

# ILA LISTENING POST

ISSUE NUMBER FORTY-ONE

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## A Beautiful Mosaic

### A "First Timer's" Impressions

I have been to a few professional conventions, but none has made as much impact on me as the 1992 ILA convention in Seattle. Right from the time my proposal was received, I was informed periodically of the process involved. When the proposal was accepted, the First Vice President and the Executive Director saw to it that I had all the information I needed to make the most of my time in Seattle. By the time I left for Seattle I was satisfied that all the details of the convention had been taken care of adequately.

At the convention, I was impressed by the collegiality of ILA members. I had the opportunity to visit with a few other "first timers" and the consensus was that friendliness with one another and a warm embrace of newcomers (as if they had been longtime members) were among the distinguishing characteristics of the ILA. I felt a heightened sense of family as evidenced by the sending of cards to members who were absent at the convention. It was refreshing for me that I saw no incidence of one-upmanship throughout the convention.

The trip to Tillicum Village and the Japanese dances provided cultural enrichment that was in step with the theme of the convention. Overall, the convention was well-organized. There was careful planning and the activities were coordinated well. Those who were directly responsible for organizing the convention deserve much praise. And so do all the ILA members at the convention. You really listened! Please keep up the good work.

—Bayo Oludaja  
Northwest Missouri  
State University

### I Remember . . .

It may have been #13, but it certainly wasn't jinxed. I have been one of the fortunate folk who attended all thirteen conventions. Each one was wonderfully unique, but Belle Ruth Witkin and local arrangers and Judi Brownell and her committee did an outstanding job creating the LISTENING MOSAIC.

The programs that I attended were outstanding. So many times I heard, "Oh, this is so hard! I want to go to all of them at the same time." This is always a dilemma. Could we perhaps, have the programs videotaped?—a thought for next year, Michael.

No videotape could capture the magnificent view of Peugot Sound that we enjoyed as we dined. Lunch times were always busy with association business, but it was fun to be interrupted by the crew of Northern Exposure

checking out the site for a future program to be aired in about six weeks. Unfortunately, you won't see the ILA in the episode.

Number thirteen afforded us numerous firsts. This was the first time two beautiful original paintings graced our dining area and the artist joined us on Saturday for lunch. Ethel Glenn created the first ILA boutique. Many of us now have unique gifts promoting ILA. Royal blue tote bags were given to us at registration. This was the first time many of us had their papers at a convention organized. Thanks and kudos to our very efficient and organized executive directress, Mary Wise. Definitely, a wise choice.

My husband and I have traveled and stayed in many hotels. A food service manager overheard Mary Louise

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Passing the gavel—Wayne Bond and Judi Brownell



# Listen From The Heart

by Wayne Bond

I have here a special ring. It is special in that it constantly gives me a very important message. And when I heed its message, I very seldom get into difficulty. But when I do not heed the message, I most assuredly find myself in one kind of predicament or another. Let me tell you about this special ring.

I designed this ring and asked a very talented jeweler in Hong Cong to make it. The design required that the ring be made of gold with an onyx setting and an insignia of gold that read, in Chinese symbols, "LISTEN". After much thinking on the Chinese gentleman's part, he responded. "For phrases that will fit on the ring, we have 'hear'". I indicated that was not what I wanted. "We have 'ear'", he answered. That wasn't what I was looking for either. "I could combine symbols that would fit on the ring and would represent the phrase, 'Listen From the Heart'" he very thoughtfully responded. "That is exactly what I want," I told him and the ring was carefully crafted. And now you see that to not heed the message on this ring would put one into some difficulty.

As an aside, my wife reminded me that I didn't know Chinese; therefore, how could I be sure that the ring insignia actually represented what the jeweler purported it to say? So I had to test it out. While traveling in China on a train, I had as a seat mate an elderly Chinese gentleman. During our conversation, I asked him what the ring said. After he instructed me to turn the ring around in the correct direction, he read it and responded, "It say 'Listen. Listen from the heart.' Is Listen your name?" You know how we Americans have insignias of our name on just about everything we wear. My seat mate was wondering if here was another example of one's name inscribed on the ring.

This phrase, "*Listen from the Heart*" reminds us ILA members of empathic listening. Andy and Carolyn, Florence and Nadine, Larry and Kitti, Manny and many others of you have established in your research and writing, different types of listening; and all of you have included in your list, the type that requires us to "*Listen From the Heart*".

