



# Listening Post

Issue #75 Winter 2001

## President's Perspective

This is my last column as your President, and the year has really flown by quickly. My thanks to all **Executive Board Members** and to everyone for their unselfish efforts to make this association what it is today. It has been a fun challenge to work on the multitude of issues that have filled our agenda's. This year's conference will continue to build on the excellence of the past, and I hope you can be there with us in March 2001.

By now, you have received your registration packets, and in there, was a short blurb I enclosed to give you some background on the **hearing aids promotion** we are currently undertaking. I want to expand on that in more detail in this column.

A landmark textbook was published in 1971, by Dr. Larry Barker, entitled, **LISTENING BEHAVIOR**. It, really, was THE first compendium of listening content, data, research and information on this human activity available to the masses. It saved my life in my classrooms back when there was nothing else around to help teachers with listening instructions. I used it for at least my first 10 years at Cooper High School in New Hope, Minnesota. I still have a half dozen tattered copies left because it is so good!

I built my entire secondary curriculum around one very important aspect in that book, and that was his definition of listening. It reads, on p. 17 it (listening) will be defined operationally as, THE SELECTIVE PROCESS OF ATTENDING TO, HEARING, UNDERSTANDING AND REMEMBERING A Although we now have a different official definition of listening, hearing is still the first step in any listening process.

Included in that definition is the physiological component of HEARING, if you can't physically hear, you can't listen to the aural world. Hearing impairment is a severe limitation to overcome. Learning is so much more difficult without it. So I feel we have a legitimate concern when we try to help others hear better and change their lives for the better.

There are three companies we are working within this promotion; HARRINGTON MANAGEMENT SERVICES, who manages the HEAR NOW FOUNDATION, which is the spin off from STARKEY LABORATORIES, that makes the hearing aids.



Where we stand right now, (early December) is that the people at Harrington's are following up on the work we have done with Mark McCarthy of Starkey, and the HEAR NOW Foundation. They are also, currently considering becoming a Corporate Sponsor for the convention depending on discussions to take place after this publication. I also feel that there is a possible long-term association we can have with them in future years as well.

Dr. Robert Walker, Professor Emeritus from Northeastern Illinois University in the Chicago area, is the local chairperson who is contacting organizations and audiologists to recommend kids, (or adults) who could benefit from this program. They have the forms to be filled out by the individuals and their audiologists, and now all we have to do is to wait for applicants who will need to get qualified

My goal is to have at least five (5) hearing aid recipients by

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the March convention who have been fit with devices, with a maximum of up to fifteen (15). I also would like some of them to join us for the Saturday Banquet, along with an audiologist who might give a short speech on his work with these people.

So, in conclusion, we need your financial support to purchase these hearing aids at cost. (\$60 for both ears, \$30 for one side) My hope is that 100 people will donate \$10, or 20 people Adopt at \$50, or a combination of both. We have always been known as helpers and givers, and this is another opportunity for us to rise to the occasion. I'll see you in Chicago, and let's hope for the best.

It has been an honor for me to serve as your official representative for this organization for 2000-2001.



## ILA Visits Chicago for 2001 Convention:

Local Arrangements for Chicago, March 21-24

By Michael Purdy, Local Arrangements Chair

March is an exciting time for a **Listening Odyssey** in the world-class city of Chicago. There will be a lot happening in the city, especially at the ILA convention. Warmer breezes roll in off the prairie in late March and temperatures usually average about 50 degrees F and it is often balmy. There is no guarantee for the weather in Chicago so watch the weather reports and bring a jacket/sweater—it can also be chilly in March. Chicago is easy to navigate with great public transportation including regular trains, buses and cabs to help you get around, and there are abundant dining, shopping and sites of interest within a 5-10 minute walk of the hotel (see ILA website for details). We are planning a happy hour at the Venice Café and tour of the Sears Tower on Thursday,

the Art Institute/Field Museum on Friday, and perhaps a play and dinner on Friday night if we can make the necessary arrangements. Cross your fingers.

### Convention and Mini-Conferences: Places & Times

This year's convention is in the charming art deco Midland Hotel in the financial district in the SW downtown loop (172 West Adams @ LaSalle St. Chicago, IL 60603-3604). You may visit the website for the Midland at [www.midlandhotelchicago.com](http://www.midlandhotelchicago.com) or through the ILA website: [www.listen.org](http://www.listen.org). A wealth of other information about the convention program, travel (air and local), and the sites and sounds of Chicago are also available at the ILA website.

The convention proper, (see related article on the program in this issue) is scheduled for Wednesday, March 21, beginning at 5:00 P.M., and runs through Saturday, March 24, ending with the 7:00 P.M. banquet. There are also three mini-conferences in and





## Highlights of the Chicago Program A Listening Odyssey

By Michael Purdy and Dick Halley

around the main convention. Additional registration is required for each (see registration material which should arrive in the mail soon).

There is a business mini conference on Wednesday 8:30 A.M. to 5:00 P.M.. Friday the Research Mini Conference is scheduled 12:30 P.M. to 5:00 P.M., and on Saturday there is an Education Mini Conference from 9:00 A.M. to 3 P.M..

### **Registration, ILA Local Arrangements, and Book Displays**

Registration and coffee breaks will be in and around the Steinborn Room (2nd floor) where you will also find help with convention and local arrangement concerns (please check with hotel for room problems). This will be the hub of activity with registration, book displays, conference information, a silent auction and gathering to meet friends or do business.

### **Getting to the convention.**

Airfares to Chicago are very competitive. There are two airports, Midway and O'Hare, with a number of different air-

lines providing regular service. From the airport there is train service (\$1.50) from the airport to within a block or two of the hotel. There are also shuttles (\$12+ Midway and \$18+ O'Hare). Cab service is also available at about twice the shuttle fare. Visit the ILA website for links to the airports, local transportation (details are also on the Midland website).

### **Hotel Information**

For hotel information (single \$130, double \$140) and travel information, visit the ILA website or call (312) 322-1200/ fax 312 332-5909. If you need to send materials to the hotel for use at the conference send to:

Erica Mizuuchi, Convention Services Manager  
For International Listening Assoc. Conference  
172 West Adams Street at LaSalleChicago, IL  
60603-3604

The Chicago convention program is diverse, deep and has many interesting feature programs, including a former Listener of the Year and a special panel honoring Carolyn Coakley Hickerson. This is a convention full of high quality programs and programs from some unique perspectives.

There are more than 100 different people on more than 40 different panels. The main convention actually begins with a Wednesday evening session (after the business conference) which considers the significance of personal experiences in listening stories that changed the way a person listened. The panel will encourage participants to look at their own listening stories of transformation.

### **Mini-Conferences: Business, Research and Education**

A special panel discusses the experience of holding conferences outside the US, with a focus on our recent experience in Aomori, Japan and a look forward at our planned convention experience in Sweden (2003).

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There are also three strong mini-conferences spaced throughout the convention.

There is a business mini-conference on Wednesday 8:30 A.M. to 5:00 P.M.. Friday the Research Mini-Conference is scheduled 12:30 P.M. to 5:00 P.M., and on Saturday there is an Education Mini-Conference from 9:00 A.M. to 3 P.M.. Each of these conferences has its own highlighted speakers and featured panels. Watch the ILA website and future mailings for details.

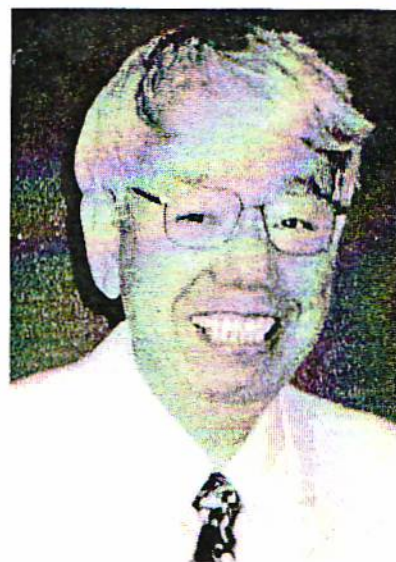
### **Mara Tapp Thursday's Luncheon Keynote Speaker**



### **Keynote Speakers**

There will be two keynote speakers this year. Mara Tapp will speak at the Thursday luncheon. An award-winning journalist and broadcaster, Mara Tapp spent two years as host and executive producer of "Conversations from Wingspread," which aired on Wisconsin public radio stations and on public access television around the country. Before that she was the host of "The Mara Tapp Show" an eclectic mix of public affairs, author interviews, and coverage of arts, culture, medicine and legal affairs on WBEZ, Chicago's National Public Radio affiliate. Ms. Tapp helped create "Live at the Library" a series of interviews with authors and important contributors to our culture with the Chicago Public Library. Over the years she has filed for NPR and written for such publications as the *Chicago Tribune*, *Chicago Sun-Times*, *Chicago Reader*, *Book*, *New Art Examiner*, *Chicago Daily Law Bulletin*, *Stagebill*, *Student Lawyer*, and *Mother Jones*. Ms. Tapp has served as features editor of *Sullivan's Review*, managing editor of *Merrill's Illinois Legal Times* and was the first press secretary to the City of Chicago's Law Department during the term of the late Mayor Harold Washington. Ms. Tapp's topic will be "What happened to the art of listening?"

The second keynote will be Dr. Kazuo Akasaka at the Saturday luncheon. Dr. Akasaka, a professor at Sapporo University in Japan, has been on loan from his home university to Aomori



### **Dr. Kazuo Akasaka Saturday's Luncheon Keynote Speaker**

Prefecture to help establish a new school on the main island of Japan. That university, Aomori of Health and Welfare, after two years of planning and building, opened its doors last year thanks in part to Dr. Akasaka. Aomori University was also the site of the ILA's regional conference on listening this past summer and the ILA is very much in debt to Dr. Akasaka (and his colleagues, particularly Alan Knowles) for its success.

Dr. Akasaka is also a recognized figure in the communication field in Japan as President of the Communication Association of Japan. His topic will be "Becoming blind: Changes in listening patterns."



## Nominations

**First VP Elect:**  
Melissa L. Beall

I am a professor and director of graduate studies in the Communication Studies Department and a member of the teacher education faculty at the University of Northern Iowa. In 1989-90 I was the visiting Van Zelst Scholar at Northwestern University where I taught methods classes and supervised student teachers in Speech Education in the School of Speech.

I came to UNI as the Basic Course Director and still serve as a Mass Lecturer and team leader for Oral Communication. While my areas of teaching and research emphasis are communication education and communication theory, I consider myself a "generalist." I have taught at all levels, Pre-Kindergarten through adult education and love to teach. My current teaching assignment includes such courses as: Listening, Public Speaking, Critical Thinking in Communication, Organizational Communication, Communication Education: College Teaching, Technology and Human Communication, Language and Communication, and Communication Theories.

