEAR a vision? ... there is something very passive-aggressive about just listening. It is engagement without commitment..."

George McGovern's 1972 presidential campaign featured a television ad that positioned him as wanting to listen in the White House. The ad was pulled shortly after it first aired, because a listener was perceived as too passive for Americans at that time. But we may be ready for listening leadership now. Two decades after McGovern's campaign, Bill Clinton, as president-elect in 1992, positioned himself as a listener and staged a big economic summit in Little Rock to lis-

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Substantiating the Fact That Listening is Proportionately Most Used Language Skill

By: Bob Bohlken

This study is an attempt to update and validate the investigation into the frequency of the use of listening in comparison with the other three language skills of speaking, writing and reading. In 1977 Barker, et al., found that college students spent 52.5 percent of their total verbal communication time listening. They spent 17.3 percent of their total verbal communication time listening. They spent 17.3 percent of their total verbal communication time reading, 16.3 percent speaking, and 13.9 percent writing.

We have collected data over the past four years from the listening class at Northwest Missouri State University. One hundred and four college juniors and seniors used a week-long self reporting log in which they recorded their communication behavior via 15 minute intervals. The students were instructed to shade the 15 minute squares as to the amount of time each language skill was utilized and label the type of listening. The skill of listening was further broken down and reported as to listening to mass media, conversation and presentational or lecture listening. Listening to non-lyric music was not recorded in the diaries.

Our study indicates that on an average, college upper class persons taking the listening class at Northwestern spent 12% writing, 12% reading, 22% speaking, and 53% listening. Of their time spent in listening, 36% was devoted to mass media, 39% to interpersonal, and 25% to lecture or presentational listening.

Our study substantiates Barker's findings and adds to the evidence that listening is the most significant verbal (language) skill used by college students.

We recommend that other ILA members and teachers of listening use the self reporting daily log method similar to one presented here and report their findings. At least, the diary creates an awareness in the students of the amount of time they spend listening in their learning and college life.

Notes:

Larry Barker, et al, "An Investigation of Proportional Time spent in Various Communication Activities by College Students, *Journal of Applied Communication Research*, 8, (Nov. 1980), p. 101-109.

Andrew Wolvin & Carolyn G. Coakley, *Listening*, 3rd ed., Dubuque, IA: Brown & Benchmark, 1988, p. 13.

	Listening	(Mass Media)	(Interpersonal)	(Presentational)	Reading	Writing	Speaking
Barker	52.5%				17.3%	13.9%	16.3%
Northwest	53%	(36%)	(39%)	(25%)	13%	12%	22%

VERBAL COMMUNICATION DIARY

Column Heading: LI = Listening; SP = Speaking; RE = Reading; WR = Writing; EM = Email

Code Abbreviations: I = Interpersonal; MM = Mass Media; P = Public or classroom lecture

MONDAY

	LI	SP	RE	WR	EM
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become more supportive and beneficial. Reaction-based internal competencies include self-awareness, self-control, mood management and persistence. Response-based external competencies included empathy, initiative, motivation and optimism.

There's so much about emotional intelligence that makes sense. We know that IQ is consid-

ered "fixed" by age 18. EQ skills, however, can be learned and enhanced over a life time. IQ is about having the technical skills and expertise to get the

job, EQ is about future promotions. I say this tongue in cheek because when we're discussing interviewing skills in class, I remind students that the person who is most likely to be hired is the person who is "most liked" during the interview and perceived as the one most likely to "fit in." I qualify this by reminding students regularly that all applicants have the necessary academic requirements. Likewise, colleagues of mine who have participated in the interview portion of the admissions process at graduate and professional schools have made similar comments. The likeable and able to fit in student is usually the one who is selected. GPAs and GMATS, MCATS and LSATS are important factors for consideration today, not the only factors.

Whenever I review new and relevant communication material, I've made it a point to share it with students. In this day and age with a highly selective and competitive job market, my job is about enhancing students' skills. For instance, the expectations of competencies of the computer science major, the engineer major or the biology major of today have changed significantly over the past

decade. In years past, these students' abilities to interact and communicate effectively were not an issue. Today, potential employers expect more "bang for the buck," so to speak. College graduates are expected to be multi-skilled. For instance, the computer science graduate needs skills related to the field but also needs to be able to relate to and work effectively with the people in the production, mar-

keting and human resources departments. Likewise for the other majors. In this day of managed care, new physicians are expected to have good inter-

personal skills, certainly not a requirement in years past. Today its all about one medical plan being selected over another. Haven't you noticed some of the recent TV commercials where local physicians are touting one plan or program over another? Besides, those physicians identified with effective communication skills have fewer malpractice law suits filed against them.

We've all known or worked with those really "smart," high IQ," individuals who "just don't get it" in a lot of situations.

Perhaps these folks were identified as "very bright" at an early age and were told this throughout their growing years.

As a consequence, they become very outspoken because they know that they're smarter than most and assume that its their right. We see and hear these individuals in all fields and professions. They're the ones who, even as mature adults, appear to lack a stop or turn-off button with the comments and remarks that come out of their mouths. They appear to have a lack of control on their emotions. If

they're friends, you feel sorry for them but if they're colleagues, you're often embarrassed or turned off by their actions. You just hope that others outside of your department or division won't think that everyone in your area thinks and reacts in the same manner.

Others come from families where the essence of EQ was taught from an early age around the dinner table. It just was never called EQ. It was about "basic life rules" training. Things such as learning to listen to yourself and going with your "gut" feelings on issues or decisions, not saying aloud the first thing that comes to mind, listening to others, showing respect, appreciating their ideas and opinions, trying to put yourself in their shoes, always working on building "good" friendships and not being "just" a member but a contributing member of any group, team or organization that you join. At the same time, encouraged to volunteer, to take responsibility for actions or reactions and under no circumstances to "follow the crowd." Do any of these sound familiar to you?

Emotional intelligence has been challenged or scoffed at by academics. However, like many relevant issues in the past, as busi-

ness and industry validates its reliability and demands its inclusion in training, so will the academic institution take heed and follow. Many intellectuals find it

difficult to accept EQ as something even remotely comparable to cognitive intelligence when the professional success factor is considered. IQ and EQ are different, separate and mutually exclusive and an individual can have a lot, a little or some of both and individual amounts vary. The good news is that EQ skills can be learned and developed. Current research indi-

In this day and age with a highly selective and competitive job market, my job is about enhancing student's skills.

I'm always amazed when I hear communication skills referred to as "soft skills".

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BOOK REVIEW

By: Mike Purdy



Madaule, Paul. (1994). *When Listening Comes Alive*.
Ontario: Moulin Publishing.

Many in the listening field would want to call this book, *When Hearing Comes Alive*, on the assumption that it deals more with the mechanisms of the ear and the field of audiology. Yet, this is a fascinating book and it reveals that there is another way that we listen, with the ear of the body, and that it is equally important in our everyday experience.

We might begin with Madaule's definition of listening as "The active focusing and protecting function of the ear that permits us to receive what we want and reject what we don't want" (p. 41). Although Madaule deals mostly with problems of hearing, we must note that his definition deals with "focusing" and "receiving," very similar to attention and reception in most listening scholar's definitions. There is also the element of "rejecting what we don't want," indicating that at some level the listening Madaule is discussing is a voluntary act - he suggests that we can learn to listen more effectively.

Madaule's conception of listening is not so concerned with the content of messages as much as the way we hear. He writes of the tuning and the energizing functions of the ear. The conscious ear (my term) tunes or focuses on what it will hear and how long it will hear - for example, the ear may shut out voices that are irritating. Listening, he suggests, is also a channel for energizing the body and he recommends exercises in listening that elevate the mood and desire to act and interact in life - Mozart and Paganini are recommended. Madaule notes, "Not only do sounds send messages to the brain, but they also carry vital energy as well. Like air and food nourishes the nervous system" (p. 59).

For those interested in listening across the lifespan, there is an adjunct in hearing across the lifespan. Madaule gives an excellent review of the research on perception of sound in prenatal and early years of life, and then he covers the different ages of life from youth to retirement, stressing the excitement of listening. For Paul Madaule, listening can make learning and living an enriching experience. Finally, the last part of the book gives detailed exercises for improving listening.

THE VIRGINIA BEACH SWAP SHOP SESSION NEEDS YOU!

To be included in this year's Swap Shop booklet be sure to send in your original listening exercise, assignment, training idea, etc. by February 1, to:

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



Student Grants to be Awarded



A limited number of mini-grants will be given to ILA student members attending the 2000 convention. Two types will be available: 1) Convention registration; and/or 2) Free room and board in exchange for working various jobs during the convention. For additional information contact ILA Executive Director Jim Pratt at:

P.O. Box 744
River Falls, WI 54022
ILISTENING@aol.com



IMPORTANT DATES

December 31, 1999 - Deadline to submit ILA award nominations.

December 11, 1999 - Winter *Listening Post* deadline

February 4, 2000 - Deadline to submit papers for the Ralph Nichols Award.

March 9-11, 2000 - 21st Annual Convention, Virginia Beach, VA

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

FROM JIM'S DESK



It was 6:45 AM when dawn broke over the Atlantic, rosy tints spreading upward into a scattering of fluffy clouds. In a few seconds the sun had burst above the horizon, and the sky was bright and clear. Seventeen floors below, a sun-worshipper stood in the surf, moving rhythmically to welcome the day. I sipped my morning coffee on the balcony and thought, "We don't see something like this very often in Wisconsin."

The sea holds a fascination for Midwesterners, and I took every opportunity to enjoy it. This was my first visit to Virginia Beach: it was a working weekend for the ILA Board to conduct association business and prepare for the March convention, meeting in the convention hotel. But we took breaks to watch the dolphins swimming just off-shore, and we ate lunch overlooking the beach. And there was no evidence of Hurricane Floyd's visit less than a day earlier.

The convention will be a good one, and First Vice President **Harvey Weiss** has assembled an excellent and varied collection of programs, including a business conference Wednesday. But it doesn't hurt to meet in a beautiful location, and Virginia Beach will offer that to us. The Ramada Plaza Resort Oceanfront provides everything you would expect from the name, and at outstanding off-season rates. Golf courses abound and the beach is lined with seafood restaurants.

So start planning now to come to Virginia Beach on March 8th - 12th, 2000. Your registration materials and preliminary program will reach you in December.

Let me conclude with a request for your help. I receive many requests for information about listening, and I always send a collection of materials I have in my office. Do you have anything to add...something you've written for your local newspaper, perhaps, or an original handout for a class, or a review of a presentation you've made? If so, send me some (or send me a clear original that I can photocopy), and I'll do the rest.



Editor's Ink

By: *Kimberly Batty-Herbert*

This issue contains several items new to the *Listening Post*. These changes are among my attempts to respond to feedback from you, the ILA membership.

First, the *Book Review* column is a feature I would like to see in each edition but this cannot happen without your help. **Mike Purdy** graciously agreed to write the first and I send him my sincere thanks. However, I need new volunteers for future issues. This column can also be a review of currently published research. If you have recently read a listening related book or journal article please share your assessments with your ILA family and send me a brief review.

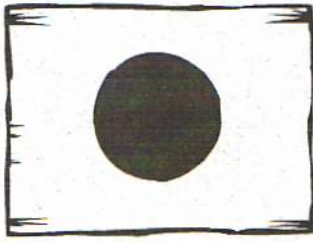
Second, in response to requests for more useful information, I have included additional articles which are not simply ILA FYI. I need each of you to become regular contributors to the *Listening Post* if these changes are to continue. To those of you who have, I send my appreciation.

Once again, I request your feedback.

Even a well-bred guest at dinner has a function to perform, much more a hearer, for he is a participant in the discourse and a fellow-worker with the speaker. *Plutarch*



The ILA Executive Board and local arrangements chair take a break from ILA business to enjoy Virginia Beach, the site for the 2000 convention.



Improving Global Communication through Listening

By: Janet Cherry



Kazuo Akasaka and I have already started planning the ILA Regional Conference to be held in Aomori, Japan on August 3-4, 2000. Our host is Aomori University of Health and Welfare. The University opened its doors less than a year ago in this beautiful area in northern Japan where history, craftsmanship, nature, and cultural traditions offer a visitor an exciting stay. The ILA conference is scheduled during the annual Nebuta Festival-drawing visitors from throughout the world-and you may participate in this celebration!

Our program begins on Thursday morning, August 3 and concludes the afternoon of Friday, August 4. The conference format tentatively is planned for four general sessions (1 hr) and either 8 or 12 concurrent sessions (1.5 hrs.) depending upon the number of presenters attracted to this theme. Our primary focus is on sharing the education of listening in a variety of settings (Aomori University consists of the departments of Nursing, Social Welfare, and Physical Therapy departments). There will be presenters from the Aomori community as well as our ILA community. It is planned that some of the sessions will be team-facilitated to share cultural experiences.

With Kazuo's guidance we have coordinated a program to include the following topics:

- Japanese and American high school teachers teaming up to

present the way listening is taught in the traditional classroom.

- Session for the university students on listening in the health and social studies areas.
- Two concurrent sessions on how to become an effective listener.
- Concurrent session on why listening is important as a communication foundation.
- Listening in the elementary grades.
- Importance of listening in the business arena and particularly in our global marketplace.
- Roundtable discussions on how to build global relationships through better listening.
- Sharing listening exercises to be used in the classroom.
- Sharing techniques with local teachers on facilitation techniques.
- Collaborative opportunities for listening research.
- Other ideas???