ILA members of course teach the other types of listening as well; but what makes the organization so distinctive is that its members also practice listening *from the heart*. And listening *from the heart* can't help but make a difference in one's life. It would be safe to say that listening drastically changes lives.

In regards to change, as we move into the fourteenth year of ILA, we also find ourselves on the precipice of the twenty-first century. The changes in technology alone are going to be phenomenal. Those born in the early part of this century have seen scientific and technological development unimagined by their parents.

We need only look back just a few years to see the dramatic changes in the way people in the U.S., not to mention the world at large, travel, communicate, work, relax and learn. But these innovations will be dwarfed by what lies ahead in the next decade. And what is startling, according to experts commenting in a 1989 December issue of *Newsweek*, is "... that this just might be the decade of the most rapid changes ever known to man." If this was true for the decade of the 80s, can you not imagine what the decade of the 90s will be like in terms of technology and change?

Just look at what has happened in the last year since we last met in Jacksonville, FL. The tumbling of the wall and the reunification of Germany and the dramatic changes and restructuring in Russia are only a few of the tremendous changes we have witnessed in the world this past year. Why, just the changes in Russia alone call for a new way of thinking about that country. Russia is no longer the enemy. The "ten feet tall, Russians are coming" mentality is no longer a metaphor for our thinking. These changes in Russia call for the United States to find new ways of looking at our own economy, our foreign policy, and our military development.

Herein lies the challenge for the way we listen. If we as an organization believe that one of the preeminent ways to listen is from the heart and that this way of listening can effect change, then listening *from the heart* has the potential for affecting the future in an enormous way.

Let me suggest that a key word here is *belief*. We act based on the way we believe.

I am reminded of a story about a high wire artist named Philippe. His life goal was to walk across the Niagara Falls on a high wire pushing a wheelbarrow full of rocks. He finally got the arrangements made for achieving his life goal. He arrived at the falls to find, as a result of his publicity, an enormous crowd. Mounting the wire stretched across the Niagra River, he began his crossing, pushing the wheelbarrow of rocks in front of him. At mid point of the wire, Philippe began to sway back and forth as though he were losing his balance. The audience on both sides of the falls came to a hushed silence as they waited and watched during this crucial moment of truth. After a few moments of anticipation, Philippe gained his footing and finished the crossing, and even ran backwards to the other side to the audience's loud applauding.

When Philippe climbed down from the wire, the reporters and crowd gathered around him plying him with many questions. When the reporters finished their interviews, Philippe asked if he could pose a question. The reporters responded in the affirmative and Philippe asked one of them, "Do you think I could repeat the walk on the wire across Niagara Falls with the wheelbarrow?" "Why, of course, I think you could. You did it once; I'm sure you could do it again." Philippe asked another question. "Do you believe I could repeat the walk?" "Yes, I definitely believe you could repeat the walk," answered the reporter. "Then," replied Philippe, "if you believe, are you willing to ride in the wheelbarrow as I push it and you across the wire?" Ah, there we have it—the challenge to put our beliefs into action.

As an international organization, we are founded on the belief that listening makes a difference in peoples' lives. We believe that listening from the heart makes for community. We believe that listening from the heart makes for bridging the gap of our differences. Our personal and global differences cry out for the application of effective listening—for listening from the heart.

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# President's Perspective

The sounds of Seattle will linger for a long time in my memory, and I hope in yours as well. Wasn't Elizabeth Loftus' presentation fascinating? Weren't the Japanese dancers beautiful? We heard the sounds of Seattle, but once again, it was the people—the ILAers, the Edgewater staff, the many other folks who contributed their time and energy—who made the difference.

The Seattle MOSAIC brought many pieces together. A wonderful, hard-working program planning committee brought together sessions in education, business and consulting, and research. We can all be proud of the fine and innovative convention programs. Thanks to Wayne Bond's efforts, ILA committees met and began planning for 1992. Let's keep up this momentum as we look forward to Memphis. Finally, the Edgewater staff and our local arrangements committee coordinated an array of pieces as they worked to meet attendees' needs.

