

LISTENING POST

© ISSUE NUMBER TWENTY-FIVE APRIL, 1988

Scottsdale Session A Smash!

The Ninth Annual ILA Convention was held at the Doubletree Hotel in Scottsdale, Arizona, from March 9 to 12. For those of you who were there, you know what a wonderful meeting it was, from every point of view. For those of you who did not make it this year, we missed you, and you missed a wonderful four days!

The four pre-Convention workshops, two on consulting, two on research methods, were well attended and most informative. Excellent programs that ranged from reports of quantitative and qualitative research to delightful performances filled the Thursday through Saturday schedule, culminating in the closing night banquet, which featured a magician, love songs, and a readers theatre group. A highlight of

the banquet was the presentation of the ILA awards, described elsewhere in this newsletter.

Our deepest thanks go to Program Planner Bill Arnold and his committee who did such an excellent job. And to Local Arrangements Chair Carol Valentine and her crew of Arizona State University students who kept the registration desk open throughout the Convention, answering many questions about events, places, and people. Windward Communications staff Debbie Barker and Margaret Fitch-Hauser were on duty constantly, providing audio tape recordings of most of the sessions. (Please see the insert for ordering those tapes that are of most interest to you.)

Sara Gayle Pyfrom's Phoenix College Readers Theatre

Continued on Page 2

My First ILA Convention

by Mike Zizzi

(Mike Zizzi, a graduate student at Maryland, is the 1988 winner of the James I. Brown Award. We asked him to share his reactions to his first ILA Convention.)

As the Scottsdale-bound SuperShuttle pulled away from Sky Harbor International Airport, my mind was filled with question marks and anticipation. The 1988 ILA Convention awaited just a few miles down the road, and as a graduate student visiting, for the first time, the world of noted authors, professors and professionals, I had plenty to think about.

"How will my presentation go? Who will I meet?" What will I learn? And where am I sleeping tonight?" These and other questions raced through my mind on that balmy Phoenix evening in March—but only for a minute. Before the dark blue van had traveled a mile I found myself shaking hands with my first new ILA acquaintance, Charles Roberts, and the Convention had begun. We chatted during the shuttle ride to the Double Tree Inn, and I quickly learned about the down-to-earth and warm nature of the ILA.

The genuine camaraderie and spirit of sharing that would prevail at the Convention is "business as usual" at ILA's annual get-together; this had been explained to me back in Maryland. Still, I never dreamed that I'd get the chance to speak at length (though never long enough, it seemed) with such a variety of interesting and informed proponents of listening improvement. Each of the stimulating, not to mention encouraging, conversations and events of the convention warrants detailed description in this thank-you note, but in the interest of brevity I think it best to restrict my

elaboration to just one conversation.

At the risk of seeming presumptuous I'll admit that I had indeed hoped to catch something of a glimpse of Ralph Nichols before the Convention's end, just to see what the much-esteemed "Father of Listening" looked like. But imagine my shock when that "glimpse" came when Dr. and Mrs. Nichols took their seats at the table at which I was about to enjoy my very first meal of the Convention! Ken Thomas, a classmate at Maryland, and I had just seated ourselves at the table where we'd found Andy Wolvin, when suddenly, there were Dr. and Mrs. Nichols joining us. Even more amazing was that after the lunch had ended, the distinguished couple delayed their exit and spoke for nearly a half hour with the two students from College Park, happily answering our many questions and modestly imparting priceless insight.

The text of this conversation, and that of two or three subsequent chats that highlighted the convention for me, will be shaped into a separate story (thanks to my tape recorder and Dr. Nichols' kind permission) when time permits. But I would like to share now at least the essence of our first conversation, which I think is better described in Dr. Nichols' words than in my own.

With Mrs. Nichols by his side, as I'm sure she has been throughout his career, Dr. Nichols explained that as teachers and authors of listening, "we ought to build more bridges between the academic world of training and the business world of training." In a more philosophical vein, Dr. Nichols proposed that "a central element of the Golden Rule is to listen to others as you would like them to listen to you — if we would

Continued Page 2

Scottsdale Session A Smash!

(continued from page 1)

gave a beautiful performance, "Listening for the Deeper Meaning," on Thursday evening, followed by a reception where we mingled with old friends and met new ones. Receptions on both Friday and Saturday, as well as mid-morning coffee hours, provided ample time to enhance the social contacts that are such an important part of ILA.

Many of the attendees enjoyed a Friday night Western Cookout, which was only one of the many delicious meals shared during the four days. The Doubletree Hotel did a first class job in taking care of us, including excellent food. No one

My First ILA Convention

(continued from page 1)

only follow that dictum, I think we could settle our quarrels," (in world politics, at the workplace, and at home). In his inimitably lively voice he later added that "it's very difficult to hate a person whom you fully understand. Once you understand their motives, you can see that there's some sense in everything that people do."

Thanks to Dr. Arnold, who found both a room and an amiable roommate for me on very short notice, to Trace Terrin and the other hospitable ASU students who helped make Scottsdale a fun place to visit, and to all the ILA members who generously shared their time and insight, my first Convention was all that I could have hoped for and much, much more. See y'all in Atlanta.

NEW ILA OFFICERS FOR 1988-89

Our congratulations to our newly elected officers! Serving the ILA for the next year will be the following people, elected unanimously at the Scottsdale Convention:

President
. (ascended) . . Dr. Bill Arnold
1st Vice President . Dr. Kittie Watson
2nd Vice President . Dr. Wayne Bond
Secretary Dr. Edith Cole
Treasurer Dr. Terry Newton
Member-at-Large . .
. (1 year) Dr. Judi Brownell
. (2 years) Dr. Dean Thomlison

WHO'S WHO IN

LISTENING TRAINING, SPEAKING & CONSULTING: REFERRAL BOOKLET

The 1988 Referral Booklet was distributed during the ILA Convention in Scottsdale. Members not listed in the booklet, may purchase a copy for their personal use by sending \$4.50 to Dr. Charles Roberts, Department of Communication & Theatre, McNeese State University, Lake Charles, LA 70609. ■

went home a pound lighter, and many were talking of diets in the following weeks!

Ex-Governor Evan Mecham spoke to the group at one of the luncheons. His presence, as well as a planned "Today Show" spot on the total Convention, kept an NBC camera crew on the site for all of one day and part of another. We actually made the Nightly News!