If one of the above topics inter-

ests you or you have an idea to propose for a session, please email this information to me:

jtctrainer@aol.com. There is no formal RFP for this conference but there will be a review committee to assist in putting the program in place. It is our desire to begin marketing the conference in early January and for this reason we must have all presenters/facilitators in place no later than December 1.

We are striving to keep the conference registration as low as possible. For planning purposes, the registration fee (covers two lunches, refreshments, formal dinner, entertainment, conference materials and festival costume) is estimated at US \$100. Negotiations are still under way for an official conference airline and hotel.

Let us hear from you. We are excited about the conference plans and look forward to welcoming you to Aomori next August.

ATTENTION ILA AUTHORS

If you are the author of a book on listening (or another communication-related topic), please let Webmaster **Barbara Nixon** (bnixon@dct.com) know. The ILA website will soon have links to your books at Amazon.com or Barnesandnoble.com – raising awareness of your books AND raising money for ILA.



Don't Ignore Hurricanes!

By: Klara Pihlajamaki

To attend the board meeting in Virginia Beach I literally went through the eye of hurricane Floyd a couple of weeks ago. The meeting itself was nice and calm. The experience of the hurricane was a kind of mind clearing experience because I had not been in such a situation before.

Human hurricanes often times develop internally and externally when different thinking patterns, cultures and feelings meet. To avoid (or ignore) these hurricanes we tend to switch off what doesn't fit to our learned patterns and adopted programs in life. We don't listen. The issue of listening itself may not be an exception in this regard. The human hurricanes can also clear the mind. They can be survived, too.

Listening is Growing to Global Awareness

I have, myself, recognized how the issue of listening is rising up in different contexts both internationally and nationally. Even other organizations start to include listening into their programs and missions. This gives an opportunity to work with listening in various contexts and on

different listening needs.

Tomatis International is already, as we know, an international/global organization based on listening. The World Forum for Acoustic Ecology (WEAE) is another organization that has adapted listening as a central issue for its mission. Here we have the Virtual University of Baltic Sea that emphasizes communication (even if not explicitly listening) as a tool to solve ecological problems. The environmental problems are essentially problems of human communication. Now when there are many different environmental organizations, communication (sharing and listening) between them is crucial for the effectiveness of their work.

As we have recently witnessed here in Europe, religious issues can lead to conflict and war. Therefore, I found it encouraging when the Muslim organization here in Sweden has also recognized listening as an important issue.

I have found Rotary and Lions here in Sweden receptive to the listening message. They, too, are global organizations. So, there are international and global avenues to raise the awareness of listening.

Janet Cherry works to arrange the ILA summer Conference (August 2000) in Aomori, Japan together with the Aomori University of Health and Welfare. All global minds and

hearts of ILA, give your contributions to this effort! It is the meeting of East and West in listening. The Japanese want to hear, among other things, about listening and global relationships and global marketing.

Listening is Needed in Global Complexity

International members of ILA have suggested that the whole Convention of ILA should be arranged regularly in different countries to make the association truly global. This could be done together with other listening minded organizations. What do you think?

Esperanto was once created to increase peace between different linguistic and ethnic groups. The intent was good but the result was even more frequent fighting. In order not to repeat history, listening is needed. I think that in the global context listening with the heart is even more crucial; heart and mind together. Integrity is always recognized across different countries and cultures. How well can we really listen without integrity? And how much integrity do we have if we don't listen?

This space in the *Listening Post* was once initiated by **Terry Ostermeier** for Internationals. I think this is a space for all global minded people within ILA. I would like to read many contributions from you in the next *Listening Post*.

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

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ten to experts offer insight and advice on the state of the then-sluggish economy.

Other politicians, too, have used listening themes to advance. In 1998, Mark Shriver—conveying a young aggressive style—was successfully re-elected to the Maryland House of Delegates by assuring voters in his campaign that he would listen and respond. The real test of listening as active communication in the leadership model, then, may well rest in the success of Hillary's listening tour.

How will she endure as a listener? Two weeks into her listening summer, reporters were losing track of her listening posture: "During one of her now-familiar 'listening events' with the New Yorkers she hopes will support her Senate bid, First Lady Hillary Rodham Clinton had a lot to say about guns and children," observed *The Washington Post's* Lynne Duke. She did point out, however, that while Clinton spoke on a range of issues during her listening events, it was couched as responsive feedback, "...always with her guests seeming to set the issues agenda, and al-

ways in sympathy with or in praise of their views." Let's hope that Hillary continues to listen.

Reviewing the research on listening, Stacy Young concludes that "leaders who listen not only reap benefits for themselves, they impact the organizational lives of their followers." After all, we ILAers know it best: "Listening IS the message!"

Notes:

Lynne Duke, "On N.Y. Tour, First Lady Favors 'Good Ideas Over Policy Planks,'" *The Washington Post* (July 18, 1999), p. A7.

Michael Grunwald, "First Lady at Her Best During 'Listening Sessions,'" *The Washington Post* (July 12, 1999), A3.

Adrianna Huffington, "Our Easy-Listening Political Candidates," *The Press Democrat* (July 13, 1999), p. B5.

Patricia Witherspoon. *Communicating Leadership*. New York: Allyn and Bacon, 1997.

Stacey L. Young, "The Interplay Between Listening and Leadership: Implications for Transformational and values based Ideologies." Paper presented at the National Communication Association Convention, November 1997, Chicago IL.

(Continued from page 6)

cates that effective leaders rely 20% on IQ issues and the remaining 80% are competencies that are EQ related.

Today EQ training is occurring in grade schools, high schools and college classrooms as well as in training settings and board rooms across the country. EQ facilitators or coaches are being hired in a variety of settings. When my students are looking for a speech topic, whether it is for an informative or persuasive assignment, emotional intelligence is among my first suggestions. In a college speech communication course, the more that students hear about this topic, the more prepared they will be for future success in all life arenas. In addition to my classroom setting, I'm also working with a program that includes an EQ training component for academically at-risk college freshmen.

I'm always amazed when I hear communication skills referred to as "soft skills." Since when and compared to what? We are judged intellectually on how we speak, listen and interact with others. Rest assured that the ultimate listening forum of emotional intelligence will be recognized as an essential and required dominant force for success in all professions in the new millennium.

Notes:

Goleman, Daniel (1995). *Emotional Intelligence*. NY, NY: Bantam.

Goleman, Daniel (1998). *Working with emotional intelligence*. NY, NY: Bantam.

Maureen McGarvey Dinges, Ph.D. is an associate professor and coordinator of the Speech Communication Program in the Department of English and Linguistics at Morehouse College in Atlanta, GA.

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News & Notes

The New York Region ILA annual Fall conference was held Saturday October 23 at Monclair State University. The program consisted of **Carole Grau** and **Patricia Hunter** presenting "Listening to Anger" in the morning and **Wayne Bond** presenting "Criteria for Developing Tech. Presentations to Help the Listener".

The *International Journal of Listening* (vol. 1 through 11) are now available on-line on the CIOS server. You can go directly to the IJL: <http://www.cios.org/wwwiljmain.htm>.

Melissa Beall recently presented a program, "Two ears, One Mouth: Teaching Listening in Communication Classes" at the Nebraska Speech Communication and Theatre Association Convention in Kearney, Nebraska.

Kimberly Batty-Herbert recently presented a workshop entitled "Empowering Your Child Through Listening" at the New Mexico International Reading Association's state conference.

In the June 1999 edition of *Communication Monographs*, in the article "The Status of Research Productivity in Communication: 1915 - 1995" by Hickson, Stacks & Bodon, several ILA members were named as top-ranked active researchers in communication studies. Those cited include **Patricia Kearney**, **Timothy Plax**, and **Andrew Wolvin**.

Earlier this year, **Lisa M. Orick** received two grants for her dissertation research "Listening Practices of Leaders". One grant was from the University of New

Mexico, the second from the student organization associated with her program. Lisa will present her research at the ILA convention in Virginia Beach.

Kevin and **Barbara Nixon** are the proud parents of a new daughter, Katharine Lindley Nixon. Katharine was born September 16 weighing 7 lbs., 5 oz. and was 20" in length.

Carol Christy and **Laura Janusik** were the winners of \$25 gift certificates from Gus' Mariner Restaurant in Virginia Beach. Their names were selected from program proposals submitted between the March 1999 convention and August 1, 1999.

Laura Janusik and **Andrew Wolvin**, University of Maryland, presented a session on "What Do We Know About Listening and What Do We Know About Teaching Listening?" at the recent Maryland Communication Association fall conference.

LISTENING POST DEADLINES

The deadline for all *Listening Post* materials (including articles, ads, and photographs) to appear in the next issue is Dec. 11, 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.

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