



PRESIDENT'S PERSPECTIVE

Dr. Lyman K. (Manny) Steil

It is truly significant what can be accomplished when professionals with like interests and motivation band together. Considering it was only a year ago when 27 individuals from 8 states answered my invitation to participate in a "State of the Art of Listening Symposium" at the University of Minnesota, we have come a long way. As an outgrowth of that meeting, the ILA was formed. Consider what we've accomplished in this short time.

- August, 1979 - 27 professionals met resulting in the conception of ILA.
- February, 1980 - First Annual ILA Convention held in Atlanta, GA. Attended by 54 professionals with the overwhelming conclusion - "Most successful"; "extraordinary professional experience"; "20 years of convention attendance - this was the best ever"; "excellent"; etcetera.
- February, 1980 -
 - official founding of ILA
 - establishment of ILA By-Laws
 - creation of ILA
 - election of ILA officers
 - Listening Hall of Fame with 4 Inductees (Dr. Ralph G. Nichols; Dr. James I. Brown; Dr. Sam Duker; and Dr. Paul Rankin)
 - creation of the ILA Recognition Award (1980 - Sperry Corporation)
- Since then we've -
 - scheduled and programmed our 2nd Annual Convention
 - enlarged our membership to nearly 200 members from 36 states and 4 countries
 - established a Research Committee
 - extended people's awareness of listening

Yes, we've accomplished much in a short time and we salute you all! On behalf of all ILA members, I extend thanks to the special efforts of Sally Haug and Ray McKelvy for their fantastic efforts in planning and arranging our upcoming Second Annual Convention. In addition, the special contribu-

tions of: the 1981 Convention Program Committee (named elsewhere); Ella Erway (Newsletter); Bob Miller and Verne Shea (Memberships); Ralph Nichols and Jim Brown (Hall of Fame Committee); and many others is deeply appreciated.

As we continue our growth and development, I invite your active **involvement** in answering the following 7 challenges.

- Extended ILA Membership Growth
 - Challenge: Can you personally obtain a minimum of 5 new ILA members by January 1st?
 - Challenge: Let's enlarge our ILA membership to 500 by our Denver Convention.
 - Challenge: Let's broaden our membership efforts to create a truly diverse Association.
- Second Annual Convention - Denver - March 4-6, 1981
 - Challenge: Plan to Attend! The Program Committee has planned something for everyone! Denver and the Rockies are a great attraction. We need you in Denver!
 - Challenge: Can you help? Offer your assistance to Ray McKelvy (local arrangements) as there is much to be done.
 - Challenge: Promote the Convention! Can we each bring 3 new ILA members?
- General ILA Affairs
 - Challenge: Let us hear your ideas for enhancing the ILA! How can the ILA better serve your needs? What else can be done? What will you do to contribute?

In sum, we have made an excellent start to "promote the study and development of effective listening," but the greater challenges lie ahead. We need your active help to make the ILA truly great!

HALL OF FAME

A Listening Hall of Fame was instituted at the first ILA convention in Atlanta, Georgia, February 18, 1980. As it goes with any inductee into a hall of fame, albeit football, hockey or whatever, the candidates are usually selected on the degree with which they positively influenced the advancement of their particular field of endeavor. The Listening Hall of Fame selected four individuals who have pioneered the "L" of learning, namely Listening. The concept came from one of the inductees, Dr. Ralph G. Nichols.

This article focuses on 2 Inductees. These two are mentioned together and seem to share the spotlight equally in printed forms. Chronologically, however, **Paul Rankin** came first with a published survey he conducted in 1929 illustrating the fact that we listen more than we use any other communication skill.

His results were confirmed later by such notables as Dr. Donald E. Bird of Stephens College. Almost all articles on listening today refer to this classic study. If any research is done in the field, he is

PROGRAM COMMITTEE FOR 1981 ILA CONVENTION

Sally Haug, First Vice President, had words of high praise for members of the Program Committee. Haug reports that the members carefully read the programs, had excellent suggestions, and returned their comments on time. Members of the committee included;

Sally Haug, Chairman

Nan Johnson
4405 Pleasant Avenue South
Minneapolis, MN 55409

Al Katz
Univ of Wis-Superior
Communicating Arts
Superior, WI 54880

without doubt, quoted as a source on the amount of time people use the skill of listening. He has become associated as The Benchmark against which all others seem to start from.

Sam Duker, the other inductee served an entirely different but equally valuable service. He is another entry one constantly finds in anything researched or studied in the field of listening. Besides doing his own noble research, Duker is best known for his untiring efforts to codify materials and studies done in the area of listening into an encyclopedia type of format. His three volumes of some of the best things written in the field of listening has aided teachers and scholars from all levels of communications instructions. They were published in 1966, 1968 and 1971. Any reputable library in the world of listening at one's fingertips.

Teachers are and will be forever grateful to both these men for what they accomplished.

In the next issue we'll look at the accomplishments of the two living inductees into the 1980 HALL OF FAME, Dr. James I. Brown and Dr. Ralph G. Nichols.

1981 RECOGNITION AWARD

The 1980 International Listening Recognition Award was presented to Sperry Corporation for their extraordinary contribution to "promote the study and development of effective listening" . . . The 1981 ILA Recognition Award will be presented to a se-

lected individual, business, industry, governmental agency, or educational institution. If you would like to recommend deserving recipients, please forward your nominations now.

Name

Address

Reason for recommendation

Mail to L.K. "Manny" Steil, 25 Robb Farm Road, St. Paul, MN 55110 by January 1, 1981. Let's recognize the special contributions to our organization's purpose.

WHAT'S HAPPENING

PROFESSIONAL MEETINGS

The Northeast Regional meeting of the Public Relations Society in Rochester, New York this October built their program around the theme "Listening in the 80's".

WORKSHOPS

A Summer Seminar at the University of Minnesota. The U of M hosted a 3 day seminar in July on the teaching of listening. Each of the 30 participants developed a specific teaching strategy to meet their individual interests.

Listening: An Interdisciplinary Workshop. The Speech Communication Association 66th Annual Meeting will be held at the Sheraton Center in New York City on November 13-16, 1980. Workshop speakers will be Steven C. Rhodes, Shirley Van Hoeven, and Harvey Weiss.

The workshop is designed for K-12 language art teachers. The course will focus on the factors which affect listening competency. Participants will preview A-V materials for listening instruction and are invited to share copies of unit projects they have found to be effective.

SWAPSHOPS

There will be 4 swapshops; preschool and elementary, Jr. High, High School and University/College at the Denver meeting. Please bring duplicates and handouts of syllabi, materials, activities, and anything else you think will be of interest.

RECENT ARTICLES ON LISTENING

Manny Steil, "Secrets of Being a Better Listener", **U.S. News and World Report**, May 29, 1980, 65-66.

Manny Steil, "Do you Know How to Listen", **Association Management**, August, 1980, 111-116.

Lend Me Your Ear, Inc. has been formed by Harvey Weiss. His company provides help with teaching aids and conducts workshops. A listening materials bibliography of over 225 entries is available. For more information write to **Lend Me Your Ear, Inc.**, 2845 Medicine Ridge Rd., Minneapolis, MN 55444.

Alice Ridge, University of Wisconsin, Eau Claire, reports her listening course is being tape recorded right in the classroom with a mike provided from the ceiling to pick up student remarks. Twenty lectures are so recorded for replay over the state radio network. Ridge has had about 50 requests for the tapes, which are free except for the cost of the tape itself. About \$20 for the set.

Ridge is also writing a K-12 listening curriculum for Wisconsin through the auspices of UW Extension. This project has led to speaking engagements before the Wisconsin Education Association English Teachers. Seems as though English teachers are interested in putting listening into the curriculum, and are hungry for materials, ideas, etc. ILA has a role to fill here.

**TELL US WHAT YOU ARE DOING.
WE WANT TO KNOW.**

Nadine Marsnik
Vermilion Community College
1900 E. Camp Street
Ely, MN 55731

Don Olson
Communication Arts
Texas Lutheran College
Sequin, TX 78155

Steven C. Rhodes
1417 Hillcrest
Kalamazoo, MI 49008

Howard Sible
1606 Central Avenue
Bettendorf, IA 52722

Barbara L. Thornton
Saxon Industries, Inc.
1286 University Avenue
St. Paul, MN 55104

Harvey F. Weiss
Cooper High School
8230 N. 47 Avenue
New Hope, MN 55428

A-V CORNER

16 mm Movies

Power of Listening, Rental #2294, U of Wisconsin, 1327 University Ave., Madison, WI 53701. \$20.00, 26 mins., Good listening habits result in improved productivity and efficiency. Also common deterrents to listening.

Perception, Cram-McGraw-Hill, 110 5th St., Del Mar, CA 92016. Explores the psychological, physiological and cultural forces that influence human perception. Element of subjectivity in perceptions of the world around us, and what effect this has on listening.

Audio Tapes

The Art of Listening, included in kit by Jeffrey Schrank: **Effective Communication**, Argus Communications, 5505 N Ashland Av, Chicago, IL.

Relevance of Listening, Cambridge Book Co., 488 Madison Av, New York, NY. Tapes \$210; student workbook \$4.90.

He Who Has Ears (Listening is good business) by Ralph G. Nichols \$12.95 from Telstar Productions, 366 N Prior Av, St. Paul, MN 55104 (\$10.00 to ILA Members).

Barriers of Communication by Ralph G. Nichols, \$12.95 from Telstar Productions, 366 N Prior Av, St. Paul, MN 55104 (\$10.00 to ILA Members).

Psychology of Persuasion by Ralph G. Nichols, \$12.95 from Telstar Productions, 366 N Prior Av, St. Paul, MN 55104 (\$10.00 to ILA Members).

B & W Video Tape

Listen and Say, Great Plains National Instructional TV Library, Box 806, Lincoln, NE 68501. \$140.00 Consists of 32, 15 min. video tape programs. Grade I Phonics Program.

Color Video Tape

Effective Listening with Dr. Lyman K. Steil. 7 Videotapes with study guidebook and Facilitators Manual available from Telstar Productions, 366 N Prior Av, St. Paul, MN 55104.

Sound Filmstrip Series

Think, Listen & Say, A Developmental Listening Kit; Grades K1-3.

Captain Good Speech and Mr. Mumbles; Grades 3-6.

Intermediate Think, Listen and Say: A Developmental Listening Kit.

Filmstrip Series by Joan M. Sayre, U of Miami, Coral Gables, FL. Eyegate Media Inc., Jamaica, New York.

MEMBERSHIP AND CONVENTION FEES

The Executive Board established the following classifications of memberships:

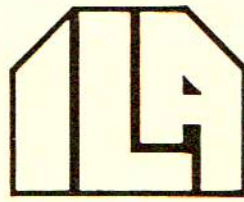
Students, \$10	Regular, \$30
Sustaining, \$50	Emeritus, 00
Corporation, \$125	Institution, \$125
Convention Fees:	
Members, \$65	Non-members, \$85

MEMORY SKILLS

Science Magazine (Vol. 208, #4457) reports that practice can improve memory by as much as 80%. The secret of improvement was the grouping of information into meaningful patterns for coding into the brain's long-term memory bank. The scientists concluded, "It is not possible to increase the capacity of short-term memory with extended practice. There is seemingly no limit to improvement in (long-term) memory skill with practice."



INTERNATIONAL LISTENING ASSOCIATION
366 North Prior Avenue
St. Paul, MN 55104



INTERNATIONAL LISTENING ASSOCIATION

NEWSLETTER

ISSUE NUMBER TWO

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DENVER . . . MILE HIGH CITY ROCKY MOUNTAIN HIGH . . .

By Ray McKelvy

Any wild fantasy you've ever had of Denver is probably true. Denver is genuinely a remarkable city. It blends the western life style so perfectly with just a touch of cosmopolitan class. Everything you could want in a city, Denver has to offer. And one of the best sites for enjoying Denver is the Executive Tower Inn, our ILA headquarters. The ETI is situated in downtown Denver just steps from many excellent restaurants. There are several scenic wonders, an abundance of shops of all kinds, and historical sites. No matter what your dining preference, within ten minutes walking distance, you'll find it: anything from seafood to Mexican to Oriental to Continental. I have my personal favorites which I'll gladly direct you to in March.

Denver offers not only food for the body, but also food for the soul. The majestic Rocky Mountains rise just west of Denver. From your room at the ETI you'll enjoy the breath-taking splendor they lend to metropolitan Denver. The Platte River is but two blocks from the ETI. While it's not San Antonio, it does offer escape. Many man-made "wonders" also abound in Denver. The U.S. Mint, the State Capitol, the Convention Center and the Denver Art Museum are all within 20 minutes on foot.

Another spot you'll want to visit is historic Larimer Square. The shops (including restaurants) are unique. It's

1880 Denver transported a century later. Other shops are located on the new 16th Street Mall a block away. The idea of a pedestrian-only street reminds me of downtown Minneapolis. The entire downtown area is sprinkled with movie theaters, nightclubs, restaurants, shops and even an outdoor skating rink.

The last walking "tour" I'd suggest is to the Auroria Education Complex. Three universities share this area where settlers first lived in Denver. Some century old homes are open to the public. The college facilities are modern and handy to the ETI, only two blocks away. In short, there's more in Denver within walking distance of the convention site than time will probably allow.

Of course, another attractive feature Colorado offers is the mountains. For Downhill skiing, cross-country skiing, snowmobiling, hiking or just driving through, they are unsurpassed. A short 30 minute drive will put you in the midst of God's most beautiful creation--the Rockies. Write to me for information on ski packages: Ray McKelvy, United States Air Force Academy, USAF, CO 80840.

If I sound biased it's probably because I am. But, I do sincerely hope you'll take away from the ILA convention some of the High Country spirit we Coloradans offer. See ya in Denver in March.

A CALL FOR NEW MEMBERS

ILA President, Dr. Lyman K. Steil, recently issued a challenge to each ILA member to personally recruit a minimum of 5 new ILA members by January 1, 1981. If you need ILA Membership materials, call Bob Miller, 2nd Vice President at (612) 644-4726.

DENVER 1981 — PRELIMINARY PROGRAM OFFERS "RESEARCH TO PRACTICE"

The Program Committee for the second annual ILA conference - Denver '81 has announced a variety of sessions geared to the various interests of ILA members. Sessions are scheduled on **teaching listening** in settings from kindergarten through college and in the business world. The need for **empathic listening** will be discussed by speakers from helping professions and communications departments. **Research** on testing and the nature of listening behavior will be presented. The leaders of workshops and seminars come from elementary, secondary and college settings. Business and private consultants are also represented. Program speakers and session leaders travel to Denver from 24 states, from both coasts, from south and north, and from that center of listening activity in the Midwest.

Sally Haug, Vice President of ILA, urges you to check the program announcement for further details and information on sessions that are not yet finalized. The program will be sent to all members after the first of the year.

NEEDED — AN INVITATION

Do you want to save the cost of travel to the **1982 annual convention of ILA**? Then why not plan the 1982 convention **in your city**. Share in the planning for the 1982 meeting by bringing information about your city and facilities with you to the business meeting in Denver 1981 - or better yet send them to Sally Haug now.