I have been active in ILA for the past approximately 15 years. Included in my professional service are numerous elected and appointed offices

in Central States Communication Association (Past President), ILA, National Communication Association (former chair of Educational Policies Board), National Council of Teachers of English (Curriculum Committee), Western States Communication Association, World Communication Association, and the Nebraska Speech Communication and Theatre Association (past president, past executive secretary).

Professional service is a joyful obligation! We should give back to a richly rewarding profession. I am pleased to be a nominee for ILA Second Vice-President. This is a great organization comprised of wonderful people. Together we can spread listening around the globe because it's "A Time to Listen!"

## Secretary

Laura A. Janusik received her M.A. from the University of Maryland in May of 1998 and is currently pursuing her Ph.D. there. Her scholarly interests include Listening, Pedagogy, Curriculum Development, and Interpersonal Communication. Publications in-



clude *The Social Psychology of Status Allocation*, coauthored with Haller and Fink and found in the 2000 *Encyclopedia of Sociology*, (2nd ed). She's also coauthored two instructor's manuals with Berko and was the content author of NCA's *Communication Education Resource Index (CERI)*.

Awards include the 2nd place Nichols Award at both the 1999 and 2000 ILA conferences. In 2000 the award was for *Listening Treatment* in the *Basic Organizational Communication Course Text*. In 1999 the award was for research co-authored with Andrew Wolvin entitled *Listening Treatment* in the *Basic Communication Course Text*. She, as part of a five-person team, has also earned the Departmental Excellence and Innovation in Undergraduate Teaching award in April of 2000 at UMD. This award recognized the development and implementation of a project geared to increase the use of technology by students and instructors in the basic communication course. Laura has also been recognized as an outstanding teacher by various organizations on campus.

**Member-at-Large (Public Relations):** Jan Brandt (no information available)

**Member-at-Large (Global):** Klara Pihlajamaki (no information available)

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## Nominees for Nominating Committee

ILA Bio for **Kent Zimmerman**: Professor of Communication Arts at Sinclair Community College in Dayton, OH. I have attended nine of the last ten annual ILA conventions. I have presented at four (Jacksonville, Seattle, Sacramento, and Kansas City.) I have also served as session chairs on three different occasions. I served on the 1999 Nominating Committee, and am serving on the 2003-04 Site Selection Committee.

**Bob Bohlken, Ph.D.** is Professor Emeritus of Communication at Northwest Missouri State University in Maryville, Missouri. He has been a member of ILA for twenty-six years during which time he has served on the Bylaws committee, the Ed Curriculum and Assessment committee, the program selection committee, the nominating committee, ILA Board Member at Large and second V.P. in 1998 he received the ILA Special Recognition Award. He has presented at twenty-five ILA conferences.

Professor Bohlken retired last Spring after teaching 41 years.



### Nanette Johnson-Curiskis

I am a founding member of the International Listening Association. (Member #75) I participated in the first convention in Atlanta where I was part of organizing and filming the first ILA convention video with Harvey Weiss. I have served as a Board Member at Large. I have been a presenter at four conventions. In 1983, I served as the local arrangement's chair for the Minneapolis Convention.

I hold a B.S. in 1970 in Speech and Theater Arts, a MS in Speech and Theatre and a MA degree in Counseling Psychology. I am currently teaching listening and communication skills at Minnesota State University, Mankato. I have taught in Minnesota public schools at the middle school and high school levels as well as at a private college and a technical college. I taught English to secondary school students in Riga, Latvia, and was employed as a news broadcaster in Latvia. Over the past 18 years I have presented listening and communication seminars for professionals, associations, educators, parent groups, and businesses.

Presentation: International Listening Association, Norfolk, VA, March, 2000

*Using Video to Teach Listening*

Local Arrangements Chair, International Listening Association, March 1983

Panel Coordinator: International Listening Association, Washington, D.C., March 1982

*Effective Listening Swap Shop Teaching Techniques*

Presentation: International Listening Association, Denver, CO, March 1981

*Effective Listening*

Presentation: International Listening Association, Atlanta, GA, March 1980

*Please Hear What I'm Not Saying--Nonverbal Communication and Effective Listening*







ILA Biography  
Parthenia H Franks, Ph.D.

Parthenia became an ILA member in 1993, and in addition to having served as ILA Secretary in 1999, she has presented papers at several association conventions. Her convention 2000 paper, "Silence/Listening and Intercultural Differences," was published by the Educational Resources Information Center (ERIC). In 1999 also, she evaluated a speech communication manuscript for Addison Wesley Longman Publishers.

In her earlier career, she was employed as a speech-language pathologist and clinic coordinator of the Speech and Hearing Clinic, Georgia State University. Currently, she is a tenured associate professor at Morehouse College, Atlanta, Georgia, where she enjoys teaching communication courses, including Intercultural Communication. She was Morehouse's Divisional Advisory Dean of the

Humanities, 1996-98. Her son, a recent inductee of the National Society of Collegiate Scholars, is a sophomore at Morehouse.

## Welcome New Board Member

"Margarete Imhof has been appointed and approved by the Executive Board to fill in the vacancy as Member-At-Large, Special Projects, resulting from the resignation of Roger Wilson. Margarete is affiliated with the University of Frankfurt, Germany and her Special Project will be assisting Klara Pihlajamakin with the planning of the 2003 Conference in Sweden. We all welcome her to this leadership position, and know she will be a definitive asset to the International Listening Association administrative team."

Harvey

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## Submit Research Papers before the Nichols Award Deadline-- Feb. 1, 2001

Remember to submit four copies of your paper that you will be presenting at the convention in time to arrive in Greensboro by Thursday, Feb. 1, 2001, For more information about the procedure or award criteria, see the last *Listening Post* or call Ethel Glenn at 336, 273-6772.

Mail to:  
Ethel Glenn  
1802 Walker Ave.  
Greensboro, NC 27403



## From Jim's Desk

As the temperature in Wisconsin dipped well below zero a few days ago, I remembered that a week earlier I had been walking on the beach in San Juan, more concerned about whether I would get a sunburn than frostbite. Ila June and I attended the annual convention of the Speech Communication Association of Puerto Rico the weekend after Thanksgiving and finalized the arrangements for ILA to join their convention last year.

Also joining the SCAPR, for the third year, will be the Association for Business Communication, and our hosts are eager to welcome ILA members to the convention. As I listened to programs on problems in intercultural business communication, and communication in a bilingual society, and reasons why Puerto Rican voters reject U.S. statehood, I thought to myself, "A listening perspective would

be a very positive addition!" I hope you'll make plans to attend next December.

Our thoughts now turn to Chicago, as you will read elsewhere in the LP about plans that are underway for our convention there next March. Your convention registration materials are in the mail to you, including a preliminary schedule of programs describing the many excellent choices that First Vice President Dick Halley has put together. Note, too, that there will be three additional mini-conferences: A Business Conference on Wednesday, a Research Conference on Friday, and an Education Conference on Saturday. This convention will provide something for everyone! And please remember that I am eager to accept your donations for the Silent Auction, a convention tradition that helps us raise money for scholarships.



Our 2002 convention will be in Scottsdale, Arizona, at the Ramada Valley Ho Resort, and in 2003 we will move outside the U.S. to host our convention in Sweden. We will also move from our traditional March dates to mid-June in 2003, to make it easier for our members in the U.S. to attend and perhaps to extend their stay into a family vacation in Europe. These are exciting plans, but we're breaking new ground; so we are asking that you help us with our convention planning by responding to this one-question survey:

### ATTENTION LISTENING AUTHORS

Book/Merchandise Display Space Limited  
International Listening Association 23rd Annual Convention  
Midland Hotel  
Chicago, Illinois  
March 22-24, 2001

For information on displaying your listening books, tapes, or other listening related merchandise at this ILA convention, contact:

Kimberly Batty-Herbert  
Clovis Community College  
417 Schepps Blvd.  
Clovis, NM 88101  
(505) 769-4959  
Kimberly@yucca.net

How likely are you to attend the ILA convention in mid-June, 2003, in Sweden?

Please respond on a 5-point scale, ranging from 1 ("Not a chance") to 5 ("I've already started packing"). You can reply by toll-free phone (1-800-ILA-4505), toll-free fax (1-888-314-9533), e-mail (IListening@aol.com), or even by mail (ILA, PO Box 744, River Falls, WI 54022). We want you to know that we're listening to ILA members!



## ILA Website by the Numbers

by Barbara Nixon, ILA Webmaster

Let's play Karnak the Magnificent (like Johnny Carson & Ed McMahon used to). I - the ILA Webmaster - will hold a virtual envelope to my head and read the question that's on the outside of it. You try to guess the answer. . .

### What is "more than 125,000"?

The number of hits the ILA website has received just since April 2000.

### What is "37%"?

The percentage of website hits on the three listening quotations pages combined.

### What is "more than 1000"?

The number of hits on the Listening Resources page.

### What is "450"?

The number of listening quotations that are in rotation at the ILA website. From the research that I have done scouring the Internet, this makes it the largest collection of listening quotations on the Internet (for what it's worth).

### What is "325"?

The number of people who subscribe to Listening Quotations, a several-times-a-week e-mail which contains. . . you guessed it. . . A listening quotation, along with a little information about ILA. (Most of the subscribers are not yet

ILA members, which makes it a good tool for promotion.)

### What is "40%"?

The percentage of times people have typed in "listening" into a search engine (like Yahoo, MSN, Excite and Google) and found the ILA website. (Other popular search terms are "listening skills" and "effective listening.")

### What is "141"?

The number of people who participate in Listen-2, an e-mail discussion group about all things listening.

### What is "approximately 70%"?

The percentage of ILA members who have an e-mail address that we're aware of.

So how can we turn this information in knowledge? And turn this knowledge into action?

Based on what I've seen and the e-mails I've received, people are seeking us out for content. . . not just for information about our association. They're looking to us an expert resource on listening. I say, let's give the people what they want! Let's really beef up the ILA website with content that will draw people in, get them to stay and browse, and then maybe even join ILA. One last, sad little number. . .

**What is "11"?** The number of people who have joined ILA since the last convention.

## THE GLOBAL CONNECTION

Jean A. Harris

For many years, I served as an external training consultant for a chemical engineering company. I designed and delivered training modules on a variety of topics such as *Communicating Effectively*, *Quality Customer Service*, and *Building a Winning Team*.

My programs shared a common thread. I focused on facilitating the participants in their efforts to develop relevant listening skills.

In the late eighties, the company decided to expand globally. My clientele changed from being predominantly American, male, and white to a global group that included a majority of recent immigrants, many females, and many people of color. I was faced with the challenge of training hundreds of engineers, who were literally from all over the globe, to function as produc-

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So even with all this extra publicity our organization is getting, we're still not growing much in size. Hmm. That's something to think about.



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tive team members. Obviously, my traditional fare of American listening training had to be modified to meet the needs of my new clients.

Because I have had similar experiences while working for other companies, I am convinced that the connection between listening and the global expansion will be strengthened in the coming years. The immigrant stock population is now approximately one-fifth of the total United States population. Ongoing immigration is mainly from Latin America, the Caribbean, Africa, Asia, and the Middle East. Multinational mergers and partnerships are common occurrences. A sizable number of foreign-born professionals are being granted special visas to join the American workforce. And a growing number of entrepreneurs are doing business overseas.

According to the Institute of the Future, teams are the basic business unit of the global economy. Many teams span multiple cultures as well as vast distances and time zones. People from radically different cultures work on these global teams. They often communicate by conference calls. Therefore, in listening to each other, they are often deprived of help in the form of facial expressions, gestures, and body movements. The Institute estimates that each day millions of managers and line employers struggle to commu-

nicate successfully in the global workplace. The likelihood of misunderstanding and conflict is high. Problems arising from differences in values are compounded by different concepts of time and of the meaning of finishing a task. Incidents of cultural collisions resulting from ineffective listening are manifold. Dr. Margaret Pusch, author of *Multicultural Education: A Cross*

Isn't it ironic that many listening behaviors that are valued in our American culture are sometimes considered barriers to effective intercultural listening?

*Cultural Approach* has observed, Our failure to listen carefully contributes significantly to human miscommunication. We make assumptions about the way others think and view the world. In cross cultural situations our usual listening behavior serves us poorly and more effective listening becomes critical.

Isn't it ironic that many listening behaviors that are valued in our American culture are sometimes considered barriers to effective intercultural listening? Examples are eye contact, head nodding, questions, smiling, an immediate response, and an assertive attitude. On the other hand, some listening behaviors that are viewed negatively in our culture are accepted as the norm

in some cultures. Consider the significance of silence, changing the subject, an evasive response, closing the eyes, and a blank stare.

John Naisbitt, Robert Reich, and others have tried to prepare us for the paradox that as national borders disappear for economic convenience, the borders of values, beliefs, space, time, and cultural stances have become stronger. As a result, the ability to communicate across cultures has become one of the most highly valued assets in global organizations. Companies have discovered that answers to intercultural communication problems are not in textbooks so the need for training consultants has increased. However, whatever we have learned about listening has to be flexed, modified, and adjusted to meet the needs of the global marketplace. The global manager needs to listen to the way business is conducted in other countries and facilitate modifications of the American way instead of insisting our way or no way.

Edward T. and Mildred Reed Hall have fine-tuned the definition of culture for us. They define culture as a system for creating, sending, storing, and processing information. So our culture includes the way we listen to others, and the way we expect others to listen to us. Consciously or subconsciously, we accept our cultural norms as correct for members of our societies. Un-



fortunately, some of us also expect our cultural norms to be correct for members of all other societies. To listen effectively in the global marketplace, we need to learn about the diverse cultural values which set one group of people apart from another.

As globalization continues to expand, the need to provide services to the global community has intensified. Working across cultures, people need specialized coaching, mentoring, quality customer service, strategies for resolving conflicts, team building, and negotiation skills. These needs cannot be met without the use of skillful intercultural listening. A search for training materials in intercultural communication has revealed a clear effort to link theory to practice. A growing collaboration between trainers and researchers has begun to produce results. However, materials linked to intercultural listening are conspicuously absent from these results.

Thanks to Janet Cherry and Sakae Endo, our recent Conference in Japan has set us on the path to establishing a global connection. Let us focus on working with Klara Pihlajamaki and her Committee to strengthen that connection. Hopefully, supporting Klara's Global Outreach Committee will result in ILA researchers and trainers collaborating to link intercultural listening theory to practice.

## Book Review

Carole Grau

For the past five years I have reaped personal and professional benefits from knowing the book, The Lost Art of Listening: How learning to listen can improve relationships. New York, NY: Guilford Press, 1995. Its author is Michael P. Nichols, PhD., a professor of psychology at the College of William and Mary. To the best of my knowledge he is unrelated to Ralph Nichols, so I must conclude that such insightful thinking and writing about the world of listening simply accompanies that family name.

I will admit that the title of the book almost caused me to lose out on this extremely valuable find. Coming from the International Listening Association orientation, I believe you cannot lose what you didn't have in the first place. The word "art" in the title does not appeal to my orientation either, since I have spent the last ten years of my professional life conducting workshops dedicated to helping people build the "skills" of listening. Fortunately I am more curious than opinionated....so I read the book.

Such an effort could not only produce materials but also establish a listening presence in the field of intercultural communication.

What a find for people interested in understanding the value of listening to human beings, fundamentally "emotionally reactive" creatures. What a find for people who realize and accept that conflict is part of human relationship and can be handled productively. Dr. Nichols offers countless insights to the process of listening and its impact on relationships, especially during emotionally reactive moments. With his commentary he demonstrates the connection between listening skills and the perspective taking demands of negotiating collaboratively.

Often the book discusses what listening is... "Listening to people means hearing them out. Giving them sufficient time to say what's on their mind and taking sufficient interest to follow and acknowledge their experience. Listening means taking in, not taking over. It requires attunement... reading and acknowledging the speaker's experience."

Dr. Nichols offers many valuable observations: "Much of the conflict in our lives can be explained by the fact that we really do not listen to one another...Conflict doesn't necessarily disappear when we acknowledge each other's point of view, but it's almost certain to get worse if we don't.... Contemporary technology and pressures shrink our attention spans and impoverish the

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quality of listening in our lives."

Insightful recommendations are to be found: "To become better listeners we must identify and harness the emotional triggers that generate anxiety and cause misunderstanding and conflict. . .

Successful listening requires an understanding attitude. That is an attitude which doesn't presume to know a person's thoughts and feelings. Instead, it is an openness to listen and discover."

I feel a kinship with Dr. Nichols and his writings. I have enthusiastically recommended his book in all of my workshops. I recommend it to all of you. What follows are some more samples of his commentary on listening and conflict:

- When we fail to get through to each other, we have a tendency to fall back on blaming.
- Most failures of understanding are due to defensive reactions that crowd out understanding and concern.
- Much misunderstanding could be cleared up if we learned to do two things: appreciate the other person's perspective and, at times, clarify what usually remains implicit.
- Until you acknowledge the other person's position, he's unlikely to be open to yours.

- Effective listening promotes growth in the listener, the one listened to and the relationship between them.
- Good listening doesn't happen automatically; it doesn't come naturally; it's often silent but never passive.
- To listen well, we have to read the needs of the speaker and respond to the context.
- The feeling of not being understood is one of the most painful in human experience.
- Not being appreciated and responded to depletes our vitality and makes us feel less alive.
- Listening well is a two step process: first we take in what the speaker says, then we let him or her know it.
- To listen well, it's necessary to let go of what's on your mind long enough to understand what's on the other person's mind.
- Ask yourself...does the other person have a sincere concern about this issue? If the answer is yes then hold back from reply and stay with listening.

- The best way to get the listening you need is to make the other person feel listened to first.
- One of the bad habits we all need to break is making too many assumptions about what people are going to say.

Nichols, Michael P. The Lost Art of Listening How learning to listen can improve relationships. New York, NY: Guilford Press, 1995.

### Listening Post Deadlines 2001

The following are the deadlines for submissions to the Listening Post for 2001:

March 31, 2001  
June 30, 2001  
September 29, 2001  
December 13, 2001

### Listening Post Advertising

#### 2001 Rates

Full Page	\$275.00
1/2 Page	175.00
1/4 Page	100.00
1/8 Page	50.00

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## MEMBERS' RESPOND TO PRESIDENT'S PERSPECTIVE

### Another Perspective

Lyman "Manny" Steil

President Harvey Weiss: 1) admits he is baffled; 2) notes the decline in our ILA membership numbers; 3) suggests the cause is that everyone is stressed because there isn't enough time in our lives to take on anything new; and, 4) recommends we should affiliate with another organization.

If Harvey is correct on the first 3 points, let's examine the logical and practical implication of his recommendation - whatever his intention. In short, why would any affiliate organization, made up of individuals who presumably face the same stress of limited time and resources while not sharing our interest and passion for listening, advance the cause of the ILA? The future of ILA's health resides in our hands and will not materialize by becoming a sub-set of another organization.

As Harvey invites opinions and ideas, I offer Another Perspective.

As ILA's Founding Member #1, the first and second President, a Past Executive Director, A Lifetime Member, and an ILA Hall of Fame inductee, I offer a humble historical perspective, a challenge, and a simple proposal.

From our beginning, the ILA was founded as an independent, self contained, and self sustaining legal entity. From our 1979 conception and birth, our collective decision was to create the International Listening Association. Our founding members created a stand-alone organization to advance the study and development of listening. A conscious decision was made to insure that we would not be lost as a simple interest group or division of another organization. It is important to remember, that decision was made because no other communication related organization has ever evidenced a primary, significant, or meaningful interest in the topic of Listening. The day we become an affiliate with another organization is the day we will lose our own identification and control.

Yet, our challenge is real and on-going. In more than two decades, the challenge has not changed. Simply put, we need to provide excitement, services, and benefits that will: 1) continually attract new and diverse members; and 2) hold existing members.

To that end, I propose the creation of three (3) ILA Councils. Each Council would create a Charter to deal with special areas of interest including membership growth issues. The intent of each Council would be to supple-

ment the Membership Committee and Board of Directors' membership growth initiatives.

### PAST PRESIDENTS COUNCIL

At the present time, we have twenty ILA Past Presidents. Two are inactive and two are deceased. Careful reflection will clarify that we have not utilized the collective experience, wisdom, or energy of our ILA Past Presidents. Beyond a year of individual Past President service to the Board and recognition at our Annual Convention, we have not provided an opportunity or structure for Past Presidents group service.

A Past President's Council is the perfect mechanism and ILA will profit when it is created.

### LIFETIME MEMBERS COUNCIL

We presently have approximately fifty-five ILA Lifetime members. Our Lifetime members have made a significant financial investment and commitment to the on-going and long term health and vitality of the ILA. Creation of a Lifetime Members Council will provide a collective opportunity for their extended involvement and service to the ILA. Life-time membership growth should be one of this Council's primary activities.

*(Continued on page 14)*



(Continued from page 13)

## ILA - HALL OF FAME COUNCIL

Inductees into ILA's Hall of Fame must be actively involved in the long-term growth of the ILA as a healthy organization. In addition, the Hall of Fame Council should have a collective and active role in the selection of future ILA Hall of Fame members.

Creation of these ILA Councils will provide opportunities for the collective engagement of our members who have special knowledge, interest, and commitment to the growth and extended health of the International Listening Association. Structural models exist and require no financial investment. With the additional commitment and active engagement of every ILA members in Growing our ILA membership. We might even un-baffle Harvey.



## And Yet Another Perspective...

Thanks (Harvey) for your perspective piece. If I understand your main point, it is that ILA membership is down and involvement is low because everyone has too much to do already. I certainly agree that I, for one, am very busy. But I also believe that we all spend our time at what we believe is the most important. If ILA involvement is down, it is not because people are busy. It is because ILA has failed to show that the benefits of involvement are worth the costs of involvement.

Perhaps we should consider coming under the umbrella of another organization. There may be real advantages. But I hate to think we would do it because of our own weakness. Is listening really no more important than that?

It looks to me that this is fundamentally a vision, leadership and enthusiasm issue rather than a business issue.

Thanks for the opportunity to share these thoughts.

Brent Winans  
CI International

## Letters to the Editor

### Not Listening is a Cultural Thing, However. . .

By Michael Purdy

I couldn't pass up a brief comment on the article, Not Listening is an American Thing, in the last *Listening Post*. For me this is typical of half-truths we carry along in our field because they so neatly suit our purpose. We delight in quoting the early 1950's study that listeners only retain 25% of what they hear. That was first quoted in Nichols & Lewis (1954, p. 4). Here there isn't even an early study to support the conclusion, just cultural myths. We could find some support for this in the work of Watson, et al. (1995) and related studies that develop a Listening Styles Profile. If this article were true then all Americans would fit the profile of being Time-Oriented. I don't think the research supports that. We could also turn to the influence of ethnicity on listening, communication competence, approach, and avoidance, by Dillon and McKenzie (International Journal of Listening 1998), where the authors conclude:

*However, what must be kept in mind is what one perceives as characteristics of a good listener or a good communicator is often determined by subtle, yet powerful influences and rules in one's own ethnic culture (118).*

I could easily find



gross examples of not listening in several of the cultures I have visited. In each culture there were people who listened well, people who listened because they wanted something from me, people who didn't have time to listen to me, people who didn't listen because I didn't have power in the culture. I could site specific examples, but that isn't the point. Making generalizations without some support for an argument is the point. Let's be more careful about what we pass along; let's listen critically and evaluate the worth of what we hear before we repeat it.

## Response to the Above

Dear Editor,

I'm pleased that my article raised a variety of responses. Mike Purdy raises some very good points. I'd like to put people at ease by citing the source: Listening, Wolvin & Coakley [1996, p125], which I regretfully omitted.

All of us in the ILA are working on promoting the need for better listening in our work environments and the culture at large. There are many ways to achieve this, and we all have to make our own choice on the most appropriate method. May all of our paths flourish as we continue to spread the word on listening. Cordially,  
Richard Anstruther  
Managing Editor  
Sssh! Listen Up!

## Hear Now Illinois - Activity/Updates

Robert J. Walker, Chair

H. Weiss has commissioned the search for needy youngsters who require hearing aids that are unattainable from other sources. Bob Walker is heading the search in the Chicago-Waukegan area.

It is hoped that ILA members will support this effort with either the Adopt a child plan for \$50.00, or each registrant may donate \$10.00 at registration to purchase hearing aids at cost for deserving young folk. The target population may be small, but the value of our service is immeasurable.

The below named groups have said they will see what they can do to help locate eligible children for the program. Several will probably only find adults who need these aids as a last resort--not eligible for Public Aid which pays for many, many children.

1. U. of Illinois Audiology. Mike Hennerly, probably adults.
2. Children's Hospital.. examining the Application Forms. Willing.
3. Special Education of Lake County. Very Willing. Looking at Application.
4. ISHA Hearing Health Care. Phone tag.
5. Chicago Hearing Society. Phone tag.

Lake County needs a party to

act as the Dispenser of the aids. All understand the Audiologist, the testing and fitting are pro bono. (This is a professional cost they don't wish to expand in any one center.) (Northwestern Clinic is not equipped to deal with this.)

The application is a 7 or 8 page thing...formidable re: financial status, physical exam, and proving that this is a "last resort." Folks are interested and pleasant to deal with. We could hit a mixed target of 15 kids and some adults. Most need two aids @ \$60. apiece. That's it.

## As A Post Script from Harvey..

I have already received donation pledges from people to adopt a recipient for the \$50 donation, and both this and a \$10 check off box will be on the registration form that goes out in mid December.

Thanks to all for your support, and let's hope we can help a bunch of kids or adults with the gift of hearing again.

Harvey







## Members in the News

Our own Andrew Wolvin was recently quoted in the November 6th issue of Time magazine. The article, entitled "Teens: A Primer" addresses parent/child communication, and it was written by Michelle Slatalla.

Unfortunately, there is no page number, but it's in the section in the second half of the magazine entitled "Personal Time: Your Family."

"Children have more need of models than of critics."

Carolyn Coats

## Editor's Corner

It's happening! As Hannibal of the A-Team used to comment, "I love it when a plan comes together! "

Editors love letters, comments and contributions of all sorts. You see the results of all of the above in this issue: more content and more contributors. I also appreciate all the positive feed-back received from a number of you as to the content and layout of the publication.

However, like anything else, change is important to the Listening Post. I've started using a new program for layout and design work so the Listening Post can be placed on the web site. My previous program was so old that none of the newer programs could read it. That is why you don't see the last two issues on the ILA site. Once I really figure out how to make this program work, I'll redo those issues for Barbara Nixon so she can have a full set of newsletters to put on the website.

Growth is important to every organization and organism. I have been a member for a short time (2+ years) and can't speak to how things used to be. But that's not really all that important. What is important is that we have an organization that is focused and supportive of its members efforts. I'd hate to lose that from lack of willingness to review what is and is not working and

## Thanks to Our Contributors

Harvey Weiss  
Robert J. Walker  
Mike Purdy  
Dick Halley  
Melissa L. Beall  
Laura A. Janusik  
Kent Zimmerman  
Bob Bohlken  
Nanette Johnson-Curiskis  
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Ethel Glenn  
Jim Pratt  
Barbara Nixon  
Jean A. Harris  
Carole Grau  
Lyman "Manny" Steil  
Brent Winans  
Richard Anstruther

Your timely materials are appreciated.

making changes that will enhance all our efforts.

My belief (and it is mine alone so don't yell at the officers about it) is that, like the contributors to this publication who stepped up to the plate when asked, the ILA can count on its members when it needs them. It only requires a focused request that is clear in its time and intent. Why not give some thought to the types of issues you feel are important and convey them to the Board? They would appreciate knowing they're not alone in the universe.



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(Please add to your  
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*Happy  
New Year  
to All!*

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*Happy  
New Year  
to All!*

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## Proposed By-Laws Changes

The following proposed changes are for consideration by the ILA membership. Approval of these changes will be sought during the general business meeting conducted during the annual convention, March 21-24, 2001, Chicago IL. Italics indicate actual additions to the text. Deletions have been struck through.

### **Article II:**

The purpose of the Association shall be to promote the study, development, and teaching of *effective listening in all settings and the practice of effective listening skills and techniques.*

### **Article IV Section 1:**

Section 1. Officers. The officers of the Association shall be the President, First Vice-President, First Vice-President Elect, Second Vice-President, Secretary, and *four* Members-at-Large. Any member in good standing is eligible for election as an officer of the Association.

### **Article IV Section 5:**

Second Vice President

1. Shall chair the membership committee.
- ~~2. Shall maintain membership records.~~
3. Shall assume the responsibility of facilitating regional meetings approved by the Executive Board.

### **Article V Section 1:**

Executive Board. The Executive Board of the Association shall consist of the President, First Vice-President, First Vice-President Elect, Second Vice-President, Secretary, Immediate Past President and *four* members-at-large. Should a vacancy on the board occur, except for the office of the President, the Executive Board shall select another member of the Association to fill the unexpired term by a majority vote of the remaining Executive Board members. The Executive Director, Editor of the Listening Post, Editor of the International Journal of Listening, and the Association's *Webmaster* shall be nonvoting members of the Executive Board. A majority of the voting members of the board constitutes a quorum of the board.

### **Article V Section 2:**

*Member-at-Large #4*

1. *Shall hold a student's membership in the Association*
2. *Shall serve as a student member of the Executive Board.*
3. *Shall coordinate the Association's student related activities.*

### **Article V Section 5:**

Change the name of the *Audit Committee* to *Financial Review Committee*. (If this occurs the references to the Audit Committee under officer responsibilities for First Vice-President Elect and Secretary (Section 5) must also be changed).

### **Article V Section 3 Item 8:**

Reverse order of B and C (dates should be in chronological order). The items will now read:

- B. Report the committee activities for the previous year to the President by March 1.
- C. Report the names of those attending the committee meeting and its plans for the following year to the President by April 30.

### **Article V Section 7:**

*The International Journal of Listening Editor.*

*The International Journal of Listening Editor* shall be appointed by the Executive Board from a list of interested *members in good standing* presented by the President and shall be a nonvoting member of the Executive Board.

### **Article V Section 8:**

*Listening Post Editor.*

The *Listening Post Editor* shall be appointed by the Executive Board *from a list of interested members in good standing* presented by the President...

### **Article V Section 9:**

Web Master.

The *Webmaster* shall be appointed from a list of *interested members in good standing* presented by the President and shall be a nonvoting member of the Executive Board. Duties of the Web Master are: ~~determined by the Executive Board.~~

- a. *Shall serve a three year term as Webmaster and a fourth year as Consultant to the in-coming Webmaster.*
- b. *Shall confer with a Web Advisory Committee consisting of the First Vice President, the Member-at-Large for Public Relations and two other association members appointed by the President for matters relating to website content and format.*
- c. *Shall be responsible for making final decisions regarding website content and format.*
- d. *Shall update the website on a regular basis.*
- e. *Shall work closely with the President and Executive Board in matters pertaining to the successful online publication of the web site.*

### **Article V Section 5:**

The chairs of the Archives, Awards, Local Arrangements, Site Selection Committees and *Web Advisory Committees* shall be appointed in the following manner.

### **Article V Section 7:**

Membership on the Awards, Local Arrangements, Site Selection and *Web Advisory Committees* is arranged by Presidential appointment.



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## Don't Miss the Chicago Loop

⇒ Participate in the 2001 Swap Shop ⇐

Calling all original ideas for listening education. If you have an idea for teaching listening, whether to kindergarten students, graduate school students, or corporate clients, share it with your ILA friends. Your contribution not only helps individuals but also the organization because all funds raised stay with ILA. A copy of the Swap Shop Booklet will be yours, free of charge, for your participation. Deadline to submit is February 1, 2001 but why wait?

Send them in now!

Send all classroom activities, exercises, training tips to:

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