Yes indeed, from every point of view—stimulating and informative programs, comfortable housing, delicious food, friendly relationships, helpful staff and volunteers, well run business meetings—all blended together to make this Ninth ILA Convention a most special event, a memory to be treasured by all who were fortunate enough to be a part of it. ■

P.S. As the recipient of this year's James I. Brown award, I have been asked to alert students and professors that the time is now to start thinking about the 1989 contest. The Institute for Study of Intrapersonal Processes (ISIP) presents this award annually for student research or theoretical writing in listening. The winning paper, and several runners-up will be presented in Atlanta by their authors (most definitely, a rewarding experience!), so . . . professors, please inform your students of this opportunity. And students, get started now, and you may be the one writing a thank-you note to the ILA at this time next year. ■

REQUEST FOR PROGRAM IDEAS

We will celebrate our Tenth Anniversary next year in Atlanta and we want it to meet ILA member needs and interests. The Program Planning Committee needs your help with program ideas, presenter suggestions, and short course topics. We also need volunteers to serve as program Chairs. If you know of potential speakers in the Atlanta area, please encourage them to submit a proposal or paper. Please send your suggestions and requests to Kittie W. Watson, SPECTRA, Inc. P. O. Box 5031, Contract Station 20, New Orleans, LA 70118 by June 30, 1988. ■

CALL for LISTENING FILMS and VIDEO TAPES

We hope to include one or two sessions highlighting and previewing instructional films and videos during the 1989 ILA convention. If you have a film or video tape that you have found particularly useful and/or informative, please send the Program Planning Committee the name, publisher, address, and telephone number so that it may be considered for review. Send your information to Kittie W. Watson, SPECTRA, Inc., P. O. Box 5031, Contract Station 20, New Orleans, LA 70118 by June 30, 1988. ■



ILA LISTENING POST Listening Post Deadlines

The Deadline for all Listening Post materials (Includes articles, ads, photographs to appear in the next issue) is July 1, 1988

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.

1988 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 material and ads to:

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

AWARDS PRESENTED AT THE 1988 CONVENTION

The International Listening Association

Presents

THE 1988 LISTNER OF THE YEAR AWARD

To

HUGH DOWNS

For

Listening With Your Ears, Eyes, and Heart

The 1988

Listener of the Year Award

The awards Committee is honored to present Mr. Hugh Downs as the first recipient of the ILA's Listener of the Year Award. Mr. Downs, during his long and distinguished career has demonstrated the principles and standards of effective listening as advanced by the ILA. He will be the "standard" by which every future nominee will be judged. He has exemplified empathic, caring, supportive, involved, responsible, and responsive listening as a reporter, newscaster, interviewer, narrator and host in a highly visible way. There were three nominations submitted for Listener of the Year.

At the present Mr. Downs hosts the ABC News "20/20", the prime time weekly newsmagazine program. In 1985 he hosted the three-hour ABC News Closeup documentary,

"Growing Old in America". That same year he celebrated his 40th anniversary in television broadcasting and was certified by the Guinness Book of World Records as holding the record for the greatest number of hours on network television.

Among many prestigious awards Mr. Downs has received are the National Headliner Award by the National Conference of Christians and Jews, the Award of Merit from the Daughters of the American Revolution, an Emmy for his work as host of the Public Broadcasting Service program "Over Easy", honored by the National Council on Family Relations in the film awards competition for his "20/20" report, "Diet unto Death: Anorexia Nervosa", the Carr Van Anda Award for "enduring contributions to journalism" from the Ohio University School of Journalism and the Emerson College Joseph E. Connor Award.

Mr. Down's other achievements include writing, teaching, lecturing, and private consulting in communications. He is the author of six books: "Yours Truly, Hugh Downs," "A Shoal of Stars," "Potential," "Thirty Dirty Lies About Old," "The Best Years Book," and his latest "On Camera: My 10,000 Hours on Television."

In addition to his activities in the communications field, Mr. Downs is Chairman of the Board of Governors of the National Space Society, a consultant to the Center for the Study of Democratic Institutions in Santa Barbara, California, and Chairman of the Board of the United States Committee for UNICEF.

Mr. Downs sent his regrets that he was unable to attend the 1988 ILA Convention in Scottsdale, but our 1987-88 president Carolyn Coakley will present him the ILA Listener of the Year Plaque at a future date in New York City. ■

ILA HALL OF FAME

Carolyn Coakley

The Awards Committee concurs with one of the two members who nominated Carolyn Coakley for the ILA Hall of Fame when he wrote: "I can think of no one in the listening field more deserving of this honor than Carolyn". It is not feasible to list all of her qualifications for this award in the Post, but the areas in which she excels will be listed.

Beginning with her M.A. thesis, A Description of the State of the Art of Listening Research, Carolyn established a base for many to begin their own work in this area. Listening Instruction, developed with Andy Wolvin, continues to be a strong seller. A text entitled Listening, co-authored with Wolvin, is in its 3rd. Edition. In addition to books, she has contributed myriad articles to journals and served on the editorial board of the Communication Quarterly. She holds a very important position with the Educational Testing Service as a composer and reviewer of listening test items for the National Teacher's Certification Examination. Her work is cited in a number of books, bibliographies and journals. She received one of the 1988 ILA Research Awards.

Carolyn's influence extends to international education. The Yugoslavian publication Sodobna Pedagogika uses the Wolvin-Coakley definition of listening. She has served as a lecturer for the U.S. Information Agency and other international organizations.

As Chair of the Listening Task Force for the Maryland Department of Education, Carolyn's work led to the develop-

Continued on Pg. 4

Kittie W. Watson

Kittie Watson became a member of the ILA in 1980 and a Life Member in 1985. She has been a presenter at seven annual conventions and a presenter or chair at two summer conferences as well as presenting or organizing for two pre-convention seminars. She has been a member of the Research Committee since 1980, holding the offices of Secretary and Chair. Other committees include Program Planning Committee, Local Arrangements Committee Chair and Site Committee Chair. Kittie has served as Member-at-Large of ILA Executive Board, and since 1986 has been a Member of the Editorial Board of the ILA Journal. She is co-founder of the Institute for Study of Intrapersonal Processes.

Her awards and honors include the 1982 Mortar Board Teaching Excellence Award-Tulane University; 1983 Listing in Who's Who in the South and Southwest; 1984 selection by New Orleans Magazine as a person to watch; 1985 ILA Research Award and Listing in International Who's Who of Women; 1986 Chapter Member of the Year-American Society for Training and Development and Listing in World's Who's Who; 1987 Listing in Who's Who of American Women.

Space does not permit a detailed enumeration of all that Kittie Watson has contributed to the field of listening. Her offerings include those of an author, editor, researcher, teacher, supervisor, trainer/consultant, speaker/presenter, guest expert, and assessment developer. Her latest project is a high school version of the Watson-Barker Listening Test.

Continued on Pg. 4

CAROLYN COAKLEY

(continued from page 3)

ment of listening goals and objectives, K-12 which have also served as a framework for other states.

Carolyn has attended all of the ILA conventions and summer conferences. She has been a member of the research committee; chair of nomination committee; Executive Board member; Secretary; First Vice-President (program planner) and currently President. In addition she serves on the Advisory Board of the Institute for Intrapersonal Processes.

In the field of teaching Carolyn excels. The prestigious Washington Post Agnes Meyer Outstanding Teacher award presented in 1987 confirms this. But even more telling is the Christa McAuliffe Fellowship in excess of \$25,000 awarded by the U.S. Department of Education for the first time, which will enable her to develop and implement a listening training program for secondary school students in Maryland.

Clearly Carolyn Coakley will add luster to the already bright array of members in the ILA Hall of Fame. ■

KITTIE W. WATSON

(continued from page 3)

Let it suffice to say that Kittie Watson has made an impact on the field of listening that will become a legacy for the future. She fully meets the criteria for an inductee to the ILA Hall of Fame because her contributions reach far beyond the International Listening Association to include all those who desire to improve the quality of listening. ■

SPECIAL APPRECIATION AWARD

DR. RALPH NICHOLS

Dr. Ralph Nichols is loved and respected by all of the members of ILA. It is evident that his sphere of influence in the field of listening far transcends this worthy organization, however. Nation's Business magazine reprinted in its September 1987 issue "Listening is a 10-Part Skill", an article written 30 years ago by Dr. Nichols. This quote introduced the article:

"Over the decades, Nation's Business has published hundreds of articles of successful management techniques. The one that drew the greatest number of reprint requests was written by Ralph G. Nichols, head of the department of rhetoric at the University of Minnesota, in 1957. This is a condensed version."

Toastmasters dedicated its entire 1987 July publication to Dr. Nichols. The Awards Committee decided that the ILA should give honor to this beloved man at the 1988 Convention. As an organization we owe him so much. As individual promoters of effective listening, each of us is personally indebted to this great man.

We learned that Dr. Nichols needed a new tape recorder, so the committee decided to "award" him a two cassette tape recorder in lieu of a plaque. We found out that he wanted to be able to make copies of his tapes. Lucille Nichols was sworn to secrecy and was enlisted to keep him from purchasing one before the convention. Two "silver" plates were put on the tape recorder. The inscriptions read:

ILA	FOR RESEARCH
DR. RALPH NICHOLS	THAT STOOD THE
1988	TEST OF TIME

It is not possible for the International Listening Association to give too much honor to this great man, who is as gentle and good as he is great. We salute you, Dr. Ralph G. Nichols! ■

SPECIAL RECOGNITION AWARD

Nadine Marsnic

Nadine Marsnic is a Charter Life Member of ILA. Her contributions to this organization and to the field of listening over a period of years is outstanding. She has presented at all the conventions except the first one, sometimes presenting twice. Since the Pre-convention Seminars were established to raise money for the ILA, Nadine has participated in this program. The popularity of all her presentations is evidenced by the overflowing attendance.

Nadine's places of leadership include 1983 and 1984 Second Vice-President (Membership Chair) which entailed serving on the Executive Board and 1985 Awards Chair. While serving as Membership Chair the number of articles published in The Listening Post attest to the thoroughness with which she fulfilled the Chair duties. She enlisted members of her own family as well as others, while encouraging the entire membership to be diligent in securing new members. She was a recipient of the 1985 ILA Research Award.

Other contributions include promotion of listening through her college, co-authoring a text Perceptive Listening, and conducting many workshops and programs throughout academia.

Nadine Marsnic's love and dedication to ILA is apparent to all who come in contact with her. She has given competent, creative leadership and service to ILA since the day she joined. This more than qualifies her for the ILA Special Recognition Awards. ■

Richard Quianthy

Richard Quianthy has served in the capacity of Executive Director of the ILA for three years. This alone makes him deserving of the ILA Special Recognition Award. However, his contribution of the field of listening entails more than this tremendous service. He has written papers which were delivered at the Southern Speech Communication Association and the International Listening Association besides conducting or chairing programs at these conventions. He served as Chair of the Speaking and Listening Competencies Task Force for the Florida Department of Education. Richard is listed in Who's Who in the South and Southwest and in Who's Who in Training and Development. It is with gratitude and appreciation for Richard Quianthy's service to the ILA and to the field of listening that the 1988 ILA Special Recognition Award is presented. ■

RESEARCH AWARD

Judi Brownell

Judi Brownell has been active in the field of research. In 1986 her book entitled Building Active Listening Skills was published by Prentice-Hall. In the summer of 1987 she was awarded a large grant through the National Science Foundation and Cornell's Theory Center to analyze data compiled from a study begun several years ago concerning a model of listening which she developed entitled Addressing Participant Needs: A Behavioral Listening Model. This model was presented at the ILA Summer Conference in 1985. In completing this research, Judi used approximately 100 managers with 730 of their colleagues and analyzed the data on Cornell's supercomputer to largely confirm her original model with several modifications. The extensive work Judi put into this research coupled with the recognition of its worth by the awarding of sizeable funds by prestigious organizations to assure its completion were elements that made Judi Brownell deserving of the ILA Research

PRESIDENT'S AWARDS

The President's Certificate of Appreciation, given to an individual or individuals who provided outstanding service to the ILA during the president's term of office, was instituted in 1988. Recipients of this award, chosen by the president and approved by the ILA Executive Board, were the following:

—Judi Brownell for her willingness and efficiency in carrying out her duties as ILA secretary, in assuming voluntarily the duties of Member-at-Large/Public Relations Chair who had resigned, and in offering her assistance again and again in implementing executive board plans.

—Sara Gayle Pyfrom for her determination and creativity in fulfilling all of her charges as Awards Committee Chair, in executing the implementation of the Listener of the Year Award, in assisting the president in the planning of the entertainment portion of the convention banquet, and in entertaining convention attendees on Thursday and Friday nights.

—Andrew D. Wolvin for his support and guidance in providing the president with institutional and personal support which enabled her to maintain responsive communication with the ILA membership and in advising the president as she executed two important ILA charges that he, too, had had to execute during his presidency: that of searching for an ILA Executive Director and an ILA Journal Editor.

Four ILA Executive Board Special Recognition Awards were given with sincere appreciation to Tim Gilmor and Harold Sharkey for planning and implementing the 1987 ILA Summer Conference, which was the first ILA meeting held outside of the United States; with heartfelt thanks to Richard Quianthy for serving as ILA Executive Director from 1985 through 1988; and with genuine gratitude to Charlene Johnson for being Richard's administrative assistant and, thus, the ILA's administrative assistant from 1985 through 1988.

(Awards Continued on pg. 9)

Summary of ILA Business Meeting Scottsdale, Arizona, March, 1988

Carolyn Coakley, President, called the meeting to order. Hal Dalrymple summarized the financial report; net income for 1987-1988 was \$3,618.01. (No other officer reports and no old business.)

New Business included:

1. Larry Norton, Bylaws Committee Chair, reviewed the three proposed amendments presented in the pre-convention Post. All three passed.
2. Nominations were called for a business manager for the ILA Journal. Diana Corley summarized the necessary qualifications and job responsibilities.
3. Sara Gayle Pyfrom led a discussion concerning whether to officially adopt the present ILA logo or to seek new ideas. A motion was made to adopt the logo we now use. The motion

carried.

4. Dean Tomlison, Member at Large for Fundraising, asked members to pass along any fundraising ideas and to "think big." He summarized several projects in process.
5. Wayne Bond, Membership Committee Chair and Second Vice President, reported 60 new ILA memberships. This brings the membership total to 302.
6. Tim Gilmore asked ILA members to consider various forms of support to help reduce costs for our international colleagues. We have 31 international members.
7. Kittie Watson announced that next year's convention theme will be "Listening: The Next Generation." A task force has been formed to recommend association goals for the decade ahead.

Judi Brownell, Secretary

ILA LISTENING TASK FORCE

First Vice president, Kittie Watson, has formed a SPECIAL ILA Task Force to develop a three year plan and to establish specific goals to begin the next decade. The Task Force will report directly to the International Listening Association membership and is composed of the following representative member groups:

Immediate Past President	-	Carolyn Coakley High Point High School
Listening Hall of Fame Member	-	Lyman (Manny) K. Steil Communication Development, Inc.
Lifetime Member	-	Larry L. Barker SPECTRA Incorporated Publishers
Past President Member	-	Andy Wolvin University of Maryland
Executive Director (ex-officio)	-	Charles Roberts McNeese State University

IMPORTANT ADDRESSES

Remember these three important addresses:

International Office:	Executive Director, Dick Quianthy (until June 1) 1000 Coconut Creek Boulevard Pompano Beach, FL 33066
	Executive Director, Charles Roberts (after June 1) P.O. Box 90340 McNeese State University Lake Charles, LA 70609-0340
The Listening Post:	Ethel Glenn, Editor Dept. of Communication & Theatre UNCG Greensboro, NC 27412
The ILA Journal:	Robert Bostrom, Editor College of Communication University of Kentucky Lexington, KY 40506

FUND-RAISING CLEARINGHOUSE APPROVED BY EXECUTIVE BOARD

In order to coordinate all fund-raising efforts for ILA, the Executive Board approved a motion at its March 12 meeting in Scottsdale which requires all contacts with corporations, foundations, associations, or institutions on behalf of the ILA for fund-raising purposes to be cleared in advance by the Member-at-Large in charge of fund raising. Dean Thomlison was elected to this position at the annual convention in Scottsdale.

Dean reports that several ideas are already being explored. He will serve as a clearinghouse for all fund-raising contacts to coordinate these efforts. Anyone interested in suggesting ideas/approaches for raising money to support ILA or anyone interested in volunteering to be on the Fund Raising Committee, should contact Dean.

PROGRAM ONE:

Fund-Raising Committee Issues Challenge

The Fund-Raising Committee for ILA has issued the following challenge to all members of the ILA: Between now and our 10th annual convention in Atlanta next March, we are asking each ILA member to donate the proceeds of ONE listening program/workshop to ILA. Dean Thomlison, chairman of the committee, said the total amount contributed through PROGRAM ONE will be announced in Atlanta. Unless otherside earmarked by the person make the contribution, the funds will be utilized for general operating

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. Gibb Whiteman (ILA Life Member)
Price reduced for ILA members from \$9.50 each to \$5.00 each (plus 50¢ per book shipping). All four titles \$17.50 plus \$2.00 shipping. No C.O.D.'s

Dr. Gib Whiteman, President (203) 453-4079

The Whiteman Resource

P.O. Box 224, Guilford, CT 68437

Enclosed is personal check or VISA/Mastercard

No. _____ Exp. Date _____
for the number of books marked above, with appropriate shipping costs. Send to (No. P.O. Box):

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

expenses and any special projects selected by the Executive Board. ILA only works if we all contribute to its success, and this is an opportunity for the entire membership of the association to join forces! Each time we go to an ILA Convention or read an issue of the Listening Post or listen to audio tapes of ILA programs or use most listening tests, we are benefiting from the ILA to present more effective listening programs. This is one small way to give something back to ILA, and its impact can be tremendous. You can announce in the publicity for the program/workshop that "all proceeds from this program will be donated to the International Listening Association." This will tell members of your community of your commitment to listening and you will be helping ILA continue its efforts on behalf of listening education, training, and research. Your donation check should be made out to the ILA and designated as a PROGRAM ONE contribution. Mail your PROGRAM ONE donation to the Executive Director (see address on pg. 5). Don't wait, begin planning your PROGRAM ONE today or create a combination program by working with other ILA members! ■

RESOURCES IN LISTENING

The resources this issue focus on recently completed dissertations in listening.

The effects of time-compressed speech on comprehensive, interpretative, and short-term listening. King, Paul E., North Texas State University, Dissertation Abstracts International, 1986 May Vol. 46 (11-A) 3193.

The effect of mental imagery and cognitive styles on listening comprehension. Olia, Fatemeh, N. University of Oklahoma, Dissertation Abstracts International, 1986 Feb. Vol. 46 (8-A) 2182.

The relationship of listening behaviors and psychological traits of selected community college students. Tindall, Tyler H., Texas Tech University, Dissertation Abstracts International, 1985, Dec. Vol. 46 (6-A) 1538.

The effects of listening and writing skills training on writing performances of business communication students. Norwood, Frances W. Louisiana State University and A & M College, Dissertation Abstracts International, 1985 Oct. Vol. 46 (4-A) 877-878. ■

SPEAKING OF LISTENING

Thanks to Michael Purdy and Carole Grau for this issue's contributions!

"A good receiving set, accurately tuned in, is just as important as a good broadcasting station." Baxter Geeting

Two men were walking along a crowded sidewalk in a downtown business area. Suddenly one exclaimed, "Listen to the lovely sound of that cricket." But the other could not hear. He asked his companion how he could detect the sound of a cricket amid the din of people and traffic. The first man, who was a zoologist, had trained himself to listen to the voices of nature. But he didn't explain. He simply took a coin out of his pocket and dropped it to the sidewalk, whereupon a dozen people began to look about them. "We hear," he said, "what we listen for." Kermit L. Long in Barlett's Unfamiliar Quotations. (1971) Levinson, Leonard, Louis (Ed). Chicago.

"The funny thing about human beings is that we tend to respect the intelligence of, and eventually to like, those who listen attentively to our ideas even if they continue to disagree with us." S. I. Hayakawa in Levinson (1971). ■

WHAT'S HAPPENING News & Notes About ILA Members

THOMLISON RECEIVES STIPEND . . . T. Dean Thomlison, professor of communications at the University of Evansville, will receive a \$5,000 stipend from Lilly Endowment Inc. to develop a new course on effective listening. It will be taught in the 1989 spring semester. Lilly Endowment, based in Indianapolis, instituted the summer stipends as a means of developing curriculum at Indiana's independent institutions. Congratulations, Dean!

VAN DER SCHAFT DEATH . . . Our hearts go out to Peter, Els, Lyke, and Erik van der Shaft on the loss of Peter's father, who passed away on March 10, just when the family had arrived in Arizona for the Convention. Please accept our sympathy.

RHODES PRESENTS AS CSSA . . . The Research Committee's newly elected vice chair, Steven Rhodes, will be presenting a paper entitled "Listening Assessment: Formal and Informal Methods" at the Central States Speech Association in Schaumburg, Illinois, April 14-16. His paper was judged one of four top competitive papers in communication education. Of particular interest to ILA members might be the paper immediately following Steve's. It is called, "Listening is Not a Skill: The Technique Ethic and an Experimentalist Alternative" by Rob Anderson of Southern Illinois University.

GLENN PRESENTS AT SSCA . . . Listening Post Editor Ethel Glenn will present a paper titled "Critical Thinking and Writing-Across-the-Curriculum: Implications for Critical Listening" at the Southern Speech Communication Association Convention in Memphis, Tenn., April 7-9.

SHANNON & BENTLEY AGREE TO HOST ILA . . . Mary Louise Shannon, Florida Community College, has agreed to serve as Chair for the Site Selection Committee for 1988-89. Since the last newsletter, Sheila Bentley has invited ILA to Memphis, Tenn. and Mary Louise has asked that we hold a future convention in Jacksonville, Florida! Anyone else want to make us an offer???????

HUNSAKER WINS SCA AWARD . . . Richard Hunsaker, speech teacher at Belleville West High since 1960, received the SCA's first "K-12 Outstanding Teacher Award." Hunsaker, who teaches speech and listening skills and is coordinator of speech activities, was chosen because of his "record of teaching success, publications, and his responses to questions posed by SCA," according to the award committee. The award was presented Nov. 7 at the SCA Convention in Boston. Good job, Richard!

RIDGE ON TASK FORCE . . . Alice Ridge has been appointed to the University of Wisconsin System Speech Assessment Task Force. The five year old task force is devising a speech proficiency test to be administered to all incoming freshmen. Ridge has been asked to study the possibility of adding a listening component to the test. We hope you succeed, Alice!

DICK ON THE MEND . . . We are all delighted to hear that Executive Director Dick Quianthy is out of the hospital and back at work. Just after he got back to Florida from the ILA Convention in Scottsdale, Dick was exposed to a heavy dose of chlorine gas that had been used to clean the heating system. While many people had some reaction, Dick's was massive and ended him up in the hospital! Glad you're better, Dick.

BOB AS TEYVE . . . New ILA Journal Editor Bob Bostrom has just completed a smash run with the Lexington Opera House playing the lead in Fiddler on the Roof. The local newspaper review called Bob's performance "incomparable." This is the third time he has played the role. Wish we could have seen you, Bob!

KEEP THOSE CARDS AND LETTERS COMING . . . Do you enjoy reading these news items about your friends in ILA? Well, they want to know about you, also. So, send notes about what's happening to you, what you're up to, to Ethel Glenn, Dept. of Communication & Theatre, UNCG, Greensboro, NC 27412.

OPERATIONALIZING THE STUDY OF LISTENING

by Belle Ruth Witkin

The Special Task Force (STF) of the Research Committee, described in Michael Purdy's report, has produced two major documents since its inception in 1986. Presented at the ILA conventions in 1987 and 1988, the reports synthesize key research concepts on listening from several different disciplines. Inputs to the reports were contributed by Anthony Clark, Deborah Barker, Margaret Fitch Hauser, Michael Purdy, Steven Rhodes, Dean Thomlison, Andrew Wolvin, and Belle Ruth Witkin, who did extensive research in the literature to identify listening models, variables and descriptors, research methodologies, issues, and bibliographies.

The reports were written by Belle Ruth Witkin, who developed two kinds of matrices to compare and contrast the research across disciplines. The first displays descriptive words and phrases, or variables, from the research in 10 psychology journals, listening models, auditory perception, humanistic psychology, and qualitative studies. It was found that the literature is rich in terms that relate in some fashion to listening, but that many of the terms also broadly encompass thinking and language activities that do not relate solely and specifically to listening.

The second matrix compares four topics across four disciplines. The topics are (1) central focus of each field for research and generating hypotheses, (2) research methodology typical of the field, (3) types of models, and (4) the role, importance, and methods of

assessment or diagnosis. The four fields are speech communication, auditory perception/speech science, cognitive psychology, and humanistic psychology.

The 1988 report includes results of a questionnaire to STF members inviting critiques of the matrices, as well as contributions from sources outside ILA and recent publications. The consensus was that the matrices represent an important step in our understanding of the research bases of listening, but that much more needs to be done.

The report concludes that there are ". . . many disparate viewpoints and no unifying theory. It appears that more empirical and case-based research has been done by researchers in speech science/phonetics, cognitive psychology, and linguistics than in speech communication, particularly on such constructs as memory and attention, and auditory analysis of the speech signal." We also need more information on the adequacy of the research in each area, and where the most crucial gaps are in our knowledge.

The STF papers will form important background for the research conference on which Michael Purdy has been working. Meanwhile, a small core of STF members will continue to work during the coming year to identify key research issues and to expand the material contained in the comparison matrix. It is hoped that the results can be made available to all interested researchers by means of an official ILA publication. ■

SUPPORT FOR OUR INTERNATIONAL COLLEAGUES

As you all know, although ILA has members in 15 foreign countries lately our conventions have not been regularly attended by many of these friends of ours. This continued absence of our colleagues deprives all of us of the intellectual stimulation that their attendance would provide. It makes it difficult for us to continue our dream of establishing the importance listening in the eyes of the international community. The explanation in many cases is simple - the costs of international travel are high. Many of us feel that something should be done to help defray these costs. All of us can help by either pledging to help sponsor one of our international colleagues, or by soliciting the help of others (civic groups, corporations, granting agencies, etc.) Mailed along with this issue of the *Listening Post* is a sponsorship form that can be used to indicate sponsorship. Finally, as you prepare to approach agencies and organizations that you feel may help underwrite our colleagues expenses, would you please let Dean Thomlison know of your activity. This will allow us to coordinate our efforts and not waste our energies. Thanks for your help! ■

CORNELL CONFERENCE

The Cornell Conference on Listening: Multiple Perspectives will be held June 17-18 on the Cornell campus in Ithaca, New York. The goal of the conference is to stimulate interdisciplinary dialogue and generate new ideas for collaborative teaching and research. Formal presentations by Cornell faculty from music, business, native American studies, and human services will be followed by opportunities for small group discussion. There will be a published proceedings of the conference, which will be limited to 40 participants. Dean Thomlison, ILA Member-at-Large and a Kellogg Fellow, will give the keynote presentation Friday evening. Take advantage of the special rates for ILA members and join us for a summer weekend of listening and learning. More information is available from:

*William Lockhart, Manager
Cornell Conference on Listening
School of Hotel Administration
Cornell University
Ithaca, NY 14853* ■

JAMES I. BROWN STUDENT RESEARCH AWARD, 1988

The recipient of the James I. Brown College and/or University Student Research Award was Michael Zizzi for his paper entitled "The Effect of Listener Upon Speaker." Michael is a graduate student in the Department of Speech Communication at the University of Maryland.

The recipient of the James I. Brown High School Student Research Award was Selena Wu for her paper entitled "An Investigative Study of Students' Verbal and Nonverbal Impatient Signals in the Classroom." Selena is a student at High Point High School in Beltsville, Maryland.

Others who submitted papers were:

■ Constance L. Hoag; Loraine Webster; Robert W. Wood, University of South Dakota. "The Missing Link-Listening-The Missing Link."

■ Lynne Okin, High Point High School. "Teachers' Supportive and Defensive Responses to Students' Questions."

■ Wanda Osborne, University of North Carolina at Greensboro. "The Use of Rhetorical Theory in Listening Pedagogy."

■ Michele Riedl, High Point High School. "A Preliminary Study of a Female Teenager's Internal Distractions in Class."

■ Mary Walter Rumley, East Carolina University. "Metacognitive Components of Listening Comprehension."

■ Trace N. Terrin, Arizona State University. "Differential Effectiveness of Empathic Listening Responses and Perceived Sources."

■ Tiffany Townsend, High Point High School. "An Investigative Study of the Defensive and Supportive Communication Climates in Parental-Child Interactions."

■ Kenneth D. Thomas, University of Maryland. "Listening As a Theme in Magazine Advertising."

■ Penny Wright, East Carolina University. "Noise and Its Effects on Children's Learning."

DEBUT PROGRAM

In an effort to encourage student participation in ILA, the Program Planning Committee is sponsoring a Debut Program for students who have never made a presentation at a national or international convention. Michael Zizzi, recipient of the JAMES I. BROWN Research Award has agreed to serve as Chair of the Program and student paper selection committee. Three copies of each paper should be submitted by August 15, 1988 to:

*Michael Zizzi
Department of Speech Communication
University of Maryland
College Park, MD 20742*

RALPH G. NICHOLS RESEARCH AWARD

The Ralph G. Nichols Research Award for the best research based or theoretical paper presented at the International Listening Association was given to Kittie Watson, Tulane University, and Steven Rhodes, Western Michigan University, for their paper entitled, "A Preliminary Study of the Effects of Gender and a Video Tape Instructional Strategy on Listening Effectiveness as Measured by the Watson-Barker Listening Test.

GIVE A GIFT OF GOOD LISTENING

Membership in the INTERNATIONAL LISTENING ASSOCIATION makes a unique and thoughtful gift for a friend, colleague, or business associate who is celebrating a Birthday, Graduation, Wedding or any other special day. And it is so easy. Just complete the form below with each recipient's name and address and include a \$50.00 membership fee and we will forward a MEMBERSHIP GIFT CERTIFICATE to your friend compliments of you.

GIFT RECIPIENT'S NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

TELEPHONE: _____

COMPLIMENTS OF: _____

Make \$50.00 Check payable to ILA and send to: **Wayne Bond, ILA Membership, Dept. Speech/Theatre, Montclair State College, Upper Montclair, NJ 07043.**

Converting ILA Dreams Into Realities

Presidential Address—Carolyn Gwynn Coakley

March 10, 1988 Scottsdale, Arizona

"I am a dreamer," thought the young child as she asked her class of little friends to open their Golden Books. The young child was forming her dream of someday being a high school teacher.

"I am, indeed, a practical dreamer," thought the teenage girl as she explored various means of obtaining financial aid to college. The teenage girl was working toward her dream of being a high school teacher.

"My dreams are not airy nothings," thought the college student as she was completing her undergraduate courses in English and speech education. The college student was drawing nearer to her dream of being a high school teacher.

"I want to convert my dreams into realities, as far as possible," thought the first-year teacher as she welcomed her eleventh-grade students to Room 24. The first year teacher was finally living her dream of being a high school teacher.

As many of you know, I was this dreamer. And, I still am a dreamer. My inspiration to dream has come from many sources, including the Hindu reformer, Mahatma Gandhi who once said: "I am a dreamer. I am, indeed, a practical dreamer. My dreams are not airy nothings. I want to convert my dreams into realities, as far as possible." 1

Ladies and Gentlemen, I have also been inspired to dream by every past ILA president. For they, too, have all been dreamers . . . practical dreamers . . . of something firm, solid, substantial. And, they, too, have had the desire and felt the need to transform dreams into realities . . . as far as is conceivable! Yes, Steil, Webb [Haug], Miller, Wolvin, Lyle, and Barker all had dreams for our association.

Our founder and first president, Manny Steil, dreamed of our association having 13,824 ILA members by 1988 . . . this year . . . and "exploring ways to extend the research of those who have come before us." 2

Our second president, Sally Webb [Haug] dreamed of our association being instrumental in creating "thousands of outstanding teachers of listening at all levels of education" and "millions of outstanding practitioners of listening throughout the world." 3

Bob Miller, our third president, dreamed of our association having "a financial base which would allow the ILA to have a full time Administrator" and to provide "financial help for the Research Committee." 4

Our fourth president, Andrew Wolvin, dreamed of the ILA "unlocking international doors, " being "in the center of the field of listening throughout the world," and being an association that would "involve all of its members—not just its staff and officers." 5

Marguerite Lyle, our fifth president, dreamed of the ILA "mak[ing] our presence known to other associations" and being noticed in the business and academic worlds by our showing "further increases in dollars and cents or in test scores because of listening training." 6

My predecessor, Larry Barker, dreamed of the ILA continuing to learn "more about the listening process and teaching that information to those who need it," "help[ing] to protect the freedom to listen both here and abroad," and "keep[ing] the power of listening strong through keeping our organization strong." 7

My fellow colleagues, just as those presidents before me have had dreams for the ILA, I, too, have dreams for our association. Today, I want to share with you one of my most fundamental dreams: I dream of an ILA that will have a significant, international impact on the promotion of effective listening.

My dream is not a new one. In fact, it is nine years old, for it is the 1979 dream of the founders of our association. What is new, though, is my perspective of how we can convert this dream into a reality.

I strongly believe that if the ILA is to have a significant, international impact on the promotion of effective listening, our association must cultivate IMPACT TOOLS. Without these tools, our association will continue to be a small, caring, close "family" that, without doubt, enlarges our number of friends and increases our understanding of listening. Please do not misunderstand me . . . I certainly am not against family,

Continued on Page 11

ILA WANTS YOU! Call For Nominations

Now is the time for you to have an impact on the future of ILA. Nominate for office those ILA members who will best guide the future of ILA. We encourage you to give careful thought to what type of leadership the ILA needs and then nominate members who will provide that leadership. We also encourage you to submit your own name if you feel that you are committed to directing ILA into an exciting and rewarding future. We need nominations for the following offices: First Vice President (ascends to President), Second Vice President, Secretary, Treasurer, and two Members at Large. If possible, please contact the individual you are nominating before submitting his or her name to ensure that the person is interested in serving as an officer. The 1988-89 Nominating Committee consists of Sheila Bentley, Chair; Larry Barker; John Murphy; Carol Grau; and Emma Plattor. Feel free to call or write to any of the committee members to submit your nominations or fill out the nomination form below and send it to:

Sheila C. Bentley
1035 West Tree Drive • Collierville, TN 38017

NOMINATIONS

First Vice President _____
(Ascends to President)
Second Vice President _____
Secretary _____
Treasurer _____

Member at Large _____
(Public Relations)
Member at Large _____
(Coordinator of
International Members)

Converting ILA Dreams Into Realities

Continued from Page 10

friendship, and understanding. I do not want our association ever to lose its special high-touch quality or its information-sharing nature. What I am also for, though, is growth, advancement, achievement. And, if the ILA is to grow, advance, achieve, it must cultivate IMPACT TOOLS.

The first IMPACT TOOL is short-range and long-range PLANNING. Montaigne well understood the need for this tool when he said, "No wind makes for him that hath no intended port to sail unto." 8 Preparing for the future, whether the future be 1988 or 2028, is essential. The ILA needs to take time to anticipate future needs, future goals, future directions . . . to do some serious strategic planning by specifically outlining what has to be done if the ILA is to be a viable association in the future.

Robert Frost describes the second IMPACT TOOL in this way: "The best way out is always through." 9 This tool is COMMITMENT. The association as a collective group must be committed to achieving its purposes and to executing its plans. But an association can only be as committed as its individual members are. If the ILA is to have a global impact, each member has to willingly allot some of his or her time to the association's needs. Members must responsibly and responsively serve as officers, committee chairs, and committee members; thoughtfully nominate officers and award recipients; voluntarily host association meetings; and perhaps most importantly, steadfastly honor their commitments.

The third IMPACT TOOL is KNOWLEDGE. Whoever said, "Ignorance is bliss" and "What you don't know can't hurt you" was not concerned about the ILA's future. Fundamental to the purpose of our association is KNOWLEDGE about listening; we cannot promote what we do not know. It is essential that we conduct listening research, read listening literature, attend listening programs and seminars. Additionally, we must increase our KNOWLEDGE about the world. Without global knowledge, we can not have global impact. Further, we need to have KNOWLEDGE of relevant trends. . . such as those trends that will assist us in convention planning and membership recruitment. For example, four relevant trends are these:

—Futurist-in-residence, Walter Hahn of George Washington University, believes that "The greatest influence in the year 2000 will be the baby boomers." These baby boomers, who will comprise one-third of the U.S. population and who are expected to change careers two or three times during their lives, will increase the number of educational meetings on both the corporate and association levels. 10

—The Bureau of Labor Statistics projects that by 1995, women will constitute 46 percent of the labor force; thus, a significantly greater number of women will be filling the meeting rooms. 11

—According to Peter Francese, publisher of *American Demographics*, "A higher proportion of meetings will be for the purpose of education—transmitting knowledge of how to do your job better." 12

—The editor of *Meeting News*, Margie Hazerjian, predicts a growing demand for interactive sessions at meetings: "[a]ttendees, raised on MTV, VCRs, movies, televisions, and computers, will demand stimulating audiovisual programming and clamor to actively participate in the learning process." 13

Truly, KNOWLEDGE of demographic, business, economic, educational and other relevant trends, as well as KNOWL-

EDGE of the world and of listening, is critical to ILA's progress.

The fourth IMPACT TOOL is CREATIVITY . . . that is, moving forward in new ways . . . untried ways. Rudolph Fletch recognized the need to be unique when he said, "Creativity may simply mean that there is no particular virtue in doing things the way they've always been done." 14 Creativity is needed

to plan ILA's future directions,

to promote the ILA and listening,

to recruit members,

to determine ways to promote more commitment among members,

to develop listening resources.

. . . In sum, CREATIVITY is needed to establish listening as an essential skill and to establish the ILA as an essential association serving people in a unique way. This unique way is providing people with more effective and greater human interaction needed to counterbalance all the information, technology, conflicts, and changing roles that are enveloping our world.

The last IMPACT TOOL is MONEY. Somerset Maugham must have envisioned the ILA when he said, "Money is like a sixth sense—and you can't make use of the other five without it." 15 Our association desperately needs money for numerous reasons:

—Money is needed to hire a professional manager to serve our administrative, public relations, and membership needs.

Although we each feel deep personal gratitude for those in the past and present who have volunteered to manage ILA's affairs and meet ILA's needs, I firmly believe that the ILA can no longer afford to rely solely on volunteerism. If we are truly to be a professional association with international impact, we must seriously begin planning for the hiring of a professional manager who can devote full

time to our administrative concerns, who can be responsive to our needs, who can strategically plan our course of action, who can market our offerings, who can promote our annual meetings, who can increase our visibility, and who can help build our membership.

—I mentioned "help build our membership" last because I want to elaborate on this need. To have an impact in this world, we must build our membership. We need a greater number of members, and we need a wider variety of members. Our membership numbers are not currently low because we have come a world of non-joiners. Statistics dispute that notion: There are presently some 60 million association members in the U.S. alone! According to the American Society of Association Executives' president, Bill Taylor, "Associations are more relevant today than ever before in history. If our time has not come, then I have certainly missed my guesses." 16 Ladies and gentlemen, I, too, believe it is our time . . . our time to begin planning to hire a professional manager or a professional marketer to assist us in growing significantly. And hiring this professional requires money. I'd like to observe here that as I studied the dreams of past ILA presidents, I found only two recurrent "dreams" noted by all presidents: the need to increase our financial base and to expand our membership base.

—Additionally, we need money to become politically involved . . . to lobby . . . to be recognized and acknowledged when we, for example, challenge U.S. Education Secretary Bennett's concept of the "perfect" high school curriculum that omits any



Converting ILA Dreams Into Realities

Continued from Page 11

reference to listening or Sylvester Stallone's "Give the Gift of Literacy Campaign" that also omits any reference to listening. We need visibility and credibility, and both could be enhanced through increased funding.

—Also, we need additional money to assist us in defraying personal costs of members to represent ILA at other organizations' conferences, of officers and committee chairs who need to meeting during the year, and of officers, chairs, and members who incur expenses while executing their association charges.

—Likewise, increased funding is needed to publish and market print and non-print materials that the ILA creates and to implement the creative ideas that ILA members have. For example, during my tenure, the Research Committee wanted to conduct a research conference this summer. The committee requested \$1,000 from the executive board, and the board had to deny the request due to lack of funds.

Aphra Behn once stated, "Money speaks in a language that all nations understand." 17 The ILA must begin speaking money if we want to promote world understanding through effective listening.

Though my words thus far may sound discouraging, my intent is not to discourage. Rather, my intent is to evoke . . . to evoke feelings, thoughts, and actions regarding the future of our association.

The future of our association will be determined by us, collectively and individually. As I noted in the beginning of my address, the ILA can remain a small, caring, close "family" whose impact is felt by a few, or it can become a large, caring, close "family" whose impact is felt by many. If we choose to become an association whose impact is felt by many, we need to begin to cultivate the five IMPACT TOOLS that I have described.

Cultivating these IMPACT TOOLS requires internal and external resources. COMMITMENT AND KNOWLEDGE are tools that we each must cultivate within ourselves. Short-term PLANNING and some facets of CREATIVITY, too, can partially come from within our association. However, I believe that we need professional assistance with our long-term PLANNING and some other facets of CREATIVITY. Similarly, MONEY can be secured both internally and externally. As internal sources of funding, we can, for example,

- pay higher membership dues;
- become life members;
- initiate fund-raising efforts;
- make voluntary contributions to association causes such as research, public relations, and political action;
- donate a percentage of our outside consulting fees;
- be included in the ILA's Who's Who Directory;
- pay higher convention fees;
- buy gift memberships for non-members;
- purchase ILA tapes and print resources;
- purchase advertisements in our journal, newsletter, and convention programs;

GET THE ILA JOURNAL IN YOUR LIBRARY

If you have not already asked your Library to order a subscription to The ILA Journal, you should do so at once. Libraries and other non-member subscribers pay \$20.00 a year for a subscription. Direct orders or questions to:

Dr. Charles Roberts
ILA Executive Director
P.O. Box 90340
McNeese State University
Lake Charles, LA 70609-0340

and

• creatively discover numerous other ways to contribute to ILA's finances.

MONEY can also come from external sources:

We can, for example,

- create a new membership fee structure that includes a processing fee;
- recruit new members by appealing to individuals and corporations/institutions/professional associations as well as starting new student and regional ILA chapters;
- solicit funding from corporations and institutions;
- seek grants from foundations and governments;
- solicit advertising for our journal, newsletter, and convention programs;
- solicit library subscriptions to our journal;

and

• creatively explore other ways to secure external funding.

Although you may think from my lengthy discussion of money that I subscribe to the proverb, "Money answers all needs," 18 I really do not. If I did, I would not have also included PLANNING, COMMITMENT, KNOWLEDGE, and CREATIVITY as essential ILA IMPACT TOOLS. However, I do subscribe to the proverb, "Money attracts money." 19 If we can significantly increase our operating capital, while we maintain our "family" quality, plan for our future, honor our commitments, broaden our knowledge, and stimulate our creativity, we can have a significant, international impact on the promotion of effective listening.

Today, as your president, I thank you for providing me with the opportunity to serve as one of your leaders this year. My experiences as president have given me a deeper understanding of past ILA presidents' dreams as well as my own dream for the ILA. I only trust that my remarks today have given you a deeper understanding of not only these ILA dreams but also the IMPACT TOOLS needed to convert our ILA dreams into realities. When our dreams do become realities, we can then prove that effective listening, promoted by a strong ILA, does, indeed, make a difference! ■

SOURCES FOR PRESIDENTIAL ADDRESS

1. "Dreams." Mahatma Gandhi, *International Dictionary of Thoughts*, p. 228.
2. Lyman K. Steil, *Listening Post*, April, 1981, p. 2; Lyman K. Steil, *Listening Post*, October, 1985, p. 13.
3. Sally Webb Haug, *Listening Post*, May, 1982, p. 1.
4. Bob Miller, *Listening Post*, April, 1983, p. 2.
5. Andres D. Wolvin, *Listening Post*, June, 1985, pp. 3-4.
6. Marguerite Lyle, *Listening Post*, October, 1985, p. 1; Marguerite Lyle, *Listening Post*, April, 1986, p. 4.
7. Larry L. Barker, Tape of Presidential Address presented at the 1987 ILA Convention, March, 1987.
8. "Objective." Michel Eyquem de Montaigne, *International Dictionary of Thoughts*, p. 526.
9. "Decision." Robert Frost, *International Dictionary of Thoughts*, p. 197.
10. Carol Bialkowski, "Career-Changing Baby Boomers Spark Growth in Educational Meetings," *Meeting News*, November, 1986, p. 10.
11. *Ibid.*, p. 12.
12. *Ibid.*, p. 10.
13. Margie Hazerjian, "Boom in Executive Education Propels Future of Meetings," *Meeting News*, November, 1986, p. 1.
14. Rudolph Fletch, cited by David Oldfield in Creative Imagination Methods' class lecture, Psychiatric Institute Foundation, 1987.
15. "Money." Somerset Maugham, *International Dictionary of Thoughts*, p. 496.
16. "Associations: Their Time Has Come," *Meeting News*, November, 1986, p. 56.
17. "Money." Aphra Behn, *International Dictionary of Thoughts*, p. 496.
18. "Money." Proverb, *International Dictionary of Thoughts*, p. 496.
19. *Ibid.*

THE JOURNAL NEEDS YOUR ARTICLES

New Journal Editor Bob Bostrom has sent an urgent plea to members and non-members alike to submit articles for consideration for the Journal. Reports of quantitative or qualitative research as well as critical essays are considered appropriate. The Journal cannot succeed without submissions. We have complained that the speech journals would not pay much attention to listening research—now we have an outlet for our work.

Send articles to:

Dr. Robert Bostrom, Editor • The ILA Journal
College of Communication
University of Kentucky • Lexington, KY 40506