

LISTENING POST

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TENTH ANNUAL CONVENTION A BIG SUCCESS!!!

The tenth annual ILA Convention, held in Atlanta, Georgia, March 1-4, had as its theme, "Listening: The Next Generation." Several special programs highlighted the completion of our first decade and emphasized our moving from the past to the future. Attendance was good at a host of programs and workshops. Members renewed old friendships as they met in the lobbies and hallways of the gracious and elegant new Westin Hotel at Lenox Square in Atlanta. A running joke was the number of attendees who first tried to check into the Westin at Peachtree Plaza, only to find we were in the new hotel located away from the heart of downtown Atlanta. But no one cared once the settling in was accomplished, for we found the hotel staff gracious and helpful. And many members enjoyed the large swimming pool and adjacent exercise area, while many more took advantage of the large shopping mall that was connected to the hotel by an indoor passageway. We left our share of shopping money in the Lenox Square Mall!

As in the past, members met together for three luncheons and a

Saturday night banquet, as well as coffee and coke breaks in the mid morning and mid afternoon. Being able to share with each other in these events that combine social interaction with Association business is one of the strengths of ILA Convention planning. This helps us avoid the isolation that attendees at other conventions have complained about. A display table, located near the registration desk, held books and teaching materials of interest to all and was a gathering spot at breaks and before and after meals.

Special tributes were given during the meetings to our founding members, our past presidents, and to those who have attended every ILA Convention and Summer Conference. The Parade of States again brought the attention of governors across the nation to the importance of listening—this time we even added one foreign country! For the over one hundred people who attended, it was a wonderful three to four days of listening, looking, learning, laughing and loving. The only thing wrong was that we missed the two hundred of you who did not attend!

"PROCESSING" THE ILA CONFERENCE

By Barry F. Mitsch

A last minute schedule change provided me with the opportunity to attend this year's ILA Conference in Atlanta. Although I have been an ILA member since 1987, my participation in the organization has been limited to absorbing all of the journals and newsletters, and sending my annual proxy to Tricia Anderson. Now I know what I have been missing!

As someone outside of the academic community, I was apprehensive in attending the conference for the first time. How would I be accepted? How much did I really know about this project? Was there anything I could contribute to this distinguished group of people? After three exceptionally stimulating days in Atlanta, I am happy to respond positively to all three questions. My impressions of the group mirror those of Mike Zizzi following the 1988 Convention (Listening Post, April '88) - the ILA is genuinely a supportive, sharing, and generous group of people.

The problem I encountered upon returning from the conference was how to process all of the information I received. On Monday morning, I sat down at my desk and tried to figure out a way to digest pages and pages of notes, piles of handouts, and a stack of books. This was my solution.

I placed five sheets of paper on my desk. On the top of one page I wrote the word "People". The remaining four sheets I labelled "Books and Journals", "Program Ideas", "Quotes and Thoughts", and Things to Accomplish". I then started plowing through the volume of information and sorted everything into these five categories.

On the sheet labelled "People", I wrote the names of twenty ILA members who I met in Atlanta. To make sure I will always remember their names and to thank them for making me feel welcome, I sent each of them a short letter. I wonder if I will get a tee shirt for remembering all twenty at next year's conference.

On the sheet labelled "Books and Materials", I wrote the titles of all of the publications that were recommended to me at the conference. Entries include Lee Iacocca's latest book, recommended by Dr. Nichols, and Brian Tracy's self development tapes, recommended by Dean Thomlison.

Con't on Page 2



Past Presidents Coakley, Barker, Wolvin, and Steil and their Awards

CONVENTION AFTER-SHOCKS

by Joyce Doren Hirschhorn

Sorting through all the papers, books, hand-outs, literature and program notes that I lugged home, almost ten pounds (I weighed them), I suddenly felt a surge of energy and inspiration. I was shocked. The weather in Atlanta was miserable. The food mundane. The rooms airless, too cold or hot. I felt miserable, I had an earache and laryngitis. I was worried about flying home in the fog and strike. But sitting here in the sunshine reminded me of the warmth that radiated from every individual whether presenter, chair, or audience member.

I made new friends, learned new words, ideas and activities. Every program addressed my needs and interest.

So thank you one and all for my mini-sabbatical, for renewing my commitment to teaching the importance of communication, especially LISTENING!!

Indianapolis, here I come!

LISTENING SPOKEN HERE: THE NEXT GENERATION

The past year has offered us more opportunities to listen than we would care to remember. From Presidential rhetoric to television ads, we have processed information and feelings by the score. I am not going to take you back over last year but take you forward to the next generation. The ILA represents the ultimate in a professional organization. You find intellectual stimulation with interpersonal concern. You find theoretical challenge with practical suggestions. You find growth with curiosity. Above all, you find family.

What do you want from the ILA and your family? I know what I want, and I hope we share the same feelings. Your responses to the recent survey indicated a commonality of purpose but a frustration of direction.

As members we are very mixed in our views on the size of our family. For those who want to be much bigger, size is equated with clout. "We need to be bigger so we can make a difference." If we get much bigger we will lose the family environment that we all care about. Bigger will not make us better, it will just make us bigger. We want clout (purpose), but we are not sure how to get there. How do we get there?

Presidential Address William E. Arnold

If we want clout we must all take the steps necessary to accomplish our purpose. Our purposes are clear and are agreed upon by most of our members. We want barriers to listening replaced with bridges. We want listening blocks replaced with mortar for better living. We want listening to be central to our educational system from K to the Ph. D. We want effective listening to be practiced from interpersonal to multinational relations. We want everyone to listen better.

There are several steps that each of us individually and collectively must take to attain our purposes. Aside from personally practicing good listening, we must talk listening. Listening must be spoken here and everywhere. We must seize every opportunity we get to promote and to talk up good listening. We are a committee for public relations that has a chair and 300 members. Why 300 members? Because, we all have an obligation to serve on this committee and promote listening. To modify a famous quote, ask not what the ILA can do for you, but what you can do for the ILA. I am not asking you to recruit new members or bring

back the old (you can if you want to), but I am asking you to recruit good listeners. Compliment effective listening. Reward it. Reinforce it.

Seize opportunities to publicize listening. Promote it. Talk about effective listening to parents, other teachers, colleagues, bosses, legislators, school boards, PTA's, corporation leaders, government officials, and even the media—especially the media. Every chance you get, you should seek media coverage for newsworthy activities on listening. It will help the field, the Association, and you. You and your Association will be sought out as the "experts" on the importance of listening. We have made a start, but we have to keep it up.

You want the Convention, the Journal, and the Newsletter because they are important benefits of your membership. To have these benefits, your colleagues are committing time and effort so that you can receive these valued services. You can help. A large number of respondents to the survey said "I am just too busy to pitch in this year." Maybe so, but everyone cannot be too busy or there won't be an Association. You must

Con't on Pg. 11

Processing the ILA *Con't from Pg. 1*

The sheet labelled "Program Ideas" includes a variety of program components, gimmicks, and exercises that I may want to incorporate into my training sessions. It also includes a number of marketing ideas and evaluation techniques. This sheet will provide the basis for evaluating and improving my current offerings.

Under "Quotes and Thoughts" are all of the thought provoking statements I heard during the conference. These include "A lie is not a lie if the truth is not expected", from Mary Bozik's session on critical listening, and "We only process what we perceive has immediate value or risk" from Sandy Stein. All of these will eventually end up in my catalog of quotations that I keep in my office.

Finally, the sheet labelled "Things to Accomplish" includes all of the tasks that I will complete. These include listening articles that I am going to submit to various publications (including the *Listening Post*), and programs that I am going to develop for specific markets. And most importantly, listed on this sheet is my commitment to become more involved with the ILA

The benefits of attending the ILA Conference are numerous. Now that I know what I have been missing, I will make attendance at future conferences a top priority.

Bang

EXCERPTS FROM MAYNARD JACKSON'S SPEECH AT THE CONVENTION BANQUET

by Belle Ruth Witkin

The invited address at the convention banquet on Saturday night was given by Maynard Jackson, former mayor of Atlanta, who emphasized how important listening is for elected officials. During his time in office he instituted "People's Day." Once a month the mayor and all department heads were on hand at city hall to meet with anyone who wished to see them. All complaints, questions, and concerns were listened to carefully, and either dealt with immediately or referred to someone to follow up, with action to be taken within one month.

Jackson further urged ILA members to become personally involved with politics, and to run for elective office, since, "If the cream doesn't rise to the top, the crud will!". He called on us to "engage in an obstinate, daily revolt against the ordinariness of our lives", and asserted that we can change our lives, and that life can be meaningful, through love and change.



ILA LISTENING POST Listening Post Deadlines

The Deadline for all Listening Post materials (Includes articles, ads, photographs to appear in the next issue) is June 30, 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:

JANE RHODES, Editor
Reading & Study Skills Center
Box 109, Wichita State University
Wichita, KS 67208

ILA AWARDS FOR 1989

The Awards Committee presented four of six possible awards at the tenth annual meeting of ILA in Atlanta. Following is a summary of the awards.

GRADUATE THESIS/ DISSERTATION AWARD

The first ever for ILA! The award for best MA thesis went to Ronna Susan Zimmerman of Arizona State University for her thesis entitled Physicians' and Patients' perceptions of Actual Versus Ideal Physician Communication. The adviser for the thesis was William Arnold.

RESEARCH AWARD

Listening, Third Edition by Andrew D. Wolvin and Carolyn Coakley. Wm. C. Brown, Publishers. "This book provides a state-of-the-art look at listening behavior, offering the reader a comprehensive review of research from a variety of sources. The book is a widely-used major text in the field, influencing a great number of students and trainees. It has shaped our understanding of listening as a communication study, particularly through the theoretical model and the taxonomy of listening skills which Wolvin and Coakley have designed." (Susan Berkheimer)

LISTENER OF THE YEAR

BILL MOYERS for all of his professional work, but particularly for his recent series on public television, "World of Ideas". "Bill Moyers has consistently exemplified the highest standards of effective listening. In this series, in which he interviews men and women of distinction on matters of philosophy, environmental science,

medical ethics, education, race relations, sociology, the arts, and political thought, to name a few, he demonstrates a sensitive, thoughtful and caring approach to the interview. Not only his questions and comments, but his facial expression, bodily demeanor, and total concentration on the other person show that he genuinely cares both about the person and the theme of the interview His eyes light up, he listens eagerly, intelligently, and with deep empathy, and he stimulates the viewer to want to know more about the interviewee's life and writings." (Belle Ruth Witkin)

ILA HALL OF FAME

Donald Spearitt

"WHEREAS, Dr. Donald Spearitt's dissertation, Listening Comprehension: A Factorial Analysis, is a seminal study in which listening emerged as a separate and distinguishable communication skill and factor, and

WHEREAS, Dr. Donald Spearitt, as a active member and officer of the Australian Council of Educational Research, was instrumental in fostering the development of Listening Tests and a Listening Curriculum in the Australian public schools, and

WHEREAS, Dr. Donald Spearitt's study of the four communication skills has reinforced the need to understand listening's relationship to speaking, writing and reading, and

WHEREAS, Dr. Donald Spearitt's contributions as a scholar and educator have been recognized by the University of Sydney, the govern-

ment of Australia, as well as Harvard University, Princeton University, and the University of North Carolina, and

WHEREAS, Dr. Donald Spearitt demonstrates the importance of international research and instruction in listening, BE IT RESOLVED THAT THE INTERNATIONAL LISTENING ASSOCIATION does hereby admit Dr. Donald Spearitt to the Hall of Fame." (Isa Engleberg)

Let's send congratulations to all our winners!

Donna Susan Zimmerman
c/o Williams Arnold
Arizona State University
Department of Communication HM1 1001
Tempe, AZ 85287-1205

Andrew D. Wolvin
8705 Streamview Rd.
Potomac, MD 20854

Carolyn Coakley
8021 McKenstry Drive
Laurel, MD 20707

Bill Moyers
WNFT 356 W. 58th St.
New York, NY 10019

Dr. Donald Spearitt, Professor Emeritus
29 Iluka Road
Clifton Gardens
New South Wales, Australia 2088

JAMES J. BROWN AWARD

One of the exciting goals of ILA is to encourage young scholars to get involved in listening research. To encourage such endeavors, The Institute for the Study of Intrapersonal Processes (ISIP) sponsors the James I Brown Student Research Award. This award is presented to the outstanding student paper presented at the ILA convention.

This year's winner is Dennis Mitchell (Mitch) Henry. Mitch is a graduate student in Speech Communication at Auburn University. His paper, Listening Skill and Relational Messages: Analyzing the Flexibility and Dynamism in Relational Message Responses of Good Listeners, was chosen as the winner by a distinguished panel of reviewers. The reviewers were Robert Bostrom, Michael Purdy, and Sara Lundsteen.

In addition to Mitch's paper, the other papers selected as the three best submissions were recognized at the awards banquet. The other two papers are "Theoretical Perspectives on Listening as Signalic/Symbolic Process" by Eric Fox of Radford University and "A Research Project on Listening in Children" by Dawn Clegg of Arizona State University.

RALPH NICHOLS AWARD

This year's Ralph Nichols Award for Excellence in Listening Research and Theory Development, also sponsored by ISIP, produced a tie vote among the judges in their numerical rankings, so it was divided between the two papers. First was Phil Emmert for his paper, "The Reification of Listening." The second paper, "An Investigation of the Relationships among Listening Ability, Aging, and the Use of Aligning Actions in Conversations," was coauthored by William Villaume and Tami Reid of Auburn University.

NEW OFFICERS

The following candidates were elected to the 1989-1990 ILA Executive Board at the Convention in Atlanta:

President (Ascends)

First Vice President

Second Vice President

Secretary

Treasurer

Member-at-Large (2 years)

Member-at-Large (2 years)

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

Dr. Kittie W. Watson

Dr. Ethel C. Glenn

Dr. Patricia I. Anderson

Ms. Dorothy E. Carver

Mr. Richard Hunsaker

Dr. Phillip Emmert III

Dr. Bob Bohlken

ILA COMMITTEES: 1989 - 1990

Archives Committee:

Chair: Harvey Weiss
Catherine Lindsay
Milda Steinbrecher
Edie Cole
Bill Gering
Ralph Nichols
Lucille Nichols

International Outreach Committee:

Chair: Carine Feyten
Bill Washburn
Patricia Milford
Bea Reynolds
Peter van der Schaft
Jerry Allen
Emma Plattor

Public Policy Committee:

Chair: Dean Thomlison
Charles Swanson

Public Relations Committee:

Chair: Kathy Wahlers
Nadine Marsnik

Audit Committee:

Chair: Richard Hunsaker

Local Arrangements Committee:

Chair: Jim East

Research Committee:

Chair: Steve Rhodes
Victoria L. Emmert

Awards Committee:

Chair: Tony Clard
Marvin Cox
Michael Pursley

Membership Committee:

Chair: Tricia Anderson
Carolyn Coakley
Wayne Bond
Mike Zizzi (student)
Barry Mitsch
Susie Berkheimer
Tom Hickerson
Barbara Perry Cichy

Secondary Task Force Committee:

Chair: Bev Aweve
Carolyn Coakley
Tom Hickerson
Morris Snively
Harvey Weiss

Bylaws Revision Committee:

Chair: Bill Gering

Curriculum/Assessment Committee:

Chair: Debbie Barker
Belle Ruth Witkin
Margaret Fitch Hauser

Nomination Committee:

Chair: Margaret Fitch Hauser
Harry Cook
Sara Lundsteen
Peter van der Schaft
Florence Wolff

Site Committee:

Chair: Sheila Bentley
Mary Louise Shannon

Elementary Task Force Committee:

Chair: Susan Ellen Bacon
Tricia Anderson
Sara Lundsteen
Elaine Mahone
Mary Bozik

ILA JOURNAL EDITOR: Bob Bostrom

LISTENING POST EDITOR: Jane Rhoads

EXECUTIVE DIRECTOR: Charles Roberts

Fundraising Committee:

Chair: Dean Thomlison

Program Planning Committee:

Chair: Ethel Glenn
Vickie Emmert } Research
Michael Purdy }
Deborah Borisoff } Higher Education
Wayne Bond }
Greg Enos } Business/Consulting
Manny Steil }
Elaine Mshone } Elementary/Secondary Education
Susan Ellen Bacon }
Lisa Vicker-Student }

Report on ILA Reserach Conference

by Belle Ruth Witkin

What is really known about listening from research? Is there in fact such an entity as "listening"? What are the major gaps in the research base? What are the controversial issues in listening research that should be addressed?

These questions and many others were explored in the first invitational research conference sponsored by ILA, which was held on the two days preceding the Atlanta convention, with attendance open to all members of ILA. It was an outgrowth of over three years of work by a special task force of the research committee, under the leadership of Michael Purdy, which surveyed listening research from several disciplines and produced position papers. It was planned and co-chaired by Phil Emmert, outgoing chairman of the research committee; Belle Ruth Witkin, who had co-chaired the task force and synthesized the findings in several papers; and Steve Rhodes, incoming chairman of the research committee.

The theme of the interdisciplinary conference on theory, issues, and methodology was "Perspectives on Listening Research: Planning for the Next Generation." The five perspectives and their presenters were: theory,

Williams Arnold, Don Rubin, Andrew Wolvin and Carolyn Coakley; methodology, Larry Barker, Kittie Watson, Steve Rhodes, Phil Emmert, Richard Halley, and Michael Purdy; speech communication processing, Renee Edwards, Paul Friedman, and Sheila Bentley; listening contexts, Donald Rammpp and Kathy Wahlers; and listening transactions, Anthony Clark, Margaret Fitch Hauser, and Don Richardson.

An important feature was that each session of papers was followed by an hour of lively discussion, which produced many additional provocative ideas. All paper sessions and discussions were audiotaped and are available to interested members.

During the coming months the papers will be reviewed and edited, and the work will be offered to a publisher for international distribution, with royalties going to ILA. Additional chapters are also being solicited from scholars from various disciplines, to flesh out some of the topics.

Enthusiasm for the research conference was so high that many participants suggested that a half-day conference of a similar type be held just before the 1990 convention. It was generally agreed that the conference was a fitting marker for the tenth anniversary of ILA.

CONVENTION ATTENDANCE BOLSTERED BY NEWCOMERS

Attendance at our tenth anniversary convention was a good indication that the ILA is healthy! There were 133 paid conventioners at our assemblage. In addition, a number of members and non-members attended the pre-convention research symposium. Add to this total the spouses and friends that came to some of the luncheons, the banquet, and dropped in to see friends during the convention and you get a sum total of a great many people focused on listening in one nicely appointed space. Perhaps the best indication of how successful the convention truly was is the fact that ten people who were not members before the convention joined after participating in Atlanta and another ten individuals who had let their membership lapse rejoined the ILA during the convention.

WINDWARD COMMUNICATIONS MAKES DONATION TO ILA

Windward Communications, Inc., is pleased to announce a contribution of \$200 to the International Listening Association. This gift is made possible through the generosity of Association members who purchased audiotapes during the recent 10th Annual Convention in Atlanta, Georgia. One dollar from the sale of every audiotape that was purchased at the 1988 and 1989 conventions has been donated to ILA. Tape sales from the 1988 annual conference resulted in a gift of \$125 to the Association.

Although the 10th Annual Convention was the last conference that Windward Communications will record, audiotape sales will continue through September of 1989. Additionally, plans are in the making for a "BEST OF ILA" audiotape series in the immediate future. Until then, Windward Communications would like to express its appreciation to the members of ILA for their support during the past four years.

Deborah Barker
Margaret Fitch-Hauser

SIX BLIND ELEPHANTS: A FABLE

(to be read only by those who attended the Research Conference)

Six blind elephants broke loose from the Atlanta Zoo and found their way to the Lenox Square Westin Hotel while the ILA was meeting in conference. The elephants wandered into the Jackson, Nashville, Atlanta, and other meeting rooms. Later, when they had been rounded up and returned to the Zoo, their keeper overheard them in the following conversation:

I learned what this thing called "listening" is. Kittie Watson and Steve Rhodes said listening is what's tested in the Watson-Barker Test.

No, no. That's not listening. Listening is not a process, but a complex of many different processes. Phil Emmert said so.

Well, you're both wrong. Because I heard Sheila Bentley talk about listening, and she said it is memory. I like that definition, because we all know that elephants never forget.

Memory—hah! That's not listening—that's remembering. Listening is empathy. Bill Arnold and Dick Halley said so. Remember how we all cried when Dumbo lost his mother? That's what listening is.

Everyone be quiet a minute now, you hear that silence. That's what listening is—silence. Tom Bruneau told us it was. I didn't exactly understand how you can swear silently, but that's what Tom said.

Well, none of you is correct. I heard an entire learned panel in a Research Conference. And they said that listening is an atheoretical, nontheoretical, untheoretical theory, uni-and-multi-dimensional, real and hypothetical process and construct involving the affective and cognitive domains of the right and left hemispheres of the brain. That's what listening is.

And so these six blind elephants disputed loud and long,
Each in his own opinion, exceeding stiff and strong.
Though each was partly in the right, they all were in the wrong.
"And yet," said number six, "there's one point where we agree,
No matter what this "listening" may turn out to be,
That's the nicest bunch of folks that ever we did see!"

FROM THE PRESIDENT



**ILA President
Dr. Kittie Watson**

Dear ILA Colleagues,

Planning the program for the 10th Anniversary ILA Convention was challenging as well as rewarding. As submissions came in, it was exciting to see how listening content and approaches have been refined and expanded through the years. Again, I'd like to personally recognize the outstanding efforts of the Program Planning Committee. The program would not have been so success-

ful without the careful screening and wonderful suggestions from Sheila Bentley, Deborah Borrison, Michael Purdy, Tricia Anderson, and Carol DuBois. They were a truly terrific team...

As we enter the NEXT GENERATION of ILA, we need to renew our commitment to promoting the study, development and teaching of effective listening. During the last 10 years, we have made outstanding strides in establishing a viable international association and in accomplishing many of ILA's goals.

You have elected an energetic, dedicated, and creative group of individuals to lead our association. They are ready to serve you and ILA but need your help with accomplishing their committee and project goals. A list of ILA committees is included in this issue of the Listening Post. I challenge you to contact one of the Chairs this week to see how you can help.

I look forward to the challenges and opportunities facing ILA this year. Personally, I hope we can accomplish the following goals:

1. Strengthen the internal structure of our association.
 - stream-line Committee Chair tasks and responsibilities.
 - prepare a comprehensive procedures/suggestions notebook for each officer and committee chair.
 - have more regular board meetings through the use of conference calls.
2. Encourage more active involvement from our membership.
 - appoint Committee Chairs before leaving the annual convention.
 - get members to commit to serving on committees before leaving the convention.
3. Strengthen recruitment of international members.
 - identify special services for international members.
 - establish an international outreach committee.
 - translate materials into other languages.
4. Introduce libraries, other

association groups to ILA and to our journal.

- secure library mailing lists.
 - propose ILA sponsored programs for other association meetings.
 - include ILA information in other association newsletters.
5. Reduce attrition of ILA members.
 - identify and provide services to meet members needs.
 - establish state membership chairs.
 - encourage participation in working on committees and in developing programs for the annual convention.
 - maintain the responsiveness of our executive office.

With your help, I am confident we can accomplish all our goals and continue to make strides in furthering the ideals of ILA.

A handwritten signature in cursive script that reads "Kittie".

Kittie W. Watson

SUBMITTING MANUSCRIPTS TO SCT

We seek informative articles on strategies, assignments, methods, resources, and materials for teaching speech communication classes and courses and/or for coaching or directing cocurricular and extra-curricular speech communication activities. We seek practical ideas and materials which teachers may adapt to their particular level and situation.

You should use a relatively informal, direct personal writing style. We consider brevity, clarity, and originality as assets in manuscripts. Normally, research and convention papers are not appropriate. Submissions should be limited to four double-spaced typed pages. Copyrighted materials should be cited completely within the

body of the article, rather than in footnotes and bibliographic citations.

Manuscripts and materials for the SCT may be sent to the editor, Mary Bozik, at the University of Northern Iowa, Cedar Falls, IA 50614-0357. We reserve the right to condense, rewrite or adapt your material without your approval. Due to our limited budget, manuscripts and materials will not be returned and we cannot correspond with you regarding submissions. If the editors approve a manuscript, it will be held for use in a future issue. If you decide you no longer wish your manuscript to be considered for publications, please notify the editor and we will remove it from the files.



WHAT'S HAPPENING

News & Notes About ILA Members



A SWANSON WORKSHOP . . . Charles Swanson presented a workshop entitled "Neglected English: Teach Your Students How to Listen," for the annual convention of the California Association of Teachers of English, held at the Airport Marriott Inn in Los Angeles on February 25. This was a repeat of a workshop that he had presented two years before for the same organization. Many California teachers asked where they could learn more about listening. Of course Charles suggested the ILA!!

WIRKUS HONORED . . . Tom Wirkus, Professor of Speech and Theatre, UW-La Crosse, received the 1988 Andrew T. Weaver award as the Outstanding College Communication Educator of 1988. The award is presented annually by the Wisconsin Communication Association. ILA adds its congratulations, Tom.

BOZIK NAMED EDITOR . . . Mary Bozik has recently been named the new editor of the Speech Communication Teacher, a quarterly magazine of teaching resources and strategies for communication teachers published by the Speech Communication Association. She would welcome your submissions. See the call for manuscripts on page 6.

NEW YORKERS MEET AGAIN . . . The ever-active NY Region of ILA will hold its Spring Conference on Saturday, April 29, at Montclair State College. The day-long conference is to focus on two aspects of Listening: (1) Techniques, Activities, and Materials for Teaching/Training in Listening gained from the ILA Convention in Atlanta; (2) Listening Insights for the Sighted from the Unseen. We all applaud this active regional group and wish we had more like them in other parts of the country.

TEA BAG ADVERTISING . . . Michael Murphy sent us a tag from a Salada Orange Pekoe Tea Bag with the inscription: "History repeats itself because no one listens the first time!" We love it—thanks, Michael!

A MITSCH WORKSHOP . . . Barry Mitsch presented a workshop entitled "The Art of Listening" at the 1989 Radio Advertising Bureau's managing Sales Conference in Dallas, Texas on February 6. Barry attended his first ILA Convention this year—we hope you read his glowing report on the first page of the issue.

HARRY'S BETTER . . . Harry Cook called to tell the Listening Post that he wants to thank all of you who participated in Listening Awareness Day. He promises an updated report on the success of this effort in the next edition. Harry, who had to miss his second Convention in a row due to a sick spell, reports that his health is now much improved, and he promises your editor not to get sick again next March!!

The "Pied Piper of Opera" . . . was the headline of a wonderful article in the December 6, 1988, Christian Science Monitor about Suzanne Pemsler and her puppet divas. Suzanne writes that she has had a very busy year. In addition to many children's concerts, she has lectured on listening to the Automotive Wholesalers of New England and given an after-dinner speech for the huge Jack Conway Real Estate Company. Your editor really missed Suzanne at this year's ILA Convention and challenges her never to stay away from another one!!

NORTON ILL . . . another old friend we missed in Atlanta was Larry Norton. We understand that Larry suffered a stroke in December, but that he is recovering nicely. Our best wishes, Larry.

IN MEMORIAM . . . ROBERT STEWART . . .

With sadness we report a letter from Hannah Wagner, sister of Bob Stewart, to Carolyn Coakley on March 6. Mrs. Wagner shared the news of Bob's death last summer from lung cancer. Mrs. Wagner's letter spoke highly of Bob's enjoyment of ILA. We extend her our sympathy.

Send notes about what's happening to you, what you're up to, or any news to Jane Rhoads, Reading & Study Skills Center, Box 109, Wichita State University, Wichita, KS 67208

DUES RESTRUCTURED

During the convention at Atlanta the ILA Board met and discussed a number of different issues. One important decision that was made was to alter the convention fees and membership dues structure. These changes will have little effect on the majority of our members attending the convention and are intended to allow more of our members to attend the conventions and more of the convention-goers to become ILA members. Below is a chart of the changes voted on by the Board.

<u>Dues</u>		
Type of membership	Previous	New Amount
Student	\$25.00	same
Regular	\$50.00	same
Sustaining	\$100.00	\$185.00
Organizational	\$250.00	\$350.00
Life	\$1000 (or 5 \$250 payments)	same
<u>Convention</u> (Given that meals remain at \$100)		
Type of membership	Previous	New Amount
Student	\$30 (\$100 with meals)	same
Regular	\$135 pre-registration (\$150 regular)	same
Regular one day	\$50	same
Sustaining	\$135 pre-registration (\$150 regular)	no charge \$0.00
Organizational	\$135 pre-registration (\$150 regular)	Two registrations at no charge
Life	\$110	\$100
Nonmember-Student	\$30 (\$100 with meals)	\$65 (\$165 with meals)
Nonmember-Regular	\$135 pre-registration (\$150 regular)	\$200
Nonmember-one day	\$50	\$75

These changes will not affect the amount you pay (since you received this issue of the Listening Post, we know you are a member of the ILA), unless you are a life member. Life members are having their convention fees reduced slightly. For the rest, we urge you to consider becoming a Sustaining member. Sustaining members used to pay \$100 in dues and the regular convention fee of \$135 (or \$150 at the conference). Now Sustaining members will pay \$185, but will receive all of the benefits of membership PLUS their convention fee. We hope this will prompt more people to come to our convention.

Another big change in dues/fees structure is for the Organizational Membership. Previously organizations were given the same benefits as a regular member, but at five times the cost. It is not startling that we did not have a great many organizations signing up for membership. Under the new structure an organization will receive a single copy of every issue of the Listening Post, a single copy of the Journal, and TWO CONVENTION REGISTRATIONS. There were a number of organizations, schools, and universities that sent several representatives to the convention. We hope that those entities will consider becoming organizational members. Perhaps this will provide a method for universities to subsidize student participation at conventions - those two convention registration fees could be for students!

The final changes increase the convention fees that non-members will pay at the convention. There are several reasons for this. First, not all of the expenses of the convention are covered by the convention fees. Pre-convention publicity and programs are two examples of items not billed directly to convention expense accounts. Non-members thus "get away cheaper" than do members. This is not exactly an inducement to join the ILA. Second, we want to encourage non-member convention participants to join the ILA. What better way than to show them that it is cheaper to become a Sustaining member than it is to attend the convention as a non-member! We had a number of our first time participant non-members join at this convention - but a number did not. We are hoping that 100% of non-member participants will join the ILA in Indianapolis.

MAKE A NOTE OF IT

1990 ILA Convention
Indianapolis, IN
Crossroads of America

March 7-11, 1990
Embassy Suites-Downtown

Hosted by Indiana University -
Purdue University at Indianapolis (IUPUI)

SPREADING THE NEWS

The ILA office often gets requests for specific materials - listening tests, curricular packages, books about listening, etc. We are developing a bibliography that we will be able to provide the public, but that will not be complete for some months and even when complete will not meet some of the needs expressed by many inquirers. We see a possible solution that may benefit both the public and the members of the ILA, and will try it out for the next few months to see if it is workable.

If you have developed a listening test, curricular package, book, tape, or any other product that you would like interested individuals referred to, we will try to help. Send brochures or single page flyers explaining your product to Charles Roberts at the ILA headquarters. When requests come in that seem to relate, a flyer/brochure will be sent to the interested person.

ARCHIVES COMMITTEE SEEKS HELP

Harvey Weiss, Chair of the Archives Committee, says that the Committee still needs member roster directories for the 1983-1984 year. Any other spare directories from other years will be gratefully accepted.

Anyone interested in a copy of the 10 year video type, shown at the Convention in Atlanta, can obtain a copy by sending \$10.00 and a VHS one-half inch type to Harvey Weiss, 2845 Medicine Ridge Road, Minneapolis, MN 55441. The money will be donated to the ILA.

The Listening Post thanks Harvey for the two pictures from the Convention, on pages one and two of this issue.

A SEARCH FOR ACTION GOALS

What kinds of federal actions does I.L.A. need and want in order to promote research and development of listening?

A project is being developed through the Public Policy committee to identify appropriate Association action goals and plans to increase the share of federal research and development money for listening.

A Delphi strategy for developing goals and plans will involve all interested Association members. All respondents to this first call for recommendations for action goals (What do we want the federal government to do in support of listening?) will be participants in the further refinement of the goals and action plans by this committee. All recommendations received will be mailed to each respondent for refinement and ranking. A completed list of action goals is targeted by September. DEADLINE — your recommendations are needed by May 1, 1989.

Send your recommendations and ideas to:

Dr. Charles H. Swanson

Department of Speech Communication and Theatre

Fairmont State College

Fairmont, West Virginia 26554

SEND PUBLICITY TO BILL ARNOLD

If you do something to promote effective listening or the ILA, send a copy of the news release, newspaper copy, audio type, or video type to Bill Arnold, ILA Past President, Department of Communication, Arizona State University, Tempe, AZ 85287-1205. He is preparing a report on the publicity activities for the ILA for 1989-1990. Video tapes will be copied and returned. No contribution is too small. Come to Indianapolis for a report.

SPEAKING OF LISTENING

"Some people are easily entertained. All you have to do is sit down and listen to them."

Anonymous

"Skillful listening is the best remedy for loneliness, loquaciousness and laryngitis."

William Arthur Ward

"Most brokers are good talkers. Charles Schwab brokers are good listeners."

current TV commercial

"Some people think that God does not speak to men today, but He does! The trouble is that men refuse to listen."

Anonymous

"We have two ears and only one tongue in order that we may hear more and speak less."

Diogenes Laertius

"I think a lot of our problems are because people don't listen to our children. It's not always easy. They're not always so brilliant that you want to spend hours with them. But it's very important to listen to them."

Barbara Bush, 2/19/89

Language Arts Program Analysis

Directions: Under each of the four language arts skills, identify whether each component is a part of the English-Language Arts program in your school, your district or county, and your state. Mark an "X" in the space for each level when this aspect is present. Mark an "O" in the space for each level when this aspect of programming is not present. Mark a "?" (question mark) in the space for each level when this aspect of programming is not known to you.

Programmatic Component	Reading			Writing			Speaking			Listening		
	School	District or County	State	School	District or County	State	School	District or County	State	School	District or County	State
Published Objectives Or Outcomes												
Published Program Plans/ Curriculum Guides												
Testing Programs:												
1. Diagnostic Tests (Pre-test/Post-test)												
2. Achievement Tests												
Prior In-service/ College Education Dedicated To Each Skill												
Dedicated/Scheduled Instructional Time For Each Skill												
Professional Resources/ Materials Available (Books, Audiovisual)												
Instructional Support Textbooks Used:												
# Of Pages Available												
# Of Pages Used												
Supplemental Texts:												
# Of Pages Available												
# Of Pages Used												
Achievement Cited On Reportcard												

NEW RESOURCES IN LISTENING

Be sure to check out the following:

A revised edition of About the Tomatis Method, with Tim Gilmore as one of the coauthors. Reviews of the new edition are excellent, with Carolyn Coakley and Ralph Nichols included among the reviewers. Copies can be obtained by writing Tim at The Listening Centre, 99 Crowns Lane, 4th Floor, Toronto, Ontario, Canada M5R 3 P4

Anne Anderson and Tony Lunch. Listening: A Scheme for Teacher Education. Oxford University Press, 1988.

An article by Judy C. Nixon and Judy F. West entitled "Listening—The New Competency," in the January/February, 1989, issue of The Balance Sheet, a business publication.

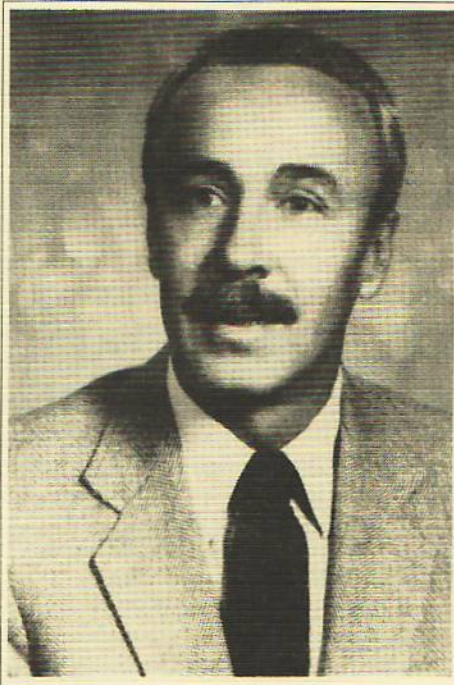
If you were not fortunate enough to be in Atlanta and to receive a copy of the new book of Listening Exercises, put together by Carolyn Coakley and Andy Wolvin with a grant from the Aristech Foundation of Pittsburg, then you should write to Carolyn to see how you might obtain a copy. Exercises were submitted from a number of ILA members. This is an excellent source book. Publication was by Spectra, Inc., under the guidance of Kittie Watson and Larry Barker.

SEND NAMES TO THE INTERNATIONAL OUTREACH TASK FORCE

As Chair of the ILA International Outreach Task Force, I would like to ask each of you to make a "special effort" this year to help our Task Force. At the convention in Atlanta, Phil Emmert, International member-at-large, asked everybody to turn in names of any International contacts they might have. I would like to remind those who were in Atlanta and invite those who were not to identify potential International members. Photocopy and fill out the coupon below with names and addresses. Thank you very much for your help. If you have any further questions, you can reach me at 813-974-3511.

	ILA
TO:	Carine Feyten University of South Florida College of Education, 306 H Tampa, FL 33620
FROM:	_____
RE:	Potential International members
Names and Addresses:	_____ _____ _____

Presidential Address Cont' from Pg. 2



Immediate Past President
Bill Arnold

send in an article to the journal or submit a short piece to the Listening Post. It won't take that much time, and you will be helping your family grow and prosper. If you get good ideas from the convention papers and from the Post, share them with you ILA family. You, too, need to make the effort that you expect from others. I would like each of you to send me your publicity attempts. If you got a piece in the newspaper, send me the copy. If you were on the radio, send me an audio tape. If it was on video, send me the type. I will report back next year with what we did as ILA members to promote the Association and good listening.

We also need to be more demanding as listeners. We take listening too passively. We consider it impolite to ask someone to repeat a message just because we might be perceived as incapable of understanding. We are constantly listening. We cannot not listen. Sometimes we listen to the "wrong" message. When was the last time you said, "wait, I don't understand," "run that by me again" "what was in the middle," or "I am sorry, I was not paying attention." more often than not, we nod, ignore, or say yes without having listened. The following poem puts some of these thoughts into perspective:

Our eyes are open and our ears are free,
Why can't we communicate, you and me?
I have my goals and so do you,
I will listen harder, will you too?

Don't be passive or stare out in space,
Listen aggressively, join the human race,
If your senses are strong and you're ready to start,
Use some energy, let's each of us do our part.

Where do we go in our second decade? I know where I want us to go. I would like only a moderate growth in membership, a twofold growth in convention attendance, threefold growth in convention submissions, a fourfold

growth in K to PhD curriculum, a hundred fold growth in library journal subscriptions, and a 1000 fold growth in recognition for effective listening. If you share these goals, you must make a commitment to the field of listening and the ILA. All of you must make a commitment to speak about listening. Listening must be spoken here and everywhere. I will be listening to you.

A Listening Model

(Heffner)



Robert L. Heffner, Jr.
Fairmont State College
Fairmont, WV 26554

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:	Jane Rhoads, Editor Reading & Study Skills Center Box 109, Wichita State University Wichita, KS 67208
The ILA Journal:	Robert Bostrom, Editor College of Communication University of Kentucky Lexington, KY 40506

LISTENING POST EDITORSHIP CHANGES

This is my last issue of The Listening Post as editor. I shall remain a loyal and eager reader, far more aware of what went into the preparation and distribution of the newsletter.

Kittie Watson has threatened me if I do not include the following statement: "Members of the ILA Executive Board would like to express special appreciation for the outstanding job Ethel Glenn has done as Editor of the Listening Post. She has exceeded expectations and produced an informative, practical, profession newsletter for our members. Thank you, Ethel, for your dedication and commitment to ILA."

I want to reverse that "Thank you" and extend it to the ILA and to all the members for giving me the privilege of meeting and knowing so many of you through correspondence and telephone

calls as the deadlines rolled around each quarter for the past four years. I cannot think of any better way to learn to know an organization—its plans, its dreams, and its membership—than to edit its newsletter. Granted I yelled at a few of you over the phone when your copy didn't arrive on time. And I did my share of grumbling when folks sent rough sketches or outlines that I had to write into stories instead of submitting printer-ready copy. But those are the aspects of the job that are forgettable.

What I will remember is the number of notes of thanks—often totally unsolicited—from those of you who enjoyed a particular issue. Just in the past month at least a dozen people have written to express a similar sentiment—"Just want you to know how much your hard

work is appreciated." That's great—thanks to all of you who have taken the time to write.

Now, give all your support to the new editor, Jane Rhoads. As I have often written in letters and printed in the LP, a newsletter can only exist if the members provide the copy to the editor. And editor cannot make up stories. As the name implies, the publication is built on "news." Since our small membership is scattered across the world, all of you must serve as "reporters" of the news. If you will continue to extend to Jane the fine cooperation that you have given me, I know we can all look forward to receiving a new issue each three months.

Thank you for this wonderful opportunity.

Ethel Glenn

CALL FOR PAPERS!

Please encourage your students to submit their papers for next year's James I. Brown Student Research Award. The competition is open to students in high school or college. Winners in each division receive a certificate and collegiate level winners also receive money to cover ILA convention fees and a year's student membership in ILA. What a way to get new researchers involved in our organization!

To be eligible, students (or their faculty advisors) must submit their papers for consideration by January 31, 1990. A copy of the paper should be sent to

Dr. Margaret Fitch-Hauser
Chair, James I. Brown Award Committee
Department of Speech Communication
6030 Haley Center
Auburn University, AL 36849-5211

Remember, the award is open to high school, undergraduate, and graduate students. Let's fill Margaret's mail box with submissions!

NOMINATE YOUR ILA LEADERS

CALL FOR NOMINATIONS

Please give careful consideration to the type of leadership that ILA needs and nominate members who will provide that leadership. If you feel that you are that type of leader, please submit your own name. We need members who are committed to directing ILA into the next decade.

If possible, please contact the individual you are nominating before submitting his or her name so we can ensure that the person is interested in serving as an officer. Call or send nominations to:

Margaret Fitch-Hauser
Department of Speech Communication
6030 Haley Center
Auburn University, AL 36849-5211

NOMINATIONS

First Vice President (ascends to President)
Second Vice President
Secretary
Treasurer
Member at Large (Public Relations)
Member at Large (Coordinator of International Members)