

ILA LISTENING POST

ISSUE NUMBER THIRTY-THREE

APRIL 1990

Indianapolis Conference: A Memorable Experience

Record Attendance at Indianapolis

A record number of good listeners attended the 1990 ILA convention. Charles Roberts indicates that over 150 individuals attended during the three days that the convention ran.

From the first evening's registration to the 2 a.m. fire alarm Sunday morning, the 11th Annual Convention of the International Listening Association held at the Embassy Suites in Indianapolis, Indiana, March 7-11, 1990 was a memorable experience!

In fact, long after the hotel's other guests had returned to their rooms following the 2:00 a.m. fire alarm, a group of very wide awake and cheerful ILA'ers remained in the lobby enjoying one final "session".

ILA Officers for 1990



Members of Rhetoric Without Purpose, Bob Bostrom, Nancy Grant and Kelly perform at the Banquet.

Conference highlights included:

- Many excellent and varied presentations
- Bus tour of Indianapolis
- IUPUI Listeners Theatre
- Music of Rhetoric Without Purpose
- Interesting and inspiring speeches

A special vote of thanks goes to Jim East, Local Arrangements Chair, and to Ethel Glenn, Program Chair, for their months of planning that resulted in the 1990 conference's tremendous success.

ILA members attending the conference experienced intellectual stimulation, heightened motivation to spread the word about listening, the warmth of personal friendship, and left the conference saying, "See you in Jacksonville."

ILA Heroes: The Adventure Continues

by Kittie W. Watson, 1989-90 President

During last year's convention, we traced ILA's journey through its first decade as an organization. In 1990, we began a new journey. Many of you, like me, may wonder what our journey will be like? What we'll accomplish? And who our leaders will be? These are questions to be answered by each of us as we make decisions that will shape ILA's future.

Some of you may have read the work of or watched Bill Moyer's PBS interviews with Joseph Campbell. Joseph Campbell, a well-known mythologist and storyteller, died in 1987 at the age of 83. One area of Mr. Campbell's work that he enjoyed the most was his study of the HERO. When I read and listened to his ideas, many of you in ILA came to mind. Today, using his findings, I'd like to look at the Heroes of ILA.

Campbell defines a hero as someone who gives his or her life to something larger than him or herself. Heroes take journeys or face adventures that transform them from striving for the "self" to striving for something outside the "self." Heroes have three unique traits that make them stand apart from non-heroes. First, heroes are ready and prepared for their adventures. Second, heroes are willing to take risks, and third, heroes LISTEN to their hearts.

Keep in mind, it is by listening to their hearts that heroes are encouraged to confront their adventures in the first place. What is of most importance to us about the hero's adventure is that when heroes return they bring back something of value for others in their communities.

Now that I've described some of the characteristics of heroes, I'd like you to picture your listening heroes. Many of you probably picture Ralph Nichols, our Father of Listening. Some may think of Jim Brown, a pioneer in listening measurement, while others visualize the person who introduced or explained the value and importance of listening to you.

We each have our own listening heroes, but Campbell says that we, too, *want to be heroes and want adventures*. Your listening heroes started a listening adventure for you. For many of you,



your adventure led you to this ILA convention. Now, let's take a look at your role in the ILA adventure.

What is ILA's adventure?

ILA's mission is to share something of value by promoting the study, development, and teaching of effective listening. We, then, can all be heroes as we share our interest and concern for listening. We are heroes when we share listening ideals not just within ILA but with educators, business associates, family members and friends.

Are we prepared for ILA's journey?

Our society is changing so rapidly that just when we think, we have gained control, it changes again. Association memberships also change rapidly. In fact, Charles Roberts, one of our heroes as Executive Director of ILA, told me recently that most associations lose 30% of their membership every year. We can't be like other associations. We've got to be different to survive. We have to be able to give something of value back to our members just as heroes give something back to their communities.

During the last few days, each of us has been receiving nourishment in preparation for ILA's adventure. Through sessions we've attended and conversations we've shared with colleagues and friends, we received food for thought. Each presenter, some for the first time and others for the eleventh, is heroic as he or she shares something of

value with each of us. And, we too, become heroes as we take what we have learned and share it with others outside of ILA.

What are ILA's heroes doing?

Some of ILA's heroes are visible and others are behind the scenes. Keep in mind that small acts of heroism interrelate with other acts to make ILA strong. Our visible heroes who have given something of VALUE back to ILA during the last year are individuals such as Jane Rhoads as Editor of the *Listening Post*, Bob Bostrom as Editor of our *Journal*, Bill Arnold as the organizer of our Dublin summer conference, Jim East who volunteered to serve as our local arrangements chair, and Ethel Glenn who organized the programs for this convention.

We also have less visible heroes behind the scenes who often don't get the same kind of recognition that visible heroes receive. These individuals quietly and steadily contribute to the success of ILA. One way to discover who our less visible heroes are is by asking our members. Executive Board members gave me suggestions such as Harvey Weiss who documents ILA's journey through photography. Wayne Bond who always offers to help and gives outstanding verbal/nonverbal feedback during program sessions; Morris Snively who offered to format the next *ILA Journal* on Pagemaker; Tim Gilmore who translated ILA's brochure into four languages as a part of international outreach; Sheila Bentley who coordinated the efforts to secure three sites for our 1992, 1993, and 1994 conventions; Lisa Vickers who not only helped as the student representative of the program planning committee, but also served our membership by working at the registration table; Carole Grau who is an encourager and motivator to all who know her, and Michael Purdy who created the new session evaluation form in an effort to provide better feedback for our presenters. These members represent only a few of our less visible heroes. ILA has numerous heroes today, but who will be ILA's heroes in the future?

(continued on page 3)

Note from Nichols

The following letter was received from Ralph and Lucile Nichols

To all ILA's

Please convey to all our dear friends, via the *Listening Post*, our great disappointment in missing the 1990 ILA Convention in Indianapolis. The aortal aneurysm surgery that Nick underwent was successful but created a great deal of trauma and weakness which the Doctors say will require at least six months of recovery time.

The album of letters and good wishes sent from the Convention has given us great strength and courage to recover quickly and get ready for Jacksonville in 1991.

Please know that you all are an integral part of our lives and that missing ILA in 1990 was one of our greatest disappointments.

Ralph G. Nichols
E. Lucile Nichols
"Nick" and "Colonel"



Kittie W. Watson, President; Judy Pearson, Luncheon speaker; and Jim East, Local Arrangements Chair.

former members; communicate more frequently with our members; enhance ILA's image; and build quality services.

If we are to meet the challenges and changes in the future, ILA heroes will also have to listen to their hearts. They will have to commit their time, energy and unique resources and give "value" back to the organization. It is by listening to our hearts, remember, that we are encouraged to start the adventure in the first place. Our future heroes will support ILA both as followers and leaders.

Who are our heroes?

The HEROES in ILA are members who demonstrate a commitment to what we stand for. Our heroes serve on committees, lead as officers, present programs, attend sessions, and spread the word about listening by staying involved.

Campbell says that a HERO has a thousand faces and I look out and see an ILA HERO in each of you. As I look out and see our heroes I'd like to recognize our HEROES by having them stand and remain standing. First, let's look at our heroes who are in the ILA Hall of Fame, our heroes who are life members, heroes who have represented ILA at other association meetings, our heroes who have submitted an article to the *Listening*

Post or our *Journal*, heroes who have recruited a new ILA member, our heroes who worked on local arrangements, presented a program, served as an officer, served on a committee, written a listening article, led a listening workshop, conducted listening research, attended a session, attended this luncheon, or read this speech.

Yes, we **can** all be listening heroes... and I am confident that you as ILA's future heroes, are ready and prepared to serve our association, are willing to take risks to position us for the future, and are willing to listen to your hearts to meet the challenge for our new adventure.

Heroes

(continued from page 3)

What do we need future ILA heroes to do?

Future ILA's heroes, like the "classic hero," must be willing to take risks. We can't stay with the status quo and assume that we'll survive as an organization. We have to encourage and bring new ideas and members into leadership positions. We have to realize that we don't have all the answers. We will truly have to be willing to LISTEN... Remember, we can't learn if we already think we have all the answers.

Two years ago, I formed an ILA Task Force to make suggestions for how to position ILA as an organization in the 1990s. The heroes of the ILA Task Force were Larry Barker as chair and Carolyn Coakley, Andy Wolvin, Charles Roberts and Manny Steil. Their report which compiles suggestions and recommendations collected during the last ten years, gives suggestions about how our future heroes can help. We need ILA heroes to increase our national and international membership; tap member resources; welcome convention attendees; retrieve

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 Postrom, Editor College of Communication University of Kentucky Lexington, KY 40506

1990 ILA Awards

The 1990 **Listener of the Year** is...a SURPRISE! We hope to make the presentation to the winner in Jacksonville next March. From now on, the Awards Committee will select a winner one year prior to the award in order to allow that person (often a celebrity or national figure) to attend our banquet and receive the ILA Listener of the Year Award in person.

The 1990 **ILA Research Award** went to graduate student Richard A. Austin for his thesis at the University of Maryland—directed by Andy Wolvin—on "Power Listening." Richard's research consisted of an experimental study of the effects of listening instruction on the listening skills of white-collar business executives.

Harry B. Cook, from Southwest Missouri State University, was presented with the **ILA Special Recognition Award** for his continuing efforts to have effective listening recognized by government and the public. The amount of enthusiasm that greeted his award was testimony to how much he deserves this award. He appeared to be genuinely surprised, but not speechless when presented with the honor at the banquet on the final evening of the convention.

The single inductee into the **ILA Hall of Fame** this year is Paul Friedman from the University of Kansas. Professor Paul G. Friedman has published extensively in communication education, and almost all of his work includes listening in some way. Most significantly, his *Listening Processes: Attention, Understanding, Evaluation* with the National Education Association is a major piece on understanding the complexities of listening behavior.

1990 Nichols Award

The Ralph G. Nichols Award is presented each year at the annual meeting of the International Listening Association. This award is given by the Institute for the Study of Intrapersonal Processes (ISIP) to recognize the best research and/or theoretically based paper presented at the conference. Members of the ISIP Advisory Board

review submitted papers and rate them using the following criteria: contribution to the field of listening; theoretical rationale; significance of results/theoretical position; and writing style.

The top three papers at this year's conference were: "Relationship Between Listening and Communication Sensitivity," Don W. Stacks, University of Alabama and Larry L. Barker, Auburn University; "Relationship Type, Attentiveness Perception and Listening Ability," Victoria Emmert, Communication Associates; and "Alzheimer's Patients and Care Givers' Listening Cues," Holly Bohling and William E. Arnold, Arizona State University. The Nichols Award for the top paper went to Holly Bohling and William E. Arnold.

Since its inception in 1986, the Nichols Award has done much to stimulate the presentation of excellent research and theoretically based papers at each ILA annual meeting. In recognition of that contribution and to encourage further the writing and submission of papers, starting next year the monetary honorarium that is given to the recipients will be raised to \$500.

To qualify for next year's award, three copies of your paper must be sent to Steve Rhodes, Department of Communication, Western Michigan University, Kalamazoo, MI 49008 by **February 15, 1991**.

James I. Brown Award

Once again, some outstanding student papers were presented at the ILA conference. To encourage the continued participation of students in ILA, the Institute for the Study of Intrapersonal Processes (ISIP) established the James I. Brown Student Research Award a number of years ago. This year the Fourth annual award was presented at the Indianapolis conference.

This year's winning entry is a paper titled, "Measuring Listening: An Applied Test," The winning authors are Christine L. Lobdell and Jennifer M. Gluc of Arizona State University. Both of the authors are graduate students studying with Bill Arnold.

In addition to Christine's and Jennifer's paper, the other two papers that were chosen as the best three submissions were recognized both in the program and at the awards banquet. The other two papers are "Note Taking and Listening Behavior" by Sharon Cornelius and Beth Lusk of Arizona State and "Will a Significant Change Take Place in the Listening Skills of High School Students After They Complete a Unit in Listening?" by Joyce A. Pinnell of Southwest Missouri State.

All papers submitted for the James I. Brown award are reviewed by recognized scholars in the study of listening. This year's reviewers were Phill and Vicki Emmert.

Thank you to the reviewers and **CONGRATULATIONS TO THE WINNERS.**

ISIP Promotes Research

Congratulations to Christie Lobdell and Jennifer Gluc, winner of the 1990 James I. Brown Award and to Holly Bohling and Bill Arnold, co-winners of the Ralph G. Nichols awards. Margaret Fitch-Hauser and Steve Rhodes presented the awards on behalf of The Institute for the Study of Intrapersonal Processes at the recent ILA Convention in Indianapolis.

Bill Arnold contributed his share of the Nichol's Award to ISIP's Brown Endowment Fund to encourage student research in listening. Other ILA members may help support the goals of this non-profit publicly supported foundation by making tax-deductible contributions. ISIP has worked with the ILA and other professional communication associations in the past five years to promote research and recognize outstanding contributions to research and theory in intrapersonal communication, including listening.

Members wanting to contribute to ISIP may mail their contributions to ISIP, Contract Station 20, New Orleans, Louisiana. Contributions may be earmarked for the Brown Student Award or to the Nichols Research Award if so desired. Contributors will receive a receipt for their contribution as well information about ISIP and its current activities.

My First ILA Conference

by Jennifer M. Gluc
Arizona State University

Indiana Indeed! Those words mean more to me as each convention passes. As a graduate student, conventions are a "big deal." Besides providing a wonderful get away from the semester's grind, conventions present an opportunity to meet the faces that go with the names on the "hundreds" of previously read articles. The anticipation of guessing whose face belongs to which article will always be a grad student's game of Jeopardy. "Who are Wolvin and Coakley?" "Who is the Ambassador of Listening?" "Who is Kitty Watson?" But, the ILA conference is especially memorable for me. For not only was it my first Listening conference, it was also my first conference overall. And, it undoubtedly has been my best!

Recently, I attended a communication conference in California. Though the idea of being in California intrigued me, once there I could not help but compare the people, the environment, and the overall quality of the conference to the ILA conference. I have three words for you: You Spoiled Me!

Upon leaving the ILA conference, I expected every conference to have wonderful, interesting people, to provide as warm and encouraging an environment, and to make it worth my while to attend. Wrong. And that is what makes the ILA and its members so different from the rest.

Everywhere I found myself I was among smiling, friendly faces — in the sessions, at the happy hours, at the registration table, on that memorable bus tour, even in the elevators. As members of the ILA you are truly special. There is a magic that exists.

There are many people I would like to thank for making my first conference my best. The list is endless, but I would like to mention a few of those who particularly come to mind. First, there is Charles Roberts, whose recruiting strategies made me part of the team. I enjoyed "working" with Charles at the registration table and meeting so many

of the members. I couldn't have asked for a better seat. I would like to thank Margaret Fitch-Hauser for her words of encouragement. Thanks to both Dr. Fitch-Hauser and Lisa Vickers for sharing their room with me. You are the best! Also, Larry Barker for his exhilarating luncheon conversation and Connie Morris for adding excitement to Le Tour d'Indiana...and the list goes on and on.

I would especially like to thank Dr. Bill Arnold. Dr. Arnold's encouragement and guidance brought me to the ILA conference. If it were not for Dr. Arnold, I would never have found myself amongst so many special people. Further, I would not be able to pride myself with sharing the honor of receiving the James I. Brown Listening Award along with the first author Christie Lobdell. Thank you Dr. Arnold for sparking the magic in me. You are inspirational!

So, as I look back on my first ILA conference I can't help but look forward at the same time. As I get the Jacksonville Jitters in my anticipation for next year, I smile as I complete the page of my first ILA conference—my best conference—and say "Indiana Indeed!"

Research Committee Meeting

The Research Committee met late Friday afternoon at this year's ILA conference in Indianapolis. Three items of business were discussed: (1) Should there be a follow up to the Pre-Conference Research Conference held in Atlanta last year? (2) What can be done to make sure the papers presented at the Atlanta Pre-Conference are published in some format? and (3) What steps can be taken to stimulate more research programs for next year's ILA conference in Jacksonville?

The committee decided that there should be at least a half-day follow-up to the Atlanta Pre-Conference. It was suggested that only "review of the literature" type papers be presented, and that these papers should be very topic specific, e.g., instruction, assessment, memory, receiver apprehension, and consulting. It was also suggested that the

special research conference should take place on either the Wednesday before or the Sunday after the regular ILA conference. Michael Purdy and Paul Friedman agreed to coordinate the planning.

It was reported that the research committee was having difficulty finding a commercial publisher for the papers presented at the Atlanta Pre-Conference. A prospectus had been sent to twenty-eight publishers. Although most of them gave the prospectus a positive review, the ones that have responded have declined to publish the book of readings because they do not feel there is a commercial market. It was suggested that the papers be published in a special issue of the *ILA Journal* or that ILA publish them as a conference proceedings. Bill Arnold and Phil Emmert are exploring these two options with the ILA Board.

Numerous ideas were generated for stimulating the number of research programs for next year's ILA meeting in Jacksonville. One suggestion was that the committee try to facilitate the formation of research teams. This might be done by having a "Swap Shop" or "RAP (Research And Partners) Group" where, rather than present finished papers, the participants have the opportunity to discuss ideas they have for research and to seek help. Alice Ridge will be working on this idea.

The committee also generated a list of specific topics for next year's research programs (see "Research Committee Calls for Papers" in this issue).

Resources Available

Experiential Listening: Tools for Teachers and Trainers, edited by Carolyn Gwynn Coakley and Andrew D. Wolvin is now available through the International Office for \$16.95 plus \$3.05 for shipping and handling.

Back issues of the *Journal of the International Listening Association* are also available for \$12 per copy.

These resource can be purchased from Charles Roberts, P.O. Box 90340, McNeese State University, Lake Charles, LA 70609-0340.

President's Perspective

First, let me extend a very large "thank you" to all of you who helped make the Eleventh Annual ILA Convention in Indianapolis such a success. For the many of you who presented papers and programs, chaired programs, and participated fully in the three busy days of fun and learning, I say how grateful I am that you contributed to the event. To all the committee members and officers who helped with the planning that went into the meeting, you wonderful "behind-the-scenes" people who quietly and efficiently make things happen, my warmest gratitude. We can all reiterate our often expressed sentiment that ILA has the best group of people we know anywhere!

Since the Convention I have been coming to grips with the size of the obligation of the Presidency. I have written 25 letters in the past week and am nowhere near to catching up with my list of needed contacts. I have appointed several committee chairs and have begun to assemble the committees themselves, but still have a few more to complete. I hope to have the finished list ready for publication in the summer *Listening Post*.

The Task Force on Identifying and Reaching New Markets presented its report to the Board at the Indianapolis meeting. Many exciting ideas are offered for increasing ILA membership. Sheila Bentley and her committee will begin implementation soon. I continue the high priority for the goal of increasing membership that my predecessors formulated. We have grown in the past year, but we need to expand our base of membership considerably more. Many of us hope that ILA will always remain somewhat small and family-like, but we simply must have more than 350 members. That is not enough to give us a firm financial base nor to provide the breadth of convention programming that we need. Working with Sheila and Charles Roberts, we hope to see a substantial increase in membership by the time of the 12th Annual Convention in Jacksonville.

Another important goal of mine is to increase of visibility and our "respectability," if I may use that somewhat



questionable word. I was truly hurt when a fairly close friend of mine laughed when I mentioned the Listening Association. "Why in the world do you need an organization about listening? Everybody knows how to listen." I am afraid many more people than just my uninformed friend share that feeling. But others with whom I have spoken have an instant response of "Oh, yes, most of us are such poor listeners. We need to know a great deal more about it." We must appeal to those sympathetic ears and to educate those that are unsympathetic. To that end, I will encourage Bob Bohlken and his committee to move ahead on their plan to produce a number of audiotaped public service announcements about listening and to submit them to radio stations around the country. Kittie Watson has agreed to help Bob find the facilities for the taping. Perhaps if we flood the market with short, pithy messages about listening, we will add to our credibility.

A third goal of mine is to streamline the work of the various committees and the Executive Board of ILA. A major part of this effort is a better transference of information and materials from one set of officers to the next. Carolyn and Kittie began this effort with the "notebook" concept—each officer and committee chair keeping a notebook to hand on to his or her successor. This year we will be compiling a "manual" that specifies the duties and activities of each officer in more detail than the

Constitution and Bylaws permit, but in a compact form that makes for easy task identification.

A fourth goal is to lend the support to Wayne Bond that Kittie lent to me last year as he faces the difficult task of working with his committee to plan and execute the program for next year's convention. Mary Louise Shannon and her Local Arrangements Committee will be vital links to the Jacksonville community and to the Omni Hotel, Florida in early March should be a lure for all of you, especially those of you from the cold weather states.

Other goals will be falling into place in the weeks ahead as I write more letters, finalize the committees, talk with more of you on the phone, and complete the learning needed to fulfill the honor and responsibility of the ILA Presidency. I will be calling on many of you—please be home and please say "yes."

Ethel C. Glenn



ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (Includes articles, ads, photographs to appear in the next issue) is July 1, 1990.

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.

1990 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 RHOADS, Editor
Reading & Study Skills Center
Box 109, Wichita State University
Wichita, KS 67208

Listening 1990

Andrew D. Wolvin
Carolyn Gwynn Coakley
University of Maryland-College Park

The 1980's resulted in a substantial strengthening of our understanding of listening as a communication behavior. As we drew the 1980's to a close at our tenth anniversary convention in Atlanta, we could conclude that we had all taken part in major advances in listening theory, research, and pedagogy. Indeed, the impetus of the International Listening Association had led to considerable corporate as well as educational interest in developing listening skills in training and school classrooms throughout the country.

As a result of the research, theory-building, and curriculum development during the 1980's, we now know that listening is:

- An important communication activity. Corporate America has been especially active in communicating the message that listening is critical to organizational effectiveness and human productivity. Corporate listening themes, training activity, and advertising campaigns have all contributed to a greater American awareness of the significant role that listening does play.
- A complex human behavior. Listening involves the cognitive and affective processing of verbal and nonverbal messages through an intricate internal system which we are just beginning to understand. With a great deal of assistance from the cognitive psychologists, we can recognize the role of short term and long term memory and the significance of cognitive schema in receiving, attending to, and interpreting message.
- A variable communication activity. A listener will "perform" differently depending upon his/her purpose for listening. A taxonomy of listening purposes can enable a listener to determine that objective: discriminative; comprehensive; therapeutic; critical; or appreciative. And listening further depends upon any of a number of factors which can facilitate or detract from the process at any given time—factors such as the

speaker, the message, the channel used, the environment, and the listener's psychological and/or physical state.

- A skill which can be improved. Education in and about listening behavior has provided thousands of students in academic and corporate classrooms with knowledge about the complexities of the process, changing attitudes about the role of listening in human interaction, and new skills to enhance listening ability. Training in listening has been found to have a positive effect on those who receive it, suggesting that listening pedagogy ought to be central to communication education at all levels.

Just as we have seen the major advances in the study of listening behavior in the 1980's, we can recognize some crucial areas which should concern all of us in the 1990's. As listening specialists, we still need to:

- Recognize that we have become an oral society which depends upon skillful listening to process the vast amount of information with which we must deal. Just as students in schools must spend the majority of their time in classrooms as listeners, so, too, do those in the workforce depend on listening to do their jobs. And American non-work lives increasingly are based on listening to such media as radio, television, and tapes.
- Strengthen the research base for exploring dimensions of listening behavior. While we understand something of the intricacies of listening through the human information processing model, it is possible that other perspectives on listening can inform us more fully. And rather than attempt to identify the constructs of listening, perhaps measures of listening behaviors for the different purposes in the taxonomy can more adequately support our theory construction.
- Convince the academic world that listening can be strengthened and improved through systematic direct instruction in listening behaviors. While corporate America has clearly embraced listening as a major area for

training employees at all levels, schools and colleges have been slow to follow suit. National reports on the state of education have identified listening skills as important curricular objectives, but our research suggests that we have a long way to go to establish listening as a core subject in the curriculum.

- Establish listeners as active, responsible partners in the communication process. The American society for too long has placed listening in a passive mode. Listeners have been allowed to disengage with such excuses as "This isn't interesting/relevant to me," or "I don't have time to listen." The active, involved listener is one who assumes at least equal responsibility for the outcome of the communication transaction.

The challenges of the decade ahead are considerable, but we close the 1980's with the satisfaction that the advances that we have all made in listening can provide a solid foundation for our new agenda.

Listen Without Hearing

by Susan Roland

*People listen without hearing
What's being said?
Words are the clue
Asking for help
If only you'd listen.*

*People hear without listening
Voices shouting in anger
The sound is the clue
Asking for help
If only you'd hear.*

*People hear without listening
Hear their conscience
The inner voice is the clue
Giving advice
If only you'd listen.*

*People listen without hearing
What's being said?
Now it's over
Too late
Wish we had listened
To what we had heard!*

Announcements

International Listening Association Summer Conference Dublin, Ireland June 29-30, 1990

The Second international summer conference is being held at the site of the International Communication Association Annual convention, Trinity College. We were able to secure good rates for the convention. The program will be distributed in early May. You have the opportunity to attend two conferences and perhaps tour the area. We have workshops, paper sessions, and demonstrations planned for you. For further information about the conference, contact me at the following address:

Dr. William E. Arnold,
Conference Chair
Department of Communication
Arizona State University
Tempe, AZ USA 85287-1205
(602) 965-5559

I have information on lodging, airfares, and local events. You need to make your plans early. Call now.

Are You Talking?

Are you talking? (That's right, talking—not listening, but talking about listening!) After yet another outstanding, informative, exciting, and fun Convention, surely it is easy to find someone to share your enthusiasm with about listening and the benefits of ILA membership. Where else can you instantly acquire such a warm and impressive family? Go ahead and be a name dropper—tell your friends how you not only rub elbows with all of the big names in listening, but that they are also your personal friends! Also drop a note to Charlie Roberts and have him send our brochure and the information packet on ILA to prospective members. Every company and every school district ought to have at least **one** member in ILA!

Remember—take a short break from listening and do some talking about listening.

Sheila C. Bentley

Membership Increases

The ILA membership continues to increase. We are approaching 400 members. There was a record number of new members joining ILA in 1989-90 and, even better, a record low number of members did not renew their membership. If we continue to encourage new members and retain our loyal membership, we could reach 450 members by our next convention!

In order to achieve this level of growth, we need every member to help us. Drop Charles Roberts a note about a person who you think would be interested in joining the ILA. Include their name and mailing address (remember the ZIP). We will send them information about the ILA together with membership application material.

Please stop reading the *Listening Post* for just a moment—we'll keep your place in the newsletter.

Jot down the names and address of one or more prospective members and get the note in the mail today. Are you done? Okay—go back to reading the *Listening Post*.

High School Workshop

As you know, ILA has agreed to co-sponsor with the Speech Communication Association a High School Workshop in Chicago on Friday, November 2, 1990. This co-sponsorship entails two commitments for ILA. First, we must make available to the 100 participants an issue of the *Listening Post* that is devoted, at least in part, to secondary teaching. That issue will be next July. Consequently, articles, teaching tips, activities, etc. relevant to teaching listening on the secondary level should be sent in by July 1, 1990.

Secondly, ILA is to make available to the 100 participants a publication representing the organization. My publisher, Morton Publishing Company, has agreed to donate for the workshop in the name of ILA 100 copies of my text, *Understanding and Developing the Skills of Oral Communication: Speaking & Listening*, at no cost to ILA.

So all we need to do is get people to submit their ideas, materials, etc. for the July issue of the *Listening Post* on teaching listening at the secondary level. The tentative workshop program is as follows:

HIGH SCHOOL WORKSHOP

Theme:

Teaching Speech Communication
in the High School

Friday, November 2, 1990
Joliet Room, Third Floor
Chicago Hilton and Towers
Chicago, Illinois

8:30-9:30 a.m.

Welcome and Keynote Address

James W. Chesebro, SCA Executive Director of Education Services; Mark Knapp, SCA President; James L. Gaudino, SCA Executive Director; William Semlak, President, Ill. Speech & Theatre Assoc.; H. David Fry, Assoc. Ex. Sec'y., Ill. High School Assoc.

Keynote Address: James McCroskey, West Virginia University, "Teaching as a Communication Activity"

9:30-9:45 a.m.

Coffee Break, Joliet Foyer

9:45-11:00 a.m.

Teaching Listening and Critical Thinking

Chair: Pam Cooper, Northwestern University and Chair, SCA Educational Policies Board

Participants: Richard Hunsaker, Belleville West High School, IL; Melissa L. Beall, Lincoln Southeast High School, NE; Adrian W. Frana, Rich East High School, IL; Virginia O'Keefe, West Potomac High School, VA; Beau Fly Jones, North Central Regional Laboratory, U.S. Department of Education

Audience Questions and Responses

11:00-12:15 p.m.

Innovative Teaching Strategies

Chair: Morris Snively, Belleville East High School, IL

Participants: Linda Heller, C-SPAN Network; Lucy A. Levy, Educational

The Listening Journey

Representative of Turner Broadcasting Company; Daniel J. O'Neill, Youngstown State University, OH; Lawrence W. Hugenberg, Youngstown State University, OH

Audience Questions and Responses

12:15-1:15 p.m.

Lunch

1:15-2:30

Rhetoric and Composition: New Relationships between English and Speech Communication for Classroom Teaching

Chair: Dale G. Leathers, University of Georgia, SCA 2nd VP

Participants: James J. Murphy, University of California, Davis; Miles Myers, Exec. Directory, NCTE; Jeff Golub, Shorecrest High School, WA

Audience Questions and Responses

2:30-2:45 p.m.

Coffee Break

2:45-4:00 p.m.

Teaching Intercultural Communication in a Multicultural Environment

Chair: Robert Neuleib, University High School, IL

Participants: Stella Ting-Toomey, California State University, Fullerton; Deborah Atwater, Penn State University; Alma Simounet de Geigel, U. of Puerto Rico

Audience Questions and Responses

Journal Advertising Call

We need to repeat the call that appeared in the January *Listening Post*, calling for members, authors, departments, publishing houses, etc. to advertise in the *ILA Journal*. Costs are: full page, \$120; half page, \$70; quarter page, \$40. Any member interested in taking out an ad in the next *ILA Journal* should contact me at the following address: Richard Hunsaker, Dept. of Speech and Drama, Belleville West High School, 2600 W. Main Street, Belleville, Illinois 62223. To date, only one member-author has expressed any interest!

by Sue Anne Lawson
Mason City, Iowa

Once upon a time in the land of "how it was" everyone had a clear definition of listening. The children said it was the stuff that went in your ears that was words and not wax or Q-tips. The big people said it a lot—and it usually meant "do what I say."

One day the great teacher came along and said, "I'm not sure what listening is, but let's explore the possibilities." And so in the land of "how it was" all the big people began to talk, and they realized that they didn't know for sure what listening was.

Then the big people began to talk to the little people about what listening was, and they realized that listening was more than just the stuff that goes in your ears. There was so much that they had never considered.

Who would have guessed that so many things could interfere with getting a message from sender to receiver? It seems like such an easy thing, but then all those little green filters and little red filters get in the way, not to mention getting hung up somewhere in the SIERS store. Even with the best intentions of listening, the nasty little bad habits like interrupting, jumping to conclusions or just plain forgetting things would creep in.

The great teacher was very understanding, and realized that on any journey, there would be many potholes, coffee breaks, and maybe even losing one's sense of direction before reaching the destination.

"How it is" is where all the adults, and children are sitting and taking a break on the journey. They are evaluating all the things they have learned about listening, and all the different kinds of listening, and all the ways they can make the journey to better listening a little easier for the people that will make the journey after them.

In "how it is" all the people are seeing how weeds have grown in the road of better listening, and though lots of people have noticed the weeds and the potholes, nobody has fixed the road. Those that tried weren't very good at it, and some seemed to make the journey

along the listening road more difficult because they tested how far people had come when they weren't sure where it was that they were going.

The adults and children walking the listening road are trying to figure out where the destination really is, but the strange thing about "where they are going" is that it keeps changing. Kind of like the pot of gold at the end of the rainbow that vanishes when you get near, the search for better listening only invites a further journey. There is so much to learn along the way. Even when a destination is reached, there's so much more ahead!

Authors note: I hope you have enjoyed this story about the journey on the road to listening. I have enjoyed making the journey, and realize that though I thought I was a good listener, and others told me I was a good listener, the journey for me has just begun. I would like to become a better phatic communicator and listener. I would like to be able to read the non-verbals better, and I know the temptation to interrupt or try to insert my own agenda into conversations is always going to be great. I have really appreciated all the helpful tips for better listening as well as the camaraderie we gained as travelers together along the journey.

Open up your ears, child!
Can't you hear me? Won't you listen?
Don't know what's gotten into you,
Are you thinking? or just dreamin'?

Can't you keep your voice down?
Won't you change your tune?
Must you look so angry?
Can't you see, I feel alone.

Open up your ears, child!
When I talk, you'd better listen.
There'll come a day when you'll regret
Not listening to my warnings.

Won't you look me in the eye
And show me that you see—
I need a friend to listen,
Who cares what happens to me.

Dawn Bassett
Kanawha, Iowa

What's Happening

News and Notes About ILA Members

Florence Wolff continues to be awarded for carrying the "Listening Banner." As the result of outstanding teaching and seminar training (both based on listening pedagogy) she has been inducted into the Golden Key National Honor Society for promoting scholastic achievement in society. She also received The Dayton Vanguard Award presented by the Dayton Professional Chapter of Women in Communication, Inc. Those selected for the Vanguard Award represent excellence in the field of communication and in their effort to improve the status of women in society and in the professions. Congratulations, Florence!

From **Mary Bozik**, University of Northern Iowa... "I just received the Ear Today and Gone Tomorrow postcard from my ILA friends at the convention. Whoever had the idea was brilliant. It was a typical, personal, ILA touch. And to my friends Dick, Edie, Sheila, Wayne, Carol, Diane, Harry, Bob and Tricia—thank you and (hopefully) see you next year!"

Larry Crapse, Coordinator, English, Florence Public School District One, Florence, South Carolina reports that he is coordinating a series of curriculum development workshops in an attempt to help the middle and high school English teachers revise the district's language arts guide. One workshop will be devoted to each of the major language arts—reading, writing, speaking, and listening. The importance of making connections among all areas of language arts is being stressed. In addition, the district has a publication, *The Instructional Improvement Listening Handbook* included in the ERIC system at Indiana University.

Mary Louise Shannon has been nominated for Professor of the Year of the Florida Association of Community Colleges.

In response to one of Dick Hunsader's many post cards he sent to 'missing members' at the ILA convention, he received the following letter from **Larry Norton**, part of which he would like to share with Larry's many friends in ILA:

Dear Dick:

I appreciate receiving a copy of your *ORAL COMMUNICATION* (2nd edition). I won't be able to use it as a high school text unless some school wants to hire me. If they do, they better hurry as I just had my 84th birthday.

Sorry we missed the ILA (convention), but I have been busy in and out of hospitals—some after effects of the stroke a year ago last Fall. Not too serious since I still am active in Agency on Aging (Pres. of Board) and Arthritis Foundation and others.

Thoughtful of you and Morris (Snively) to take your wives to ILA. Give our regards to them. Hope we can get together at the next convention!

Larry Norton

Bob Bohlken, Northwest Missouri State University, reports that ILA was well represented at the Central States Communication Association Meeting in Detroit April 5-8. **Charles Robert** brought our organization the most recognition when he recognized ILA members and recruited new members while he was introducing the Keynote speaker. Presenting papers and overtly promoting ILA (gave attending persons brochures and registration blanks) were **Richard Hunsaker, Dean Thomilson, Bob Bohlken, Steve Rhodes, and Milda Steinbrecker**. Please blatantly promote ILA in your other professional organizations. If you present on listening at a conference, please distribute brochures. Write **Charles Roberts** to get your supply of brochures. It is almost a sin not to promote ILA.

Sybil Conrad, Conrad Communication, Scarsdale, New York reports: "Sorry I had to miss the National ILA Convention, but listening is never far from my mind — or teaching!"

"At a lecture at the Metropolitan Museum of Art a few months ago, Professor Julius Held (Professor Emeritus of Barnard College), said some interesting things about the artist Rembrandt. Whenever he painted more than one person, and there are at least two people, one person is always listening, and the other, always talking. How can you tell? By the gestures, Prof. Held said, especially his or her hand gestures, you can tell who is speaking. The person listening generally sits with his (or her) hands folded. Also, Prof. Held said, when two people are talking, you can tell that *no one* is listening!"

"I thought this was a delightful addition to our knowledge shared by art historians."

Editor's Note

This issue marks the end of my first year as editor of the *Listening Post*. I would like to take this opportunity to thank all of you who have submitted material during the past year. Without you we would have had the shortest news letters ever! Seriously, ILA members seem to be unique. Several times I have visited with other editors of association news letters and they all report that their greatest problem is lack of submissions. But that's not true of ILA. Each time I was ready to put together another issue of the *Listening Post* not only were there enough articles, but there were enough interesting articles.

Once again, thank you for your tremendous support and keep those submissions coming! Your insights, ideas and activities are the *Listening Post*.

Jane Rhoads, Editor

We like to know what you've been doing! Please send short reports about your latest activities, awards and honors to: Jane Rhoads, Reading & Study Skills Center, Box 109, Wichita State University, Wichita, KS 67208.

Looking Ahead: 1991 Conference Announcements

Call for Papers and Programs 1991 ILA Convention March 6-10, Jacksonville, FL

LISTENING: AN AGENT FOR CHANGE is the 1991, 12th Annual ILA Convention theme. The program Planning Committee invites you to submit proposals for programs, workshops, papers, panels or special sessions focusing on the convention theme. Three copies of the proposal should be submitted by **August 15, 1990** to Dr. Wayne Bond, First Vice President, Department of Speech/Theatre, Montclair State College, Upper Montclair, NJ 07043 (Phone: 201/783-6093-home; 201/893-5214-school).

The Program Proposal Form is inserted in this issue of the *Listening Post*!

The program committee requests proposals focusing on the theme and covering any of the areas of Listening Education, Research, Business/Consulting and Training. The following are some suggested program topics ILA members listed as those they would like to have presented.

1. Basic Listening Information designed for new-comers to the field of listening.
2. Objectives, strategies, & materials for Elementary/Secondary School teaching.
3. Listening and Interpersonal Relations or Relationship Building.
4. Comparing/Contrasting recent textbooks on Listening.
5. Developing Listening Programs in

18. Empathic Listening Training for Hospice and other special needs programs
19. Listening Tests—An update.
20. Critical Listening

In Indianapolis, many of you had other excellent ideas you were interested in pursuing for the '91 convention. Be sure to continue thinking and develop those ideas into proposals. Let the Program Committee hear from you by August 15, 1990.

MAKE YOUR PLANS NOW TO ATTEND THE 12th Annual ILA Convention

Jacksonville, Florida
March 6-10, 1991
The Jacksonville Omni Hotel

Call for Nominations

It is time to begin the process of selecting the next officers of ILA. We are fortunate because there are many talented individuals in our organization who are willing to serve. Please contact your ILA colleagues and make your nominations. If you are willing to serve as an officer, please nominate yourself!

The following offices need nominees:
First Vice President

Award Reminder

- Do you have students?
- Do your students do listening research?
- Would you like to have your students win a cash award?

If you answered yes to all of the above questions, submit your students' papers for the James I. Brown Award.

Send a copy of student papers to:

Dr. Margaret Fitch-Hauser, Chair
James I. Brown Award Committee
Department of Communication
6030 Haley Center
Auburn University, AL 36849-5211
(205) 844-2727

The award is open to high school, undergraduate, and graduate students.

Research Committee Calls for Papers

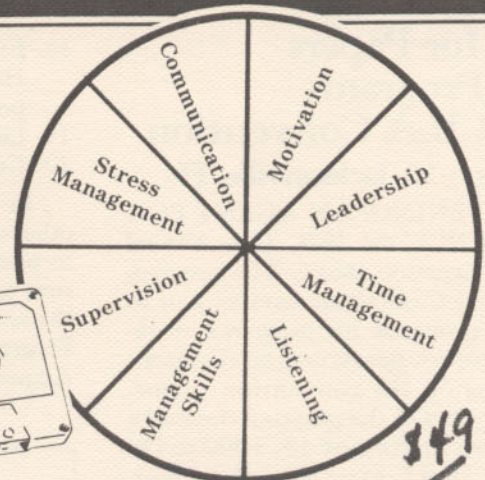
The Research Committee is looking for papers and programs for next year's regular ILA conference. Potential program ideas and topics are: reviews of specific areas of the listening literature; gender and listening; listening and marital communication; listening in an electronic age; Can listening be taught?; and listening and relational development. If you are working on, or would like to work on, something related to one of these topics, please contact Vicki Emmert and Steve Rhodes.

This call for papers is not limited to the topics suggested above. Please contact Vicki and Steve concerning any

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People skills are as important as technical knowledge on the job. How to develop them. (1 hour)
- 5. Management Skills for Supervisors and Managers, Part II** (1 hour)
- 6. Effective Supervisory Listening**
You can't know what they want if you do all the talking. Listen and learn. (1.5 hours)
- 7. Managing Supervisory Time**
It's a resource you can't replace. Learn to put time thieves out of business. (1 hour)
- 8. Managing Supervisory Stress**
Stress is what you make it. Learn to get it under control. (1 hour)
- 9. Family Communication**
Good communication at home is a key to family harmony. (1 hour)

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