

LISTENING POST

© ISSUE NUMBER TWENTY-EIGHT JANUARY, 1989

10th ANNIVERSARY CONVENTION PROGRAM

I hope each of you is making your plans to be with the "ILA Family Reunion" in Atlanta, March 1-4, 1989. Bill Arnold and I were able to visit Atlanta's Westin Hotel in October. It is a beautiful facility and will create the "right" atmosphere for celebrating our 10th year as an association.

With over 50 different programs, we have well over 125 people working to make the Atlanta program one of the best yet. The number of outstanding submissions we received gave the Program Planning Committee greater flexibility and for the first time, we will offer five concurrent breakout sessions for attendees.

By now each of you should have received the Pre-Convention Program highlighting programs and participants. As you could see, there will be four program tracks for the convention: EDUCATION, RESEARCH, BUSINESS, and GENERAL INTEREST. During each time slot, at least one session will be geared to the interests and needs of each of these interest areas. In addition to programs in each of the tracks, there will be several special programs to commemo-

rate Listening and ILA.

One program which should be of special interest is being lovingly developed by historian and archives chair, Harvey Weiss. He is designing a pictorial history of ILA to share with our membership.

In addition to the convention programming, the Interdisciplinary Research Conference has been scheduled for Wednesday, March 1st. The objective of this conference is to determine the present state of listening theory and research while charting future directions for the field. The proceedings will be published in book form. Any members who are interested are invited to attend as observers.

As you can see, many of our members are actively working to create a memorable experience in Atlanta. We truly do have something for everyone...come learn...come experience...come share...and come join the fun. The convention will not be a success without your presence and involvement.

Kittie Watson

EXCITING ATLANTA

Atlanta, capitol of the Peach State, is home to a wonderful assortment of unique people, attractions, businesses, and events.

For entertainment, Atlantans and visitors alike flock to Six Flags Over Georgia, a 331-acre family amusement park featuring the Mind-Bender, the only triple-loop roller coaster in the world. In addition, fun lovers can visit Stone Mountain Park. This attraction gets its name from the world's largest mass of granite which soars 1683 feet above sea level, and features a huge carving of mounted figures of the Confederacy: President Jefferson Davis, General Robert E. Lee, and General Thomas "Stonewall" Jackson.

Sports enthusiasts enjoy the thrill of victory and the agony of defeat with Atlanta's professional teams, the Falcons (football), the Braves (baseball),

and the championship contender Hawks (basketball). Sporting and other activities can be viewed at the Atlanta International Raceway, the Omni Coliseum, and at any of the 36 colleges and universities around Atlanta, including Georgia Tech, Emory University, Georgia State University, Mercer University, and Oglethorpe University.

Atlanta is not lacking for those interested in more cultural pastimes either. The Atlanta Historical Society, the Cyclorama (a 100-year old, 400 x 50 ft. painting in the round depicting the 1864 Battle of Atlanta), and the Georgia Department of Archives and History are all devoted to the history and development of the city.

For those looking for a more modern cultural flavor, the Robert W. Woodruff Arts Center houses the High Museum of Art, the Alliance Theatre,

the Atlanta Children's Theatre, the Atlanta College of Art, and is home to the Atlanta Symphony Orchestra.

If all that is not enough to keep you busy, you may want to visit the Jimmy Carter Library, the Atlanta Botanical Garden, and Zoo Atlanta. Then, tour the corporate headquarters of Coca-Cola, Delta Airlines, RJR Nabisco, Scientific Atlanta, or Ted Turner's CNN.

If you're wondering what's happening in March, consider scheduling time for the Annual Passion Play at the Civic Center, the first and second rounds of the NCAA Southeast Regional Basketball Tournament at the Omni Coliseum, or the Motorcraft 500 at the Atlanta International Raceway.

No matter what you do, you'll leave knowing that Atlanta is a great place to visit!

THANKS FROM THE NOMINATING COMMITTEE

The 1988-1989 Nominating Committee would like to thank all of the ILA members who submitted nominations for this year's slate and especially those members who submitted their own names for nomination. Initially, we were concerned because until we suggested that Attila the Hun might be an officer next year, we had only two names submitted as nominees. However, apparently Attila does not have the charisma necessary to become an ILA officer because following that announcement, we received 34 nominations. This created a new problem for us. We felt that we had an especially difficult task this year in selecting the final slate of officers because we had so many excellent candidates to choose from. It has been truly rewarding to read of and hear of the commitment and enthusiasm our members have for our organization, and the strength of ILA becomes immediately apparent. Again, we thank all of you involved in the process of selecting the 1989-1990 slate of officers.

The Nominating Committee:

Sheila Bentley, Chair
Larry Barker
Carol Grau
John Murphy
Emma Plattor

ANNIVERSARY GIFT TO BE GIVEN TO EACH ILA CONVENTION ATTENDEE

The Aristech Foundation of Pittsburgh, Pennsylvania, has awarded Coakley and Wolvin \$1,580 for the funding of a publication that will serve both as a tenth anniversary gift to all 1989 ILA Convention attendees and as a future ILA fundraiser through sales to other interested parties.

After conceiving the idea for the anniversary gift and fundraiser in 1987, Coakley and Wolvin invited ILA members to contribute original ideas for teaching listening. Pleased with members' responses, the two ILA founding members then sought corporate sponsorship for the project. In 1988, the Aristech Chemical Company's foundation agreed to underwrite the costs of the publication.

Coakley and Wolvin are truly pleased to provide an additional incentive to those considering whether or not to attend the 10th ILA Anniversary Convention. This incentive is a gift book consisting of over forty listening instructional ideas that will be given to all who attend the 1989 ILA Convention in Atlanta, Georgia, on March 1-4, 1989.



UNACCUSTOMED AS HE IS TO PUBLIC LISTENING

The man with all the answers
May be quite a public speaker;
His capacity for listening,
Customarily,
Is

w e a k e r . . .



by Corinne Geeting

CONVENTION DISPLAY TABLE

Do you have something that you wish to display at the Convention? Patricia Anderson and Deborah Borisoff are making plans to have an area for interesting exhibits of any sort. They need your help. Please send your requests and suggestions to either

Dr. Patricia J. Anderson
School of Education
East Carolina University
Greenville, N.C. 27858
OR

Dr. Deborah Borisoff
New York University
50th W. 4th St., Room 829
New York, NY 10003

NEW ILA BROCHURES

We have new brochures about the ILA—describing us and offering prospective members the opportunity to join. We have needed these brochures for some time, and we are grateful to Judi Brownell and the members of the Executive Board and the PR Committee for their design and preparation.

If you need copies to use in membership building, write to Charles Roberts (see the important addresses on page 9).



ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (includes articles, ads, photographs to appear in the next issue) is March 15, 1989.

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.

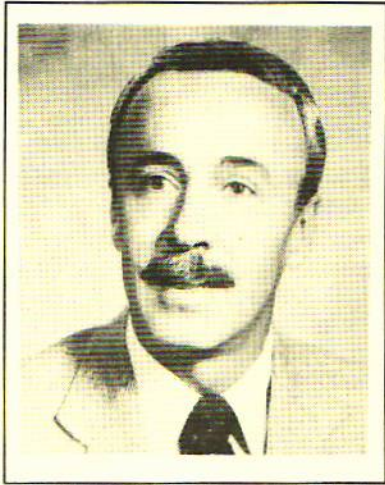
1989 RATES

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

FROM THE PRESIDENT



PRESIDENT, BILL ARNOLD

As you are aware this newsletter is one of our primary modes of communication among members. I invite you to share your thoughts about listening and the Association in these pages. At the same time, I would like to share some thoughts with you about the future direction of the ILA.

Every year we ask what we can do to increase the membership in ILA. Perhaps we should ask, how big do we have to be? On the side of small, I like the friendly atmosphere of our conventions. We are a family where everyone knows your name. We are concerned about each other and what we are doing. On the side of big, we should be much larger if we expect to have an impact on the role of listening in curriculums, training programs, and government funding. While being big does not guarantee clout, it certainly helps. Can we have

clout without being big? It may be possible. To do so takes three times as much effort from each and every member. Each of us must make a concerted effort to promote listening in all that we do. Make a New Year's resolution to promote listening and at the same time the ILA.

How can you promote listening? First, take every opportunity to speak to civic, community, and social groups who need a speaker. If you have radio or tv talk shows, call up and volunteer to discuss the role of listening in interpersonal relations or whatever your specialty. Get interviewed by the local newspapers on the importance of listening in some area like marriage or family relationships. Conduct research and present your findings at all of the various professional meetings that you attend (not just the ILA). Flash your ILA coffee mug or t-shirt. The list is as long as each of us is creative. Be creative and talk about listening.

You can also promote listening by paying your dues. Charles Roberts informs me that a number of members have overlooked dues statements and have failed to renew. As I used to say while begging for bucks on public television, you have taken the first step by reading this Newsletter. Take the second step right now and write that check. Your dues support the Journal, the Listening Post, and other activities, not salaries.

We have new brochures thanks to

Judi Brownell. Use those brochures to recruit new members and to entice those who have left back into ILA. We do have a lot to offer members with the Convention, the Journal, and the Listening Post. How many new members can you enroll?

Plan to attend the Atlanta convention. We have an exciting convention program and research pre-conference. The hotel and its environment is ideal. From the MARTA ride from the airport to the short indoor walk to Buckhead shopping center (Saks, Neiman Marcus, etc), convenience is yours. The hotel has a full health club and pool for hotel guests. There is a living room type lobby suited to interpersonal needs. Restaurants surround the hotel and shipping center. While it may not be as warm outside as it was in Scottsdale, your presence can make it warm inside.

You are reminded of the survey of member needs which you should have received. If you have not returned it, I strongly urge you to do so. As I began this note talking about the importance of communication, you can complete the process by letting us hear from you. As it says on our coffee cup, "talk to me, I listen."

A handwritten signature in black ink that reads "Bill". The signature is stylized and appears to be written on a light-colored surface.

CALL FOR NOMINATIONS FOR ILA AWARDS

Nominations for ILA Awards to be presented at the tenth annual meeting in Atlanta are coming in very slowly. Members are urged to consider the criteria for awards as published in the newsletter and send nominations to Dr. Diana Corley, Black Hawk College, Moline, IL 61265 by January 31.

CALL FOR PAPERS

JAMES I. BROWN STUDENT AWARD for Excellence in Listening Research and Theory Development

The Institute for the Study of Intrapersonal Processes (ISIP) is pleased to announce the **3rd Annual James I. Brown Student Research Award**.

The award established in the name of James I. Brown, is given to the best papers about listening submitted in each of two categories: high school and College/University. The winner in the high school division receives a certificate. The winner of the College/University division is awarded a certificate plus all convention and registration fees for the 1989 ILA Annual meeting in Atlanta.

Please encourage all eligible students to submit a paper about listening.

Send submissions for both division to:
Dr. Margaret Fitch-Hauser
Department of Speech Communication
6030 Haley Center

Auburn University, AL 36849-5211

All papers must arrive by January 15, 1989 in order to be eligible for the 1989 Award.

RALPH G. NICHOLS AWARD for Excellence in Listening Research and Theory Development

The **fourth 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 ATLANTA, GA on March 4, 1989. The award, names 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 the papers in triplicate by January 30, 1989. Send your submissions to:

Dr. Steven Rhodes
Nichols Award Chair
Communication Arts and Sciences
Western Michigan University
Kalamazoo, MI 49008

Call for Participation, Papers, and Programs at the 1989 SCA Convention from the Commission on Intrapersonal Communication Processes

Several members of the ILA are active in the Speech Communication Association's Intrapersonal Commission. Charles Roberts was one of our founders, and Larry Barker, Bob Bostrom, Kittie Watson, Tom Bruneau, Len Shedletsky, and other ILA members participate. The Institute for the Study of Intrapersonal Processes provides awards for the authors of the top paper showcased by the commission. This commission was formed in large measure to provide an outlet for listening research. Please consider submitting your papers and program proposals to the commission. Also, the commission invites all ILA members to become involved by attending our business meeting in San Francisco during the 1989 SCA convention (November 18-21, 1989). The participation of more ILA members will strengthen this commission and the "listening connect" in SCA. If you have any questions about the commission or if you would like to begin receiving a copy of our newsletter please contact Larry Vinson at the address below.

The Commission on Intrapersonal Communication Processes seeks papers and program proposals on any aspect of intrapersonal communication (e.g., listening, imaging, thinking, psychological dysfunctions, etc.).

Papers normally should not exceed 25 double spaced typewritten pages. The names of authors, addresses, and telephone numbers should appear only on a cover page.

Program proposals should include: (1) title of the program; (2) rationale for the program; (3) name and affiliation of Program Chair/Moderator; (4) names and institutional affiliations of each program participant; (5) titles and brief descriptions of each participant's presentation.

Four copies of each paper or program proposal submitted must be postmarked by February 15, 1989. All submissions will be submitted to blind review. Send papers and program proposals to:

Dr. Larry Vinson
Department of Communication and Theatre
McNeese State University
P.O. Box 90420
Lake Charles, LA 70609
(phone: 318-475-5045)

SCA Pre-Convention For ISHR Wants Papers

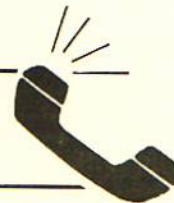
The International Society for the History of Rhetoric, American Branch, will hold a preconvention session before the Speech Communication Association's Seventy-Fifth Anniversary Convention in San Francisco, November, 1989. They are particularly interested in papers on one of the most, if not the most, significant and neglected issues of all: What does it mean to listen to another's rhetorical speech?

Those of you who wish to submit papers should contact Ray McKerrow, 1988-89 Chair of the ISHR-AB Steering Committee. His address is: College of Arts and Sciences, University of Maine, Orono, ME 04469



WHAT'S HAPPENING

News & Notes About ILA Members



A BUSY MIKE PURDY . . . Mike Purdy, Governors State University, reports a busy year. Listening is well represented in his September workshop on "Managing People: Communication Survival Skills" and his talk on listening to IBM System Engineers. October saw him conducting a workshop on "Dealing with Difficult People" for the Illinois State Department of Rehabilitation Services. Mike, why not do this for ILA? We all have difficult people in our lives. He will present "Mass Media Audience Theory and Listener Theory" at the New York State Speech Communication Association Convention and rumor has it that a book is in progress also, working title Listening in the Professions. Attaboy, Mike!

MARY BOZIK PROMOTES LISTENING . . . Mary Bozik is the author of a booklet recently published by the Iowa Dept. of Education, "Do You Hear What I Hear? Developing Students' Listening Skills." It is being distributed to all schools and Area Education Agencies in Iowa to help schools develop integrated language arts curricula and to help K-12 teachers to teach listening in their classrooms. It is available

free of charge from: Lory Johnson, Dept. of Education, Grimes Office Bldg, Des Moines, Iowa, 50319-0146.

MOLLY WORKS FOR THE ISHR-AB . . . Molly Meijer Wertheimer organized the program for the International Society for the History of Rhetoric—American Branch, that was presented in a preconvention session at SCA in New Orleans. The theme was "Significant and/or Neglected Issues in the History of Rhetoric." Fourteen papers were delivered on November 2 and 3 on topics ranging from the significant of a newly discovered papyrus fragment on Greek rhetoric to an attack on the concept of "consciousness-raising" in the rhetorical criticism of feminist speeches. Molly regrets that no papers on listening were submitted and hopes that you will rectify that situation for next year. (See the Call for Papers on page 4).

KEEP THOSE CARDS AND LETTERS COMING . . . Send notes about what's happening to you, what you're up to, or any news to Ethel Glenn, Dept. of Communication & Theatre, UNCG, Greensboro, NC 27412.

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 \$5.00 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

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Research Committee Plans Research Conference

A research conference to take place on the Tuesday and Wednesday immediately preceding the Atlanta ILA convention is being planned. It will be called Perspectives on Listening Research: Planning for the Next Generation.

Areas of discussion to be included in this interdisciplinary conference are:

- Perspectives on theory
- Perspectives on methodology
- Perspective on speech communication message processing
- Perspectives on listening contexts
- Perspectives on listening transactions

It is expected that scholars who are already actively researching in the above areas will present papers; however, the ILA membership at large is invited to the conference, conveniently held on ILA Convention site.

The Research Committee synthesized key research concepts about listening from several disciplines. Belle Ruth Witkin compiled and displayed their similarities and differences on a comparison matrix. Identifying gaps in listening research bases, synthesizing research and theory in listening, and filing perceived gaps provide the rationale for the conference.

Conference Rationale

In March of 1986, Larry Barker, incoming President of ILA charged the Research Committee of ILA to operationalize the study of listening. A Task Force has functioned under the direction of Michael Purdy to achieve this goal. Over the last two years the task force members have identified critical areas of study that have relevance for listening research and theory from the disciplines of speech communication, cognitive psychology, humanistic psychology, and speech science/auditory perception, among others. Their work was integrated by Belle Ruth Witkin and embodied in her reports to the ILA at the 1987 and 1988 Conventions. The reports synthesized key research concepts on listening from several disciplines and displayed their similarities and differences in a comparison matrix.

During this process it became apparent that members of the Task Force needed to interact directly with each other and with other scholars in the fields studied in order to resolve important issues and to identify gaps in our research base. This could be accomplished most directly through a conference at which scholars in listening and allied disciplines would present papers that synthesize and critique research and theory in listening. An invitation to submit proposals for papers for the conference would be sent to the scholars on the attached list. These proposals would be reviewed and presenters selected. The ultimate objective of such a conference would be to determine the present state of listening theory and research and to chart future directions for the field. The papers presented, and the responses to them would then form the basis of a published volume to commemorate the tenth anniversary of the ILA, with proceeds from sales of the book going to ILA. The conference would focus on the topics/issues presented in the attached outline.

We propose that this research conference take place on the Tuesday and Wednesday preceding the Atlanta ILA Convention. An invitation would be extended to all ILA Conference participants to come early to hear the presentation of these papers. Only one room would be necessary, to accommodate approximately thirty to fifty participants and observers, unless it is decided that there would be a very large number of observers.

Perspective on Listening Research: Planning For the Next Generation

*An Interdisciplinary Conference
on Theory, Issues, and Methodology*

PERSPECTIVES ON THEORY

- Definitional Issues
- Conceptual and Theoretical Issues
- Building and Testing Models of Listening
- Phenomenological Approaches
- Experimental Approaches
- Functional Approaches
- Interpretative Approaches

PERSPECTIVES ON METHODOLOGY

- Issues in Quantitative Methods
- Issues in Qualitative Methods
- Methods of Listening Assessment

PERSPECTIVES ON SPEECH COMMUNICATION MESSAGE PROCESSING

- Physiological/neurological Processes
- Psychological Processes
- Socio-cultural Processes
- Developmental Aspects of Listening
- Message Distortion and Listening

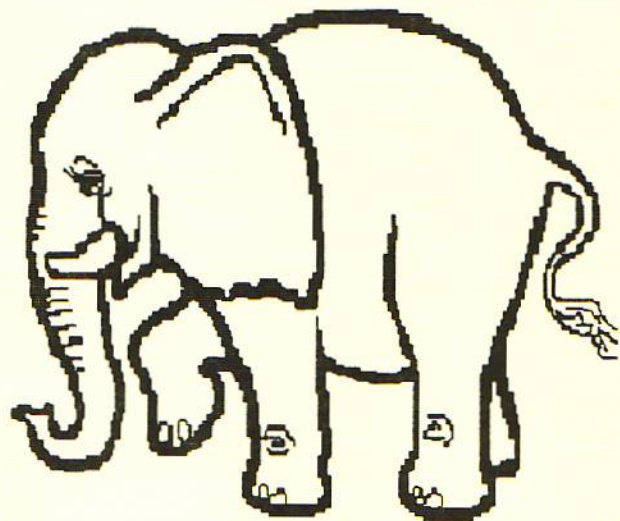
PERSPECTIVES ON LISTENING CONTEXTS

- Social
- Instructional
- Therapeutic/quasi-therapeutic
- Deliberative

PERSPECTIVES ON LISTENING TRANSACTIONS

- Effects of Speaker Characteristics on Listening
- Effects of Listeners on Speakers
- Effects of Listening Training
 - on listening skills
 - on other behaviors

It's the YEAR OF THE EAR in the Mesa Unified School District!!



The Schoolwide Study Skills Program in the Mesa (Arizona) Unified School District declared that the 1988-89 school year is the "Year of the Ear." The program is directed by Gayle Smith who is an ILA member. After attending the 1988 ILA conference in Scottsdale, Gayle returned to her school district with a mission: TRAIN TEACHERS AND STUDENTS TO IMPROVE THEIR LISTENING SKILLS.

Gayle has the perfect vehicle with which to accomplish this mission through the Schoolwide Study Skills Program. This program includes development of several study skills: notetaking, memory, reading in content areas, vocabulary strategies, listening, test-taking, and organization/time management. There are five junior highs which currently participate in the program. The ENTIRE facilities in these six schools have undergone training in how to incorporate study skills strategies in their everyday lessons in ALL CONTENT AREAS. This schoolwide approach ensures that students learn how to apply the various study strategies in ALL their classes.

After surveying the teachers in these schools, it was discovered that of all the study skills listed, listening was the

"broken" skill in most students. Therefore, Gayle and her team of study skills coordinators (on-site teachers at each school who coordinate the program) decided to launch a campaign to raise teachers' and students' awareness of how to improve listening skills. They decided upon the elephant as their listening symbol because it represents both listening (ears) and memory.

This school year has been packed with all sorts of listening activities. First, teachers in the five junior high schools received training by the on-site coordinators: Brenda Peterson at Poston, Lisa Scruggs at Carson, Pat Boettcher at Taylor, Tina Smith at Powell, and Deb Gehrman at Shepherd. The coordinators are working individually with teachers to assist in developing listening activities within the various curricula areas. Listening newsletters which showcase listening activities all over the district are shared in each of the schools. Parent training sessions are being conducted to 1) help parents become better listeners, and 2) ask parents to support the schools' efforts to improve students' listening skills. Classified staff members (secretaries, clerks, aides) are being trained to help support the schoolwide effort. A Listening Fair is planned for the Spring of 1989.

Teachers and students are having a great time with the "Year of the Ear!" Who would have thought that listening could be so much fun! The study skills team is accomplishing its mission; listening skills are being improved in students AND teachers. Teachers are finding that this must be a cooperative effort; adults don't have any better listening skills than students. The communication circuit is being completed. We're not there yet, but faculty and staff members and students are working hard to make sure they're REALLY LISTENING. The "Year of the Ear" is here!

Gayle Smith, Program Coordinator
Schoolwide Study Skills Program
2700 E. Brown Rd.
Mesa, AZ 85203
(602) 898-4930

SPEAKING OF LISTENING

"While the right to talk may be the beginning of freedom, the necessity of listening is what makes the right important."

Walter Lippman

"He understands badly who listens badly."

Welsh Proverb

"When people talk, listen completely. Most people never listen."

Ernest Hemingway

(In speaking of John Sasso, adviser to Michael Dukakis)

"John Sasso excels at a very simple thing: he listens. He fixes

people with a steady gaze, and unlike most political operatives, does not cut them short. It is a disarming trait and not a parlor trick. Sasso actually takes what he hears and factors it into his plans."

Richard Stengel, Time, Oct. 3, 1988

"Train yourself to listen. You'll be amazed at what you can learn when your mouth is shut."

Anonymous

"A poor listener seldom hears a good sermon."

Anonymous

Anderson Solicits "Success Stories"

Patricia Anderson has sent the following letter to all ILAers listed with an interest in the Elementary Section. In case some of you with an elementary interest missed it, we repeat it here:

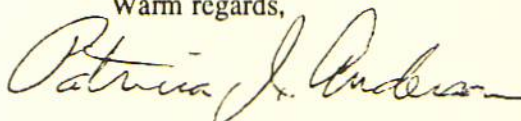
As Chair of the ILA Elementary Task Force, I would like to invite you to work with our Task Force this year. We are currently planning a meeting at the upcoming ILA Convention in Atlanta, Georgia for Friday, March 3, 1989. At that meeting, I'd like for us to share "success stories", bringing materials, tapes, lesson plans, etc. which were actually successful with elementary can exchange plans and strategies, leaving with new and innovative challenge us (myself included) to return to a single classroom to actually teach a lesson on listening.

If you are unable to attend but would like to be involved, please mail your materials by February 20, 1989, to me at this address:

Dr. Patricia J. Anderson
School of Education
East Carolina University
Greenville, NC 27858

If you have any questions or immediate concerns, feel free to contact me at (919) 757-4123 (office) or (919) 752-3188 (home). I look forward to an especially exciting and productive session of our Elementary Task Force.

Warm regards,



Patricia J. Anderson, Ed. D.
Associate Professor

A Note of Apology

Apparently a separate page of references was detached from some submissions of activities. So, in the last Listening Post, most of the Listening Activities for elementary students that were reprinted should have been credited to Andrew Wolvin and Carolyn Coakley, Listening Instruction, SCA/ERIC, Urbana, Ill., 1979. This was an ERIC Clearing house publication. With the exception of the four exercises on Attending, Discrimination, Money-Money, and Airport, all of the others were from the Wolvin-Coakley publication. We regret the failure to cite our source properly.

Opportunity Knocks

"The ILA?" "What's that?" "Really?" These are some of the reactions we, as ILA members, get when we talk about our wonderful organization. Let's face it; we're pretty much a low profile bunch of folks. The ILA is not in the mainstream of American or international life.

Perhaps that is the way we want it, but somehow a low profile ILA does not seem to fit the purpose the organization. Nor does it seem to fit the members that I know. The overwhelming majority of the members that I know are excited about listening and about the potential ILA has to make difference in the lives of people everywhere; most of them work hard to spread the news.

I believe that we have a wonderful opportunity to give ILA a promotional "shot in the arm" all over the United States. The opportunity lies sleeping in an idea that Bill Arnold had in 1986 when he initiated "Listening Awareness Day." Bill arrived in San Diego with declarations from more than thirty states proclaiming the Saturday of our conference as "Listening Awareness Day" in each state.

Herein is a powerful force if we will use it to our best advantage. For the past two years the President of Southwest Missouri State University where I work has declared, at my suggestion, the entire week of the conference as "Listening Awareness Week" on campus. The campus newspaper featured articles about ILA and listening. The most popular radio station carried an interview spot with me on the subject.

But I have really never let the force loose. Springfield is a city with eight colleges. The city has a mayor and a city council, a morning and evening newspaper, five television stations, and a score or more radio stations. Springfield, Missouri, is going to hear about ILA in 1989!

Opportunities will also be ripe for speaking engagements, student activities, guest lectures in classes, etc. We have the opportunity now to plant the seeds and watch them grow. As Bill Arnold told me recently, "We want all fifty states!" Just think of the possibilities we have in promoting the ILA and effective listening!

If you have not responded to the call for help for getting your state involved (see the October, 1988 Listening Post), please contact me immediately. We need everyone to help in this important venture.

Harry B. Cook
Academic Advising Center
Southwest Missouri State University
901 South National Ave.
Springfield, MO 65802

LISTEN

The following responsive reading is from the Jewish Prayer Book.

Judaism begins with the commandment: Hear O Israel,
But what does it really mean to hear?

The person who attends a concert with his mind on business,
Hears—but does not really hear.

The person who walks amidst the songs of birds
And thinks only of what he will have for dinner,
Hears—but does not really hear.

The man who listens to the words of his friends,
Or his wife or his child,
And does not catch the note of urgency:
"Notice me, help me, care about me,"
Hears—but does not really hear.

The man who listens to the news
and thinks only of how it will affect the stock market,
Hears—but does not really hear.

The person who stifles the sound of his conscience
And tells himself he had done enough already,
Hears—but does not really hear.

The person who hears the hazzan pray
And does not feel the call to join with him,
Hears—but does not really hear.

The person who listens to the rabbi's sermon

And thinks that someone else is being addressed,
Hears—but does not really hear.

The person who hears the Shofar sound
And does not feel the need to change his ways,
Hears—but does not really hear.

As the new year begins, O Lord,
Strengthen our ability to hear.

May we hear the music of the world,
And the infant's cry, and the lover's sigh.

May we hear the call of help of the lonely soul,
And the sound of the breaking heart.

May we hear the words of our friends,
and also their unspoken pleas and dreams.

May we hear within ourselves the yearnings
That are struggling for expression.

May we hear You, O God,
For only if we hear You
Do we have the right to hope
That you will hear us.

Hear the promises we make to You this day, O God—
And may we hear them too.

ABSTRACT

Bob Bohlken submitted the following abstract of a study he has recently completed.

Eighty-three basic college speech students listened to an audio taped lecture at a rate of 130 words per minute and eighty-two students listened to the same message at a rate of 190 words per minute. Each group was tested for attitude toward message and lecturer, for initial retention of information, and for retention of material after a three-week duration. There was no significant difference in the attitude scores nor in the initial information retention scores. However, the group of students who received the message at 190 words per minute scored significantly better on the retention test given three weeks later. It appears that students listen as well to short lectures (7-10 minutes) at a rate of 190 words per minute as they do to a lecture delivered at a rate of 130 words per minute, but at the rate of 190 words per minute, the students retain more information.

LISTENING: Are We Teaching It, And If So, How?

This is the title of an article in the ERIC Digest, Number 3, 1988, from the Clearinghouse on Reading and Communication Skills. By Nancy B. Hyslep and Bruce Tone, the article discusses definitions of listening and samples the teaching methods that have proved effective. A list of references contains several articles that were first presented at ILA Conventions.

BRUNEAU NEEDS MATERIALS

Tom Bruneau of Radford University is developing listening assessment tests and listening skills training materials for his university's new communication across the curriculum program. He is searching for listening tests which attempt to measure listening skills not usually measured with the usual listening tests. He also seeks listening skills training materials for college students which members have found useful and productive. Of particular interest are audio/visual materials for laboratory training, self-instructional/programmed learning materials, and materials which are computerized. Monies are available to purchase such assessment and training materials. Kindly write to Tom: Dept. of Communication, Radford University, Radford, VA 24142.

IMPORTANT ADDRESSES

Remember these three important addresses:

International Office:	Executive Director, Charles Roberts 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

1989 ILA ELECTION

The Nominating Committee has selected the following slate of candidates for the 1989-1990 Executive Board:

President (Ascends)	Dr. Kittie W. Watson
First Vice President	Dr. Ethel C. Glenn
Second Vice President	Dr. Patricia J. Anderson
Secretary	Ms. Dorothy E. Carver
Treasurer	Mr. Richard Hunsaker
Member-at-Large (2 years)	Dr. Philip Emmert III
Member-at-Large (2 years)	Dr. Bob Bohlken

Dr. T. Dean Thomlison will continue his two-year term as Member-at-Large.



President
DR. KITTIE W. WATSON

Kittie is an Associate Professor and former Chairperson of the Department of Communication at Tulane University and serves as Executive Vice Present of SPECTRA Communication Associates, a consulting firm to private, public, and governmental organizations. An ILA lifetime member, attending eight Conventions and three Summer Conferences, Kittie was a program participant in Washington, St. Paul, Scottsdale (both years), and Orlando. She has served as Secretary and Chair on the Research Committee (1980-1988), Member-at-Large (1986-1988), Local Arrangements Chair for the New Orleans Convention (1987), Fundraising Committee Chair (1987-1988), Site Committee Chair (1987-1988), and she has served on the Editorial Board of the ILA journal. In 1988 Kittie was inducted into the ILA Hall of Fame and was the co-recipient of the Ralph G. Nichols Research Award. Kittie has co-authored refereed articles, co-authored two books, and contributed to two others. She is also the co-creator of the Watson-Barker Listening Test. As a founding member, Kittie is committed to helping the ILA grow and prosper by focusing on member recruitment and public relations. As ILA's present First Vice President Kittie is Program Chair of the 1989 ILA Convention in Atlanta.



First Vice President
DR. ETHEL C. GLENN

Ethel is an Associate Professor and Director of the Division of Communication Studies at the University of North Carolina at Greensboro. She taught for many years at the Dallas Academy of Speech and Drama, where listening was a regular part of the instructional program. In 1971-72, Ethel returned to the University of Texas at Austin and completed a doctorate in Speech Communication. She went to UNCG in the Fall,

1972, and has been there since. She has served as editor of The Listening Post for four years and was given the ILA award for Outstanding Service in recognition of the consistent high quality of the newsletter. She has given a number of papers at ILA conventions over the past five years and has been moving toward a more active interest in listening research in addition to her commitment to teach better listening skills. As First Vice President, Ethel follows those before her who have committed themselves to solidifying the present ILA membership and to seeing growth in the ranks. She believes that ILA has so much to offer, for the study of listening can improve communication in all avenues of life. "We simply must do more to promote better listening among individuals, races, religions, and nations."

Tricia is an Associate Professor in the Department of Elementary and Middle Grades Education at East Carolina University. She teaches Language Arts and Techniques of Teaching at the graduate and undergraduate levels and has been at East Carolina University for the past seven years. In 1985 Tricia was selected as one of the university's two outstanding teachers. Tricia also does workshops for public



Second Vice President
DR. PATRICIA J. ANDERSON

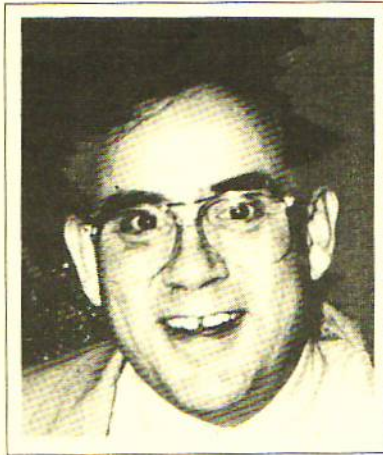
schools in listening, thinking, and writing. An ILA member for six years, Tricia has not only attended the Convention each year but has made eight presentations at the Conventions and Summer Conferences she has attended. In addition, she has held a variety of leadership positions during her membership, including Member-at-Large (1985-1987), chair of the Elementary Task Force (1988-1989), and Chair of the Public Relations Committee (1985-1987), and she has also been a member of the Nominating Committee (1987-1988) and the Research Committee (1984-1986). Tricia brings enthusiasm and a positive dynamism to ILA, and her mission for ILA is to increase our membership efforts and encourage participation from all current ILA members.

Dorothy brings a wealth of both business and education experience to ILA. She was the Dean of Instruction and Dean of Students at Heald Business College for 14 years and has taught at a number of colleges, including California State University at Hayward and Modesto Junior College. She is currently teaching at CCC High School. Dorothy has extensive consulting experience with companies such as I. Magnin, U.S. Steel, Clo-



Secretary
DOROTHY E. CARVER

rox, and International Paper, and she is listed in Who's Who in American Women. Dorothy has been an ILA member since 1983 and has attended four Conventions and two Summer Conferences since joining. She has also presented at two Conventions and has worked on the Convention Local Arrangements Committee. She has held regional offices in Soroptimists and Toastmistress and offices in the Walnut Creek Professional and Business Women. Dorothy would like to see ILA expand its membership and provide relevant programs for those in the fields of education, business, and research.



Treasurer
Richard Hunsaker

Richard brings leadership experience from several other professional organizations including the Illinois Speech and Theatre Association and the Speech Communication Association. This past summer Richard was one of the co-planners of the SCA Speech and Communication Education Conference. He wrote the position paper on the teaching of listening skills for both students and teachers, and this paper will be published in the conference proceedings. Richard would like to see greater articulation between all of the communication organizations and says he "would like to give back to the organization that has given so much to me."

Richard is a teacher at Belleville West High School where he teaches Oral Communication, Debate, Public Speaking, and Listening. He consults with schools in his area on writing outcome statements for language arts and fine arts in secondary schools. Richard has been a member of ILA for six years and has attended four Conventions and three Summer Conferences. He has presented twice since joining ILA. Richard brings leadership



Member-at-Large
Two Year International
DR. PHILIP EMMERT III

Phil is a Professor of Communication and an Adjunct Professor of Statistics at the University of Wyoming where he has been since 1970. He has taught persuasion, research methods, and a variety of communication courses, as well as having served as the Chair of the Department of Communication. He has also taught at the University of Missouri and at Case Western University. He has been a member of ILA for three years and has presented four times. Phil is currently a referee for the ILA journal and the Chair of the Research Committee. In addition, he has been a member of the Convention Program Committee (1988) and was Vice Chair of the Research Committee (1987-1988). Phil has many publications on communication and communication research including the recent publication of Measurement of Communication Behavior, which he co-edited with Larry Barker. Phil is co-directing the Pre-convention Research Conference in Atlanta, with the goal of publishing a major volume of research as a result of this conference with the sales proceeds of the book going to ILA. Phil would like to see the organization play an instrumental role in developing greater rigor in listening research and theory and achieve more interaction and collaboration among the different interest groups in the organization.

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Bob is a Professor of Communication at Northwest Missouri State University. He teaches Semantics, Linguistics, Teaching Speech and Theatre Methods, Basic Speech, Analysis and Criticism of Speech, and Listening. He has served as Chairperson of the Speech and Theatre Department and Dean of the School of Communication and has been at Northwest Missouri State since 1970. Bob also does consulting locally in listening, non-verbal communication, and communication in general of schools and businesses. Bob has been a member of ILA for five years and has served on the Nominating Committee (1986) and the Bylaws Revision Committee (1987), and he has presented four times. He has been involved in the Speech Communication association, the International Society of Semantics, and the International Communication Association. Bob has published a book titled Bobby Grows Up While Grandpa Listens for grandparents, and he has published articles on listening, reading scripture aloud, and on assertive language in business management. Bob brings a commitment to helping out "in the operation of a very worthy organization," and he would like to see ILA get more involved in the secondary and college cross-discipline teaching of listening by teaching teachers how to teach listening.



Member-at-Large
Two Year Public Relations
DR. BOB BOHLKEN

ELECTION FORMAT

The election format for the Tenth Annual ILA Convention will be as follows:

Friday, March 3

Candidates will be introduced to convention attendees at the luncheon,
and nominations will be opened to the floor.

Saturday, March 4

Members will cast their ballots at the ballot station which will be open from 8:00 a.m. to 12:00 noon.
Election results will be announced at the Gala Banquet on Saturday night.

According to Article VII, Section 5 of the ILA Bylaws, members who are in good standing but who are unable to attend the Annual Convention may designate another member in good standing to serve as proxy. A proxy voter may cast as many votes by proxy ballot as he/she holds proxies. A proxy form appears at the bottom of this page. If you are unable to attend the convention but wish to designate an active member as your proxy, please confirm with that member that he/she will be attending the convention and complete the proxy form. Send the completed form to:

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

I designate _____ to be my proxy at
the 1989 meeting of the International Listening Association.

Member Signature

Date



TRITE AND TRUE

Though he says it very often
And says it very loud,
Though he's eloquent and forceful
With a handful or a crowd—
Remember, when he's through,
What he's said may not be true!

by Corinne Geeting