While our very active interest groups address the special and diverse needs of ILA members, we cannot lose sight of how each group contributes to furthering our more common and fundamental mission—to "promote the development and study of effective listening." It is imperative that ILA be responsive to its interest groups without fragmenting its membership or weakening its core. In this regard, organizational leaders will look to how their individual activities support the association's broader purposes.

Your new ILA Board is working toward integration in other ways as well. Our international outreach efforts, under the leadership of Emma Plattor, are increasing. We hope by the Memphis convention that we will have the ILA brochure available in several languages. As an international association, we cannot lose sight of our responsibility to reach out to our colleagues and friends in other countries. Our world has become, in a very real sense, the global village we first glimpsed through the electronic media not so very long ago. Issues related to multiculturalism and diversity dominate all facets of our society. The introduction of higher numbers of foreign students into our



Judi Brownell

schools and universities, and non-native speakers into our work forces, makes effective listening an ever more critical competence.

As we reach out to other countries and cultures, it is imperative that we not reach past other professional organizations here in the states whose purposes compliment our own. Our strength is in our connections, in the ways in which we demonstrate "value added" through attention to effective listening. We must answer the "so what" questions our colleagues from other fields ask by providing a thoughtful and articulate response, by demonstrating the ways in which listening contributes to accomplishing common goals—whether in management, health care, education, therapy, or other arenas.

Yet, I believe care must be taken not to approach listening as process alone when we consider our mission and our contribution. When Wallace Bacon was president of the Speech Communication Association he eloquently reminded his colleagues that, "We are concerned not simply with how to act like a human being; we are concerned with how to be a human being. What a person (man) is and what a person (man) does are intimately related . . . Our concern, I think, is with putting learning to use—and that involves what we know, how we know it, and what we do with it."

These words, I believe, ring true for those of us in ILA today. No matter what piece of the complex and brilliant MOSAIC we choose, we must recognize listening not only as a science which challenges us to understand language function and cognitive processing, and not only as a skill which challenges us to improve our teaching methods and training strategies, but also as an art which requires a very fundamental, human response to the pressing questions our expanding world view poses. The answers to these questions—questions of values, of ethics, of empowerment—will gradually unfold as we examine our goals from the multiple perspectives inherent in the ILA MOSAIC.

## I Remember

(continued from page 1)

Shannon and me talking in the hall about having a food allergy. The next meal he, on his own, sought us out and made sure we were not served the food allergin. Now, that was definitely a first for me. Can you beat that for being a good listener and giving good service! (The hotel definitely heard about that young man.) The food was so delicious and so were those Washington apples that were always available at the front desk.

Many attended the convention for the first time. It was so good to greet these new folks and make sure they had an opportunity to meet others. Ask Diane DiResta. She won the prize for filling out the first-time facilitator quiz.

It was a first time to cruise Peugot Sound, visit an Indian Village and the first time to be entertained by lovely Japanese dancers at our banquet. It was the first time to have Elvis appear (yes, he is alive and a really good listener). It was the first time I had the wonderful opportunity to do a program with Mary Berkshire-Steuben (a new friend) and with Bill Gering (a valued, long-time friend) and YES, it was the first time I received the President's Award. Wow! Thanks so much, Wayne! Number thirteen was great! See "you all" in Memphis.

—'Ear'nestly, Edie Cole



# What's Happening

## News and Notes About ILA Members

**Fran Franklin** was unable to attend our conference this year, but expresses her appreciation for the postcard from the conference attendees.

**Sybil Conrad** was also unable to attend the Seattle conference but shares this experience:

For the past two years I've been working with various Bar Associations in NY and Westchester and trying to sell the leading law firms on adding "Active Listening" to their noon-hour employee programs. Last week, down at Wall Street in the office of the first Human Resources Director who was interested, after looking at my suggested outline he remarked, "But Listening is hardly sexy!"

He was worried that his staff (700 administrators, 400 lawyers, 120 partners) might not be interested. "But if you're so busy looking at your client's legs that you don't see what her eyes are saying or hear the message behind her words, you could get into trouble," I replied.

That did it! "Perhaps Listening would be good, but we'll have your workshop after the sexier ones! Nutrition...Stress...Dress for Success and Elder-Care."

**Deborah Borisoff** and **Michael Purdy** just had *Listening in Everyday*

*Life: A Personal and Professional Approach* published by University Press of America. In addition **Michael** has been active as a conference presenter. His recent presentations include: "Photography and the Integral Consciousness," a slide/talk presentation at the international interdisciplinary symposium *Ways of Understanding*, Ohio University, Athens, OH, November, 1991; "Historical-Philosophical Conceptualizations of Listening: The Greco-Roman Perspective," paper presented to the Speech Communication Association, Atlanta, November, 1991; "Twins and the Possibility of Communicating," paper presented to the New York State Speech Communication Association, Albany, October, 1991; and "Historical-Philosophical Conceptualizations of Listening," paper presented to the International Communication Association, Chicago, May 1991.

**Sandy Stein** has been very busy presenting "Listening Awareness Seminars" and was featured in an article in the *Arizona Daily Star*, "Memory is just a matter of . . . um".

**Tom Wirkus** recently presented "Checking Your EAR-Q" for two sessions of the Special Tuesday series sponsored by Lutheran Hospital-



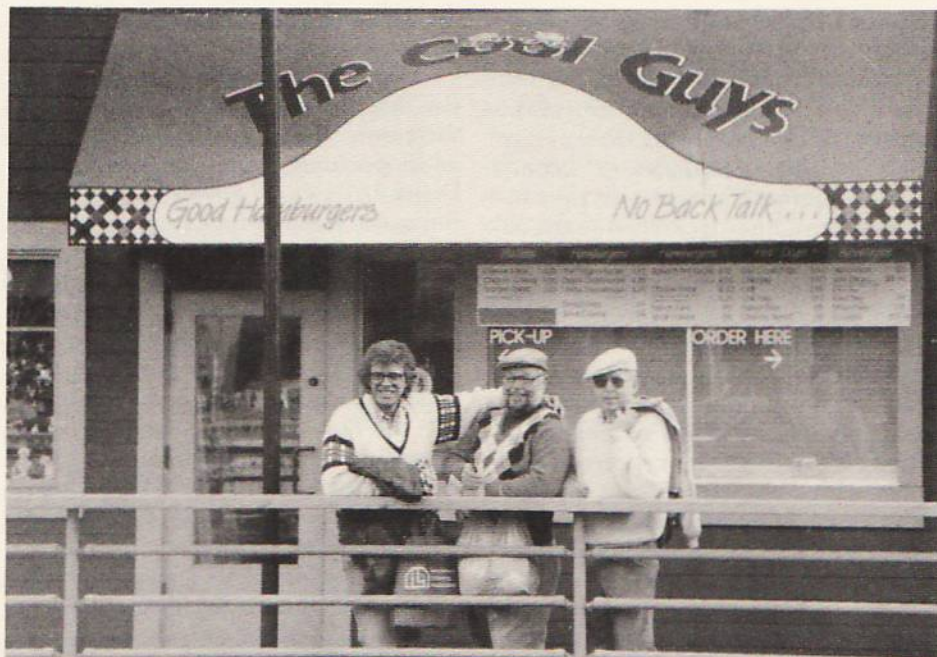
Belle Ruth enjoys conference

LaCrosse. But that's not all, he performed as a drummer with Rev. Allan Townsend and the Wonderful World Jazz Band at the first annual Lake of the Ozarks Jazz Festival in Osage Beach, Missouri. He reports that "this is a group with whom I practice listening!"

**Ken Paulin** is an active volunteer with Hospice. He presented "Communication in the Hospice Situation," (Focus on Listening). This is his sixth opportunity to share information on listening with a group of people preparing to become Hospice volunteers, is serving his fourth year on the Lake Superior Hospice Board and is visiting his sixth family as a Hospice volunteer. On the professional front, Ken presented "Listening and the Teacher-Librarian," at the 20th Annual International Association of School Librarianship in Everett, Washington, July 26, 1991.

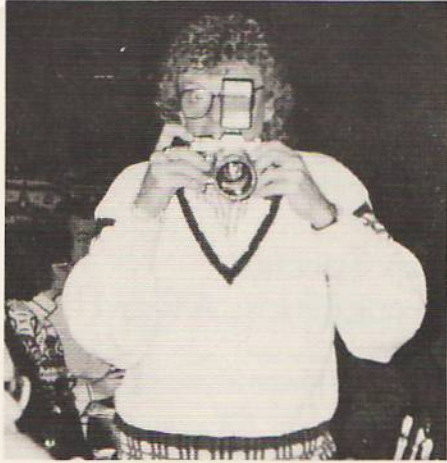
**George Tuttle** is also busy bringing his listening awareness to the community. He served on a Hearing Panel created by the Illinois Legislature, was Listening Outcomes consultant for the Educational Service Center, El Paso, Illinois and presented "Listening Instruction and Assessment Workshop" for Boylan Catholic High School in Rockford, Illinois.

**Alice Ridge** reports that even though she is a registered Independent, the county Republicans have taken her on as a "communications consultant." Alice asks, "have you ever tried to teach politicians to listen?" She also reports that she has discovered that folks in her



Does the label define the man?





Harvey Weiss in familiar pose

area are interested in internationalism/interculturalism and listening. Three of her last four speaking engagements stressed this. "Can it be that the 'I' in ILA is gaining importance?"

**Belle Ruth Witkin** has been asked to serve on a National Advisory Panel for *Schoolyear 2000*, a project to completely restructure the curriculum for all public schools in the state of Florida. In addition, she was appointed a Visiting Scholar at the University of Washington for 1990-91, and the appointment was renewed for the 1991-92 academic year. Finally, Belle Ruth contributed a chapter, "Setting Priorities: Needs Assessment in a Time of Change" to the 1991 book, *Educational Planning: Concepts, Strategies, Practices*, edited by R.V. Carlson, Longman Publishing.

For the past year and a half **Jack Tannenbaum** and his partner, Marybeth Home, have been conducting individual sessions and workshops for couples and others in relationships. Jack and Marybeth stress the use of reflective listening and have developed many techniques that enhance deep, effective listening. Couples then use the listening skills in a process that clears issues and feelings, and moves them toward mutual agreements. Jack and Marybeth plan to expand their efforts in 1992.

**Joyce Donen Hirschhorn** just retired from twenty-one years of teaching. She says, "I will remain interested but not very active."

**Lynne Halevi**, Honolulu, Hawaii, has been doing workshops for faculty and students on listening. She and her husband, Vic, conduct these workshops together. Their workshop is titled, "Did You Hear What I Said? Did I Say What You Heard?" Lynne was in Australia in November and planned to meet with ILA member Don Spearritt in Sydney.

**Judy Lease** has two forthcoming publications: "Opportunities for Applied Student Research" in *The Bulletin of the Association for Business Communication*, with Lainie Schukar and Kittie Watson; and "Peer Tutor Training: A Model for Business Schools" in *Journal of Business and Technical Communication*, with James Randels and Wendy Carse.

**Susan Timm** and Jean Mansehund co-authored an article "Improving Listening Skills: Instructional Resources and Strategies," for *Instructional Strategies: An Applied Research Series*. Susan and Jean also presented a workshop entitled, "Unlocking the Mysteries of Teaching Listening," at the Illinois Business Education Association's State Conference.

**Florence Wolff** is busy revising *Perceptive Listening* for 1993 publication with Harcourt, Brace and Jovanovich. **Nadine C. Marsnik** is also involved with this project.

**Elaine Mahoney** has been invited to serve on the five member Steering Committee of the Iowa Writing Project. She has also served on its Advisory Committee. In addition, Elaine also completes a two year obligation as the State Coordinator for a National Council of Teachers of English (NCTE) effort: The Program to Recognize Excellence in Student Literary Magazines. She has accepted the invitation to serve on the National Committee for the next two years.

*We like to know what you've been doing! Please send short reports about your latest activities, awards and honors to:*

Lisa Vickers  
c/o Mary Wise  
Center for Information &  
Communication Sciences  
Ball State University  
Muncie, IN 47306.



Elvis makes rare conference appearance.



# The 1992 ILA Awards

The 13th Annual ILA Convention in Seattle, Washington featured another deserving group of Listening Award recipients. The Awards Committee (Manny Steil, Chair, Alice Ridge, and Kittie Watson) announced the following 1992 ILA Awards Recipients for their special contributions to the world of listening:

## ILA Hall of Fame

Dr. William E. Arnold  
Arizona State University  
Tempe, Arizona

Induction into the ILA Hall of Fame is the highest award of the Association, and is presented to individuals who are recognized for **notable achievements** involving listening in academic, business, or service arenas. Inductees have contributed to the advancement of effective listening over a number of years.

Bill is the 24th Inductee into the ILA Listening Hall of Fame and he joins the following Hall of Fame Inductees: Ralph G. Nichols, James I. Brown, Paul Rankin, Sam Duker, Wesley Wiksell, Sara Lundsteen, Miriam Wilt, Carl Rogers, Seth Fesseden, Harry Goldstein, Paul Bagwell, Charles T. Brown, Carl Weaver, Larry Barker, Ella Erway, Lyman K. (Manny) Steil, Andrew Wolvin, Kittie Watson, Carolyn Coakley, Donald Spearett, Paul Friedman, Robert Bostrom, and Alice Ridge.

## ILA Research Award

Jerald Carstens  
University of Wisconsin-River Falls  
River Falls, Wisconsin

Previous recipients of the ILA Research Award include: Andrew Wolvin (2), Carolyn Coakley (2), Nadine Marsnik, Florence Wolff, William S. Tracey, Ralph G. Nichols, Lyman K. (Manny) Steil (2), Larry Barker, Kittie Watson, Joan Summerfield, George DeMare, Judi Brownell, Susan Ellen Bacon, and Jeannette A. Biemann.

## ILA Graduate Thesis Award

Jennifer Gluc  
Arizona State University  
Tempe, Arizona

Victor Zhao  
Arizona State University  
Tempe, Arizona

Todd Thomas  
Auburn University  
Auburn, Alabama

## ILA President's Award

Dr. Edie Cole  
Ohio State University  
Columbus, Ohio

Jane Rhoads  
Wichita State University  
Wichita, Kansas

The ILA President's Award is selected annually by each ILA President in honor and recognition of individuals who have performed extraordinary service to the ILA and the Presidential office.

Past recipients of the ILA President's Award include: Baxter Geeting, Corrine Geeting, Lyman K. (Manny) Steil, Nan Johnson-Curiskis, Harvey Weiss, Geri Jwanouskos, Robert Montgomery, Alice Ridge, Joan Sayre, Peter Van Der Schaft,

Carolyn Coakley, Susan Hipp, Kathryn Jones, Nadine Marsnik, Dee Steil, Jane Rhoads, Judi Brownell, Sara Gayle Pyfrom, Andrew Wolvin, Tim Gilmore, Harold Starkey, Dick Quianthy, Charlene Johnson, William Arnold, and Sheila Bentley.

## ILA Special Recognition Award

Dr. Steven Rhodes  
Western Michigan University  
Kalamazoo, Michigan

Lucile Nichols  
Port Charlotte, Florida

Dr. Dean Thomlison  
University of Evansville  
Evansville, Indiana

The ILA Special Recognition Award honors individuals and organizations who have performed outstanding service to the ILA for an extended period of time, and/or provided unusual and unique service to the promotion of listening.

Previous ILA Special Recognition Award recipients include: Sperry Corporation, Lyman K. (Manny) Steil, Telstar, Dee Steil, Peter Van Der Schaft, Ethel Glenn, Nadine Marsnik, Dick Quianthy, Harry Cook, Harvey Weiss, and Carol Grau.



1992 ILA Award Recipients



## Listeners' of the Year

Recipients are nationally/internationally prominent Listeners in the areas of: Media, Education; Business; Health; Politics; Finance; Arts and Music; Sports; Family; Religion; Service; and International, who epitomize the highest standards and principles of effective listening.

**Media:** Robert MacNeil and Jim Lehrer, PBS

**Education:** Dr. Herb True, Educator, University of Notre Dame, Saint Mary's College

**Business:** Dr. Edwards Deming, Quality, Statistics, Consultant

**Health:** Dr. C. Everett Koop, Former Surgeon General

**Sports:** Jack Nicklaus, Professional Golfer, Businessman

**Service:** Worldwide Juries

**Entertainment:** Johnny Carson, Entertainer

**Family:** Alex Haley (Posthumous), Researcher, Author

**Religion:** Dr. Norman Vincent Peale, Minister, Author, Speaker

**International:** Javier Perez de Cuellar, Former United Nations General Secretary

Past ILA Listeners' of the year include: Hugh Downs, Bill Moyers, Jane Pauley, Charles Karult, Ernest Boyer, Tom Peters, Dr. Bernie Siegel, James A. Baker, III, Alan Greenspan, Garrison Keillor, