

LISTENING POST

© ISSUE NUMBER TWENTY-TWO SEPTEMBER, 1987

ILA Toronto Summer Conference: A MAJOR EVENT

Judi Brownell, Tim Gilmor, and Emma Plattor agreed to serve as reporters for the Toronto Conference, and President Coakley summarizes both the Conference and her tenure to date.

JUDI'S VIEWPOINT

Many special events took place in Toronto during the middle of July; Prince Edward and Sarah Ferguson were in Canada celebrating their first anniversary, the Indy, a major auto race, had streets blocked off along the lake shore, and the Queen's Plate (Canada's Kentucky Derby) drew thousands. At the St. Edward Hotel, however, history was being made more quietly. The ILA was holding its first International Conference, hosted by Tim Gilmor and Harold Sharkey. Here, every event was special.

Participants who came early began celebrating with a cocktail party Wednesday evening. Those who began their "listening" Thursday morning heard President Coakley open the conference with a reaffirmation of the commitment and energy of ILA members that made this international conference possible. As Dr. Ralph Nichols began his presentation, the stage was set for a memorable two days. As was noted, although Prince Edward decided not to stay at the King Edward "we had our own royalty" with us the entire time.

The glorious weather in Toronto contributed to a relaxing barbecue Thursday evening, hosted by Tim Gilmor at his home. It was even fun getting there from the King Edward on Toronto's clean and convenient public transportation. The city folks move easily on trolleys and subways throughout the day and night.

Sometimes people, places, and events come together in the right combination for something very special to happen. This time a diverse group of individuals interested in a common subject, the city of Toronto, and our first ILA international summer conference made some of Larry Barker's magic happen. Thanks to Harold Sharkey and Tim Gilmor, the magic may just last until we meet again.

EMMA'S OBSERVATIONS

It is especially noteworthy that the first ILA conference to be held outside of the United States was held in Toronto, because Canada has long considered itself to have a special relationship not only with the United States but also with Great Britain and France -- thus making the conference truly international. The British tie was clearly represented by the presence in Toronto during the conference of the Duke and Duchess of York-- Prince Andrew and "Fergie." In fact, when we arrived, we thought that the crowds lining the streets were there to greet us as ILA delegates -- or perhaps to greet someone better known, like Manny Steil! The French connection was represented not only by the many excellent French restaurants in Toronto

TIM'S PERSPECTIVE

The first gathering of the ILA held outside of the U.S.A. was held in Toronto, Canada, July 16th-18th, 1987. The King Edward Hotel, a downtown Toronto landmark, afforded easy access to sightseeing and shopping, and provided both a gracious atmosphere for the meetings and comfortable accommodation for most of the delegates. As Toronto has become a multicultural and multilingual metropolis people were able to experience communication between cultures as they toured the city after listening to the theories of the speakers.

The conference, "Global Listening: Opening Communication Between Cultures", drew 80 members and friends of the ILA from 20 states, 3 provinces of Canada, as well as from The Netherlands, and South Africa. Listening to speakers from New York, Louisiana, France and South Africa proved to be a challenge. Topics ranged from the prenatal development of listening to the importance of listening in international business. We were entertained by anecdotes about policing a multicultural city and developing a career as an entertainer. Researchers presented observations on radio news broadcasts and people's misinterpretations of other cultures. A blend of the serious with humorous kept us alert to take in the many ideas presented.

For the evenings there were cocktail hours, chances to explore Toronto, and a casual barbecue at the home of Lise and Tim Gilmor. On Saturday the ILA board of directors held a meeting, after they and others had been given a tour of The Listening Centre, a clinic run by Tim Gilmor and Paul Madaule.

but also by the conference papers linking French philosophers, linguists, and physicians with the field of listening.

When we asked conference delegates how they felt about the choice of Toronto for this conference, over and over they expressed delight, responding with expressions like: "What a clean city." "It's safe to walk on the streets." "The people are so courteous." "This is an exciting place to be." The King Edward Hotel was romantically reminiscent of the Edwardian era, even to imprinting the white sand in the cigarette urns at the elevator doors with the royal crown of King Edward. Delegates told us of their visits to the many summer events taking place in the Toronto area, including the Shakespeare

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ILA President is not Lonely

"It's lonely at the top" is a statement that those in leadership positions often express. Having now served as your president for nearly five months, I can sincerely say that I have not at all been "lonely"! **Exhausting?** Oh, yes... as my communication log -- already containing over 650 entries -- affirms. **Exciting?** Definitely... especially at such events as the 1987 ILA Summer Conference where I had the special opportunity of welcoming attendees to the first ILA meeting held outside of the United States and where I again had the special opportunity to listen to Dr. Ralph Nichols present the Keynote Address. **Entertaining?** Aye, often... such as when Harvey Weiss refers to me as "the paper queen"... when Second Vice President Wayne Bond -- after the board had met in Toronto for nine continuous hours and I brought up still another agenda item -- asked, "Who invited this lady?"... when Bob Fogg -- in his red sports coat at the summer conference said, "If you want to be like Ralph Nichols, you have to dress like Ralph Nichols"... when Bob Bohlken presented me with a two-billed Missouri cap bearing the question, "I'm their leader. Which way did they go?" **Heartening?** Indeed... such as when Member-at-Large Kittie Watson (at the same "marathon" summer board meeting) wrote me a note which said, "You're doing great" and when Mike Purdy, Chair of the Research Committee wrote me a note which said, "You do keep us all communicating and I want to say I'm here listening. Keep sending and leading!" **Frustrating?** Of course... when deadlines are not met or when individuals are not responsive, but while presiding over seven other officers, seventeen committees, and nearly 400 members, I have thus far had many more satisfying than frustrating moments. **Rewarding?** Positively... as I observe the progress that the ILA is making... as I discover the creative and valuable ideas of our officers/committee chairs/members... as I witness the graciousness and efficiency of Tim Gilmore and Harold Sharkey as co-chairs of the 1987 Summer Conference... as I see Laura Edwards, Bill Belyea, Linda Albert, and other ILA members participate in and/or support the conference... as I meet new individuals such as Paul Madaule, Ed Boyce, Judy Belk, and Beulah Levinson who share my interest in listening... as I receive Laura Secord candy from one of my two #1 supporters -- Susie Berkheimer... Truly, serving as ILA President is **exhausting, exciting, entertaining, heartening, frustrating, and rewarding**, but lonely it is not!

EMMA'S OBSERVATIONS

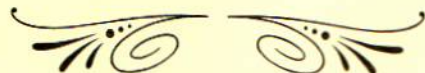
(continued from page 1)

Festival at Stratford (on the Avon River, of course!) and the Shaw Festival at Niagara-on-the-Lake. Clearly, the success of the conference was enhanced by the international flavor of a city like Toronto and indeed a country like Canada, which prides itself on being not a melting pot of people from various lands who lose their national identities, but rather a mosaic of people who are proud to be Canadian while maintaining their historic and cultural selves.

"Ear Candy"

In the Word Watch column in the March, 1987 *Atlantic Monthly*, The words "ear candy" are placed together and defined as a noun that means a light, often short piece of music. The term refers to light music with widespread appeal, both popular and classical. Author Anne H. Soukhanov quotes a review in *The Washington Post*: "She opened with the obscure but charming Sonata in D Major by Baldassare Galuppi, which functioned mostly as a warmup piece, a bit of ear candy."

We listen enthusiasts could perhaps coin a few more such terms for listening to speeches and conversations. How about **ear pablum** for mushy, insipid talk? or **ear steak** for full, meaty verbal prose? or **ear mousse** for light, airy, fluffy thoughts? We could have **ear cocktails** or **ear salads** or even special **ear diets**! The possibilities are endless! (Thanks to Suzanne Pemsler for sending the article to **THE LISTENING POST**.)



ILA LISTENING POST Listening Post Deadlines

The **Deadline** for all Listening Post materials (Includes articles, ads, photographs to appear in the next issue) is **October 15, 1987**.

ILA LISTENING POST NOW ACCEPTING 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.

1987 RATES

Full Page	\$250.00
1/2 Page	\$150.00
1/4 Page	\$ 75.00
1/8 Page	\$ 40.00

All ads must be camera-ready and pre-paid. Send all materials and ads to:

ETHEL GLENN, Editor
Communication Department
University of North Carolina
Greensboro, NC 27412



CAN YOU IDENTIFY THIS PICTURE?

That Was Then, This Is Now

ARCHIVES COMMITTEE WANTS YOUR HELP AND PARTICIPATION

"An organization is only as good as its memory bank." I just made that up! But, I think it is true. Don't we tend to remember best the good times and positive things from our past (Riva Poor excepted!)? Knowing where we came from and how we got there should give us some directions for the future, correct?

So, the Archives Committee was formed officially in New Orleans, by then President Larry Barker, who asked me to chair this vital link to our past. Other

volunteer members of the committee are Susan Berkheimer, James I. Brown, Edie Cole, Bill Gering, Ralph Nichols, Manny Steil, Catherine Lindsay, and Milda Steinbrecher. Our mission is to develop a "historical" display at the Scottsdale Conference, to find a permanent home for all our materials from eight years of existence, and to provide occasional columns for the **Listening Post**.

Therefore, I am dispatching a **GENERAL CALL TO ALL PAST AND CURRENT MEMBERS** to send to your committee members any cherished **CONVENTION PICTURES, PROGRAM MOVIES**, (old napkins from the Underground in Atlanta), or anything else you deem worthy of preserving for this organization's archives. **WE NEED YOUR STUFF!!!**

Also, to build interest in getting members to think "preserve", I am initiating with each column a contest with trivia overtones to see how much people really do remember from our lurid past. Accompanying this article is a picture from the early days of ILA enthusiasts from all over the country. This exercise is to name the place, approximate date and purpose of the gathering, *and* as many members as you can who are in the group picture. Send it to me, Harvey Weiss, and the person who has the most correct information will receive a *free copy* of the 30 minute, First Annual ILA Convention in Atlanta in 1980, on the video tape size of his or her choice. This documentary is a gem indeed!

So hopefully, I'll be hearing from many curious trivia contest entrants plus scores of members who will be forwarding memorabilia to the committee members that we can put in a yet-to-be-picked "time capsule." Good luck.

IN MEMORIAM

Tom Proctor of Ontario, Canada, died of a heart attack March 14, 1987. Tom, a commercial writer and lecturer, attended both the Orlando and San Diego ILA Conventions. Many of you will remember him fondly.

Susie Berkheimer's father, lynley C. Shatto, died on the morning Susie was departing for the ILA Toronto Summer Conference. Susie's family insisted that she attend the Conference anyway, for where else would she find more supportive friends to share her time of grief.

Important Addresses

Remember these three important addresses:

International Office: Executive Director, Dick Quianthy
1000 Coconut Creek Boulevard
Pompano Beach, FL 33066

The Listening Post: Ethel Glenn, Editor
Dept. of Communication & Theatre
UNCG
Greensboro, NC 27412

The ILA Journal: Voncile Smith, Editor
Florida Atlantic University
Boca Raton, FL 33431

Harvey Weiss, Chairman

ILA Ninth Annual Convention

SCOTTSDALE, ARIZONA, MARCH 9-12, 1988

Listening Makes a Difference

Start planning for the ninth ILA Convention in Scottsdale, Az. during March, 1988. We will have stimulating programs in the teaching, research, and consulting applications of listening. We will be able to offer you college credit or C.E.U.'s for the time that you attend. We are planning pre and post convention trips to the Grand Canyon and Mexico. We are planning for lots of sunshine for you to enjoy recreational activities that the Southwest can offer (golf, swimming, tennis, horseback riding, and hiking). We will be arranging special convention airfare rates from all parts of the country. The Doubletree Hotel will offer special rates for the weekend before and several days after the convention, so you will want to come early and stay late. We are planning activities for your family and significant other. Bring them along for a break from winter. Mark your calendars for March 9th to March 12th. We will give you a true Southwestern welcome.

Books on Communication, Listening, Leadership FOR CONSULTANTS, WORKSHOP LEADERS, AND OTHERS.

_____ **Effective Listening for Supervisors and Managers.** (70 pp.)

_____ **Management Skills for Supervisors and Managers.** (80 pp.)

_____ **Effective Communication for Supervisors, Managers, and Staff** (47 pp.)

_____ **Managing Time and Stress** (92 pp.)

Authored by Dr. Gib Whiteman (ILA Life Member)

Price reduced for ILA members from \$9.50 each to \$5 each (plus 50¢ per book shipping). All four titles \$17.50 plus \$2.00 shipping. No COD's.

Dr. Gib Whiteman, President (203) 453-4079
The Whiteman Resource
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CALL FOR PAPERS

Ralph G. Nichols Award
for Excellence in
Listening Research and Theory Development

The third annual **RALPH G. NICHOLS AWARD** will be presented by the Institute for Study of Intrapersonal Processes (ISIP) at the International Listening Association (ILA) Convention in Scottsdale, AZ in March of 1988. The award, named in honor of Dr. Ralph Nichols, is presented for the best research based or theoretical paper presented at the conference.

The recipient will receive a cash award and certificate of merit. Members of the ISIP Advisory Board will serve as readers for the award. The award will be presented at the banquet at the end of the ILA Convention.

Interested participants must submit their papers in triplicate by January 30, 1988. Please send your submissions to:

Kittie W. Watson
Associate Director
Institute for Study of Intrapersonal Processes
Post Office Box 5031
Contract Station 20
New Orleans, LA 70118

CALL FOR PAPERS

James I. Brown Student Award
for Excellence in
Listening Research and Theory Development

The second annual **JAMES I. BROWN STUDENT AWARD** will be presented by the Institute for Study of Intrapersonal Processes (ISIP) at the International Listening Association (ILA) Convention in Scottsdale, AZ in March of 1988. The award, named in honor of Dr. James I. Brown, is presented for the best research based or theoretical paper submitted by a student.

Papers accepted to appear on the ILA Convention program are automatically eligible for the competition. Full-time students, as defined by the ILA Bylaws, can compete. The award will cover the ILA convention fees (including meals), a cash award, and a certificate of merit.

Members of the ISIP Advisory Board will serve as readers for the award. The paper will be presented at one of the Research Committee Meetings and/on a panel during the conference. The award will be presented at the banquet at the end of the ILA Convention.

Interested students should submit their papers in triplicate by January 30, 1988. Please send your submissions to:

Andrew D. Wolvin
Department of Communication Arts and Theatre
University of Maryland
College park, MD 20742

The Institute for Study of Intrapersonal Processes is a foundation dedicated to the advancement of research and human development in all areas of intrapersonal communication including listening. Additional information about ISIP and its activities may be received by writing: ISIP, P.O. Box 5031, Contract Station 20, New Orleans, LA 70118.

WHAT'S HAPPENING News & Notes About ILA Members

HONORS FOR NORTON... Larry Norton was inducted into the Hall of Fame at the 75th anniversary convention of Pi Kappa Delta, national honorary forensic organization, on March 21, 1987. He is one of seven (three living) charter members. Larry served as toast master for the 60th class reunion dinner at Carleton College, June 19 & 20. And in early August, he presented a paper at the World Communication Association convention at Norwich University in England. Congratulations, Larry!

JUDI GETS GRANT TO STUDY LISTENING

Judi Brownell was awarded \$10,000 to pursue research in listening on Cornell's supercomputer. Judi, who asks that all of you please note her new address -- School of Hotel Administration, Cornell University, Statler Hall, Ithaca, NY, 14853 -- will present a portion of her findings at the 1987 International Business Communication Association Conference in Atlanta -- title: "The Good Listeners: Who Are They?" ILA members would be interested in your results also, Judi.

TOM HICKERSON CHASES YOUNG WOMEN????...

ILAers who are basketball fans can see ILA member Tom Hickerson engaging in a new type of listening during the 1987-88 college basketball season. As a newly-selected PAC 10 referee, Tom will be listening for illegal sounds on basketball courts -- mainly in California, Washington, Oregon, and Arizona. Tom, we'll be listening to be sure that you blow your whistle correctly! Incidentally, our lead line -- as you might guess -- indicates that Tom will be refereeing women's basketball!!

THE SOUND CONTINUES FROM NEW ORLEANS...

Carolyn Coakley and Susie Berkheimer followed the sounds of a super country and western singer, Dan Seals, when he did a benefit concert for The Dry Spot, held at Western Maryland College in Westminster, MD. Dan is the brother-in-law of ILA member Michael Gilbert. After the concert was over, Dan came out to meet his fans, have his picture taken with them, and sign autographs. Your editor is turning over a wonderful picture of Carolyn and Susie smuggling with Dan to Harvey Weiss for the time capsule!

SUZANNE AND HER PUPPETS STAY BUSY...

Suzanne Pemsler gave two children's concerts in Lafayette, LA in March and was a house guest of Past ILA President Marguerite Lyle. Suzanne performed her one-woman-show, "Bittersweet Memoirs," --- updated with fresh inspiration from ILA to focus on a listener's point of view -- in Lexington, Mass. Puppet Divas did the Figment Fashion Show at Framingham State College in May, culminating in six

student shows, using 250 puppets the children had made. During the summer, Suzanne did park shows for physical and mentally handicapped youngsters, and in July she held a residency at the Interlocken Center for Experiential learning in New Hampshire. Watch the November issue of the Listening Post for a funny story by Suzanne.

ALICE IN MALAYSIA... ILA member #3, Alice Ridge, sends two interesting items. First, on a personal level, she writes that, as a Visiting Professor with Indiana University at Institut Teknologi Mara, Shah Alam, Malaysia, she presented two papers at Tamkang University, Taipei, Taiwan, May 4-5 for the graduate faculties in Mass Communication, Speech Communication, and Political Science. Ridge spoke on Listening as a component of Speech Communication in Higher Education.

As a second item of interest, she sent a photograph of herself with ILA Singapore member Lawrence Wong at their "mini-ILA conference" in his home in April. Wong, President of International Management Associates, heard about ILA when Manny Steil sent him information. At dinner with Wong and several members of his family, the topic of listening as it relates to teaching, training, and especially politics dominated the conversation. Alice, I will forward the picture to Harvey Weiss for an archives "special"!!

FRANK'S FREQUENT LISTENING PRESENTATION...

Frank Freshour is on the convention trail, advocating the need for listening. His recent presentations include The National Council of Teachers of English in Louisville and the National Association of Elementary School Principals in Orlando. Three groups for whom he spoke last year have invited him back this fall -- The National Academic Advising Association, The Florida Reading Association, and College Survival, Inc. At the request of the National Association of Elementary School Principals, he is converting his listening presentation into writing; called **Streamlined Seminar**, this will be distributed nationwide to all the principals. Frank has also made Listening presentations to Hospice and the Suicide and Crisis Center.

INTERNATIONAL SUSIE...

Susie Berkheimer is truly an international member of the ILA. This summer she toured through Austria, West Germany, and Switzerland and sang with St. Luke Lutheran Church's La Schola Cantorum, or the School of Sacred Music Choir. She sang at a German Mass at St. Blasius Catholic Church in Salzburg and at evening vespers at St. Matthew's Lutheran Church in Lucerne. On the sixteen day tour with the choir, the German tour guide, Elfrieda Showers, said, "If you

What's Happening (continued from page 5)

people are going to learn anything, you have to shut your mouths and listen!" That was a clue!

The next day Susie wore her ILA button with "LISTEN" written in many languages. As people asked her about the button, Susie used this opportunity to explain ILA and the meaning of the words on the button. This is known as International Public Relations, right, Peter? Susie's helped you spread the word about ILA internationally!!!

THE NEW YORK REGIONAL ILAers...

Wayne Bond sends word that the next ILA New York Regional Conferences is to be held October 24 at Montclair State College. Plans are for the program to include a morning session on strategies and ideas for working with Empathic Listening and for the afternoon sessions to focus on materials from the Toronto Summer Conference and activities and exercises for teaching and training Listening. Wish we had more regional groups as active as you New Yorkers!

KEN IN ENGLAND... Kenneth Paulin of Northern Michigan University and Patricia Canonie, currently a graduate student at Western Michigan U, presented a workshop titled, "Listening to Self" at the International Oracy Convention at the University of East Anglia in Norwich, England. Ken says that while he enjoyed the countryside, the convention was quite different. Very little is happening in the communication field in England, he reports, particularly in listening as a form of communication. With people like Ken and Larry Norton, that is bound to change soon!

SEND ITEMS OF PERSONAL INTEREST TO:

Ethel Glenn

LISTENING POST Editor

Department of Communication & Theatre
UNCG

Greensboro, N.C. 27412

Needed: EARS and EYES on PUBLIC POLICY



Identifying and responding to public statements about communication skills is one of the major concerns of the new ILA committee on Public Policy. The ILA needs a more systematic response to public policy in this area, according to committee chairman, Charles H. Swanson.

Additional committee members are also needed from west of the Mississippi River. Interested individuals should contact the Public Policy committee chairman.

Public policy includes laws, institutional policies, and public statements defining or describing a public concern in communication. These expressions of public policy can be made by elected officials (congresspersons, legislators, or other officeholders), appointed officials (Secretaries or Superintendents of Education), administrators, editors or others in the public eye. Their statements influence and focus the public image about communication and therefore, about listening.

The Public Policy committee intends to establish a policy collection center. If any ILA member discovers a public statement about communication skills or communication, either including or excluding listening, that member is asked to send the complete statement or applicable quotes together with information about the source of that statement to the committee chairman. The collection will be available to ILA members interested in studying or using the material.

Each ILA member is also urged to make a response to the individual, agency, media source or whomever made the initial statement. We need to **praise** those recognizing listening and **encourage** those ignoring listening. Usually persons or organizations making public statements are sensitive to responses and may adapt their position when sufficiently prodded. Numbers of responses are counted. (*The squeaky wheel gets the grease.*) One way the ILA has of improving the public perception of listening is to respond to all public statements about communication.

The Public Policy committee would like to add responses you make to such statement to its collection. Send a copy of any letters-to-editors, letters-to-politicians, or letters-to-associations to the Public Policy chairman Charles H. Swanson, Dept. of Speech Communication and Theatre, Fairmont State College, Fairmont, WV 26554.



INTERNATIONAL READING ASSOCIATION APPOINTS COMMITTEE ON LISTENING

The Listening and Reading Committee is a newly authorized ad hoc committee approved by the Board of the International Reading Association at its winter 1987 meeting. The committee met for the first time at Anaheim and assigned areas for review of current directions in listening theory and its relationships with reading and other language arts.

Preliminary discussion of an IRA publication that focuses on listening research and practice relevant to reading lead to the identification of topics and potential authors. The committee also explored the submission of a program proposal for the IRA World Conference and endorsed a proposal for a co-sponsored program at the March 1988 meeting of the International Listening Association.

The committee plans to develop a network of colleagues and agencies which can serve as a resource for listening to IRA members. The chair of the committee is Barbara C. Palmer (209 Education Building, Florida State University, Tallahassee, FL 32306). She welcomes suggestions and comments for the committee from interested members.

Members of ILA who were invited to join the committee are Sara Lundsteen and Ella Erway.

SPEAKING OF LISTENING

This month, courtesy of the Publications Committee, we are introducing two new columns to the newsletter. SPEAKING OF LISTENING will be quotations about listening from a variety of resources. Readers may find these statements useful for speeches, publications, or just for spreading the word about listening. We are asking ILA members to contribute to this effort by sending any "quotable quotes" and resources about listening in education, business, or research to Dr. Diana Corley, Creative Arts Department, Black Hawk College, Moline, IL61265

"The best salespeople are great listeners -- that's how you find out what the buyer wants." Spencer Johnson, co-author, **THE ONE MINUTE SALESPERSON.**

"The older I grow, the more I listen to people who don't say much." Germaine C. Glidden in **PETER'S QUOTATIONS: IDEAS FOR OUR TIME.**

"Non ci e il piu cattivo sordo di quel che non vuol udire." (Italian quotation meaning "None so deaf as he who will not hear.")

"The reason why so few people are agreeable in conversation is that each is thinking more about what he intends to say than about what others are saying, and we never listen when we are eager to speak."
LaRocheFoucauld in **MAXIMS.**

Resources

Research

Strother, D.B. On listening. **PHI DELTA KAPPAN**, 68:625-8, Apr. '87.

Education

Laverentz, F. and Garman, D. Listening: the missing side of school communication. **INSTRUCTOR**, 96: 66+ Apr. '87.

Klesuis, J. P. and Goforth, F.D. Using poetry to improve listening comprehension. **NEW ENGLAND READING ASSOCIATION JOURNAL**, 22:8-15, Wint. '87.

Business

Niehouse, O.L. Listening: the other half of effective communication. **MANAGEMENT SOLUTIONS**, 31: 26-9, Ag. '86.

Meeting Of Association Collaborative For Teaching Thinking

The Association Collaborative for Teaching Thinking, a group of education organizations working together to promote development of students' thinking abilities, met on Friday, June 7, 1987, in Alexandria, Virginia, at the headquarters of the Association for Supervision and Curriculum Development. Some of the organizations attending were: NEA, AASSP, NAESP, AASL, ASCD, AERA, AFT and ILA.

The group will be holding theme meetings (Instructional Materials, Teacher Education and Testing) hosted by member organizations for interested persons during the next year. The first topic, "School Climate and Leadership," is scheduled for Friday, November 20, at NeA headquarters in Washington, D.C.

ILA members might find some valuable information in two of their publications. **Developing Minds: A Resource Book for Teaching Thinking** (\$19.95) edited by Arther L. Costa. This book defines thinking, discusses curriculum, and gives many teaching strategies. The authors review various programs for teaching thinking and deal with resources and assessment of growth in thinking skills. The other text is **Dimensions of Tinking: A Framework for Curriculum and Instruction** (\$10.00). Some chapter titles are: "Thinking as the Foundation of Schooling," "The Core Thinking Skills" (reading and writing are discussed, listening is mentioned) and "The Relationship of Content Area Knowledge to Thinking."

Both texts are available from the Association for Supervision and Curriculum Development, 125 North West Street, Alexandria, Virginia 22314, (703) 549-9110.

MAKE LISTENING VISIBLE

Materials to support your listening instruction or habits.

Item Number Item Description

87-101 Poor Listener's Excuse Shirt @ \$9.95 each; Specify size & color (M, L, XL) (Blue, Green Red, Maroon, Brown, Pink, Gold) Shirt color limited by availability, a second color choice is urged.

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87-202 Listening Zone poster (@ \$2.00 each)

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(ALLOW 4-6 WEEKS FOR DELIVERY.)

ILA 1988 AWARDS

The awards Committee is sounding a call for nominations for the 1988 ILA Awards presentations. The process starts with the members of ILA. Please review the criteria for each award. The nominations must be submitted on a copy of the 1988 ILA Submission Form, and it is of extreme importance that careful DOCUMENTATION accompany it. The Executive Board as well as the Awards Committee is desirous of honoring those who have made noteworthy contributions to the ILA and the field of listening. It should be noted that the President's Award and the Membership Awards have been discontinued. The Executive Board has approved this action. A new President's Certificate of Appreciation has been created to allow the president of ILA to recognize those who have given outstanding service during the president's term of office. Please help the ILA to give recognition where recognition is due by sending in your nominations.

1988 Awards Committee

SARA GAYLE PYFROM
Chair

DEAN THOMLISON
JAMES GALLAGHER

BETTY STRATTON
SUZANNE PEMSLER

CAROLYN COAKLEY: *President of ILA (Ex Officio)*
WARREN GORE: *First Member at Large (Ex Officio)*

QUALIFYING CRITERIA FOR ILA AWARDS CATAGORIES

I. HALL OF FAME AWARD

- A. Has achieved Recognition in the field of listening over a number of years.
- B. Achievements in academic, business or other settings
- C. Submission by another ILA member
- D. Achievements and distinctions enumerated and DOCUMENTED according to the 1988 ILA Awards Submission Form

Awards Roster

1980:	Ralph G. Nichols	James I. Brown
	Sam Duker	Paul Rankin
1981:	Wesley Wiksell	Sara Lundsteen
	Miriam E. Wilt	Carl Rogers
	Seth Fessenden	Harry Goldstein
1982:	None	
1983:	Charles T. Brown	Carl Weaver
1984:	Larry L. Barker	Ella Erway
	Paul Bagwell	
1985:	Lyman K. Steil	Andrew Wolvin
1986:	None	
1987:	None	

II. ILA SPECIAL RECOGNITION AWARD

- A. Performance of outstanding service to ILA for an extended period of time
- B. Performance of an unusual service to the promotion of listening over a period of at least one full year
- C. Submission by self-nomination or another ILA member
- D. Achievements and distinctions enumerated and DOCUMENTED according to the 1988 ILA Awards Submission Form

Awards Roster

1980: Sperry Corporation
1981: None

1982: Lyman K. Steil

1983: None

1984: Telstar

1985: Dee Steil

1986: None

1987: Peter Van Der Schaft Ethel Glenn

III. RESEARCH AWARDS

A. LISTENING RESEARCH AWARD

1. Outstanding level of achievement in research by ILA member or group
2. Researched-based text or research book published within three years of award year
3. Research-based article(s) in professional journals published within two years of the award year
4. Submission by self-nomination or another ILA member and with recommendation of the ILA Research Committee
5. Achievements and distinctions enumerated and DOCUMENTED according to 1988 ILA Submission Form

B. STUDENT RESEARCH AWARD

1. Full-time student status
2. Outstanding research reflected in project, thesis, or dissertation
3. Research-based article(s) in professional journals published within two years of the award year.
4. Submission by self-nomination or another ILA member with recommendation of the ILA Research Committee
5. Achievements enumerated and DOCUMENTED according to 1988 ILA Submission Form

Awards Roster

1980-84: None
1985: Andrew D. Wolvin Carolyn Coakley

Research Awards

Awards Roster
(continued from page 8)

Nadine Marsnik	Florence Wolff
Ralph G. Nichols	William S. Tacey
Larry L. Barker	Kittie W. Watson
Lyman K. Steil	Lyman K. Steil
Joan Summerfield	George DeMare
1986: None	
1987: Carolyn Coakley	Andrew Wolvin

IN ORDER TO NOMINATE A PERSON FOR AN ILA AWARD OR THE LISTENER OF THE YEAR AWARD Please submit a TYPED copy of the following forms

by NOVEMBER 15, 1987 to:

Sara Gayle Pyfrom
ILA AWARDS COMMITTEE
952 West Sahuaro Drive
Phoenix, Arizona 85029

ILA LISTENING AWARD OF THE YEAR

Last year there was not enough response to present the ILA LISTENER OF THE YEAR AWARD. The Executive Board and the Awards Committee are confident there will be enough nominations this year to warrant a presentation at the 1988 Convention in Scottsdale, Arizona.

QUALIFYING CRITERIA FOR LISTENER OF THE YEAR AWARD

- | | |
|---|--|
| I. Nominees should be of National Prominence: | II. Have demonstrated in their profession the principles and standards of effective listening advocated by ILA |
| A. Statesman | D. Newscaster |
| B. Politician | E. Interviewer |
| C. Entertainer | F. Other |
| | III. Should be in professions other than Education |

LISTENER OF THE YEAR AWARD - (Please type heavy for clear duplication)

Name of Nominee _____
Profession of Nominee _____
Address of Nominee (if known) _____
City _____ State _____ Zip _____

— NOMINATOR'S INFORMATION —

Name _____
Title First Middle Last
Address _____
City _____ State _____ Zip _____

Phone (____) _____
On an attached sheet of paper explain why the nominee should be considered for this award giving DOCUMENTATION concerning the nominee's adherence to the principles and standards of effective listening advocated by ILA.

1988 ILA AWARDS SUBMISSION FORM - (Please type heavy for clear duplication)

Name of Nominee _____
Profession of Nominee _____
Address of Nominee (if known) _____
City _____ State _____ Zip _____

— NOMINATOR'S INFORMATION —

Name _____
Title First Middle Last
Address _____
City _____ State _____ Zip _____

Phone (____) _____
On an attached sheet of paper list, briefly describe, and DOCUMENT the kinds of service (# of years of membership, duties performed, etc.) rendered by nominee to ILA and to the field of listening. Explain how you feel the nominee has fulfilled the criteria listed for the award.

BYLAWS REVIEW

Article VIII, Section 1. of the ILA bylaws states that amendments to the bylaws shall originate as proposals "by the Executive Board, or by a petition signed by 10 or more active members."

The Bylaws Committee will accept such proposals, analyze them, and make appropriate recommendations to the ILA membership for its consideration. These recommendations will be mailed to the membership at least thirty days before the annual convention.

Proposals should be received by the Bylaws Committee Chair no later than December 1, 1987.

Committee members are: Larry Norton, Chair; Bob Bohlken; Bill Gering; Fred Goodwin; Dick Quianthy; and Ward Schendel.

Secondary Mini-Conference to Feature Swap Shop of Ideas

It's not too early to start thinking about your favorite, most successful classroom listening activity or lesson plan and getting it ready to bring to the Swap Shop at the ILA Conference in Scottsdale. The Secondary Task Force is planning to conduct a mini-workshop for secondary classroom teachers on Saturday, March 12, at which time the Swap Shop will take place.

You won't want to miss out on all the great ideas, but in order to participate, you'll have to bring one yourself. When your idea sheet is turned in, you'll receive a ticket which will admit you to the exchange. Sixty copies (single page) should be enough.

Your participation will make the Swap Shop a success and at the same time expand your "repertoire" of activities! So write yourself a note RIGHT NOW and plan to get involved.

SCA GIVES LISTENING ITS OWN CATEGORY

ILA members who are also members of SCA will note that the 1987 SCA Directory as well as the SCA Check List of Books and Cassettes in Speech has created a separate category for listening books (now designated as "Listening" under "Fundamentals of Speech"). The creation of this separate category was a personal 1986 ILA project of Carolyn Coakley's

Convention Costs and The New Tax Laws

The following appeared in the May, 1987 issue of SPECTRA, the SCA Newsletter.

A teacher from Lincoln, Nebraska wrote in the National Education Association newsletter to all 1.5 million members the following statement about professionalism. "We ask others to view us as professionals. Yet at professional conferences we're asked to pay our own registration, room, meals, and transportation, in addition to furnishing our own materials. Perhaps when we value each other as professionals, others will follow our example.

Professional support for travel is one of the least predictable variables in our association -- all of the items mentioned in her letter vary for individual support. Yet, when I check with my neighbors who travel for the government and business, they are shocked that all of the items above are not covered for educators. We need to make known what little support is there and appreciate those institutions who do provide major support.

Don Boileau, Editor

Don's concern mirrors one shared by several members of the ILA Board informally toward the end of a meeting. That is the issue of what is in store for professional associations, such as ILA, SCA, and the many others who depend heavily on educators for their members, when the effect of the new tax laws are fully felt.

Take, for example, a teacher who attends an ILA Convention and spends \$800 for transportation, hotel, and convention fee, about the average amount for those who must travel some distance. Under the old law, the entire amount could be deducted as a legitimate business expense. But under the new law that goes into effect this year, that same teacher with a \$25,000 income would be able to deduct only \$240 of the \$800, while a teacher with a \$40,000 income

(continued on page 11)

THE TOASTMASTER Toasts Listening

The July, 1987, issue of *The Toastmaster*, monthly magazine of Toastmasters International, Inc., is devoted to a series of articles about listening. A special Editor's Note on the Contents page reads, "This special issue is dedicated to Dr. Ralph G. Nichols, a pioneer in the study and development of listening skills. Dr. Nichols helped establish the International Listening Association (ILA), a worldwide network of professionals committed to

promoting effective listening." Dick Quianthy's name and the ILA office in Pompano Beach is listed. Dick's office has written a special note of appreciation to *The Toastmaster* editor. Many of you may wish to express your thanks personally. Among the many significant names who authored the various articles in the special issue, Manny Steil's stands out. Several excellent articles make this magazine one you may wish to read and study.

GOOD LISTENING: Internal Motivation

An exercise by Linda A. Desjardins, Northern Essex Community College, Haverhill, MA

Rationale - We've all heard the old adage "The best offense is a good defense." Following similar lines of reasoning, I believe one of the best ways to teach speech is to teach listening. Once students learn to understand and appreciate the importance of active listening, they will have acquired an invaluable tool to aid them in constructing and conducting their speeches. But trying to make students care about listening because I said it was important isn't an adequate enough motivator. What is needed is a vehicle that will let the students decide for themselves that listening is a vital cog in the communication process. In other words, to be effective, the desire to become a good listener must come from internal rather than external motivation. One way I try to move students to this awareness is with a three-phase exercise which can be conducted in one fifty-minute time slot.

Materials Required - An article or essay, preferably on the importance of good listening, which can be read aloud in about ten minutes, enough copies of the article for class distribution, and a carefully composed list of about ten questions.

Lesson Description - Phase 1 - I begin class by telling the students I have an article I'd like to share with them. I read it aloud, accurately but blandly, and immediately quiz the class on the material. Because I do nothing to motivate the students to listen, the quiz results are usually abysmal. We discuss types of errors made and draw conclusions about typical listening behavior. My aim in this phase is to instill guilt for poor showings on what should be immediate recall.

Lesson Description - Phase 2 - Phase two begins when a student finally blames me, the speaker, for not helping the class to listen by telling them they would be quizzed or by saying that I felt they should take notes. I agree and in this phase we brainstorm suggestions for improving my presentation, assuming I really care that the class absorb the material. Because I do care, after we've discussed the suggestions, I distribute a copy of the article for their later rereading. Once the students have finished drawing and quartering me and have let themselves off the hook for not listening, they resolve they'll be better speakers by remembering to incorporate the tactics they suggested to motivate the audiences to listen. The problem with this new attitude is that it still does not place any responsibility for good listening on the audience. Any gain in perception made in phase one is cancelled out in phase two.

Lesson Description - Phase 3 - In this phase, I try to balance the poor speaking/poor listening extremes just experienced. The class acknowledges that a good speaker will make a concerted effort to motivate the audience to listen; but they also concede that such listening-sensitive speakers are atypical. As the discussion progresses, they deduce the motivation to listen will oftentimes rest solely with the listener and will have to be internally motivated. If students understand that they can and should assume responsibility for their own listening behavior, that they can assess situations and determine appropriate listening strategies, that remaining passive listeners may have serious consequences, they will have learned a great deal about both sides of the communication process. The feedback from this exercise tells me they have.

Convention Costs and the New Tax Laws (continued from page 10)

could not deduct any of it! (The new laws allow one to deduct only those expenses that exceed 2% of the annual income and then only 80% of the total allowable.)

Should educators lobby for a change in the tax law until such time, if it ever comes, that we receive the same travel support that persons in business and

government receive? If you believe that lumping educators, who do not customarily receive travel money from their institutions, in with other professionals whose firms or units underwrite their convention travel is inequitable, then you need to talk with your own Congressman to see what can be done.

1987-88 ILA Committees, Task Forces, and Editors

Committee and task force chairs welcome any ideas ILA members may have. Additional committee members are especially needed on the Fundraising, Public Policy, and Public Relations committees; please volunteer to serve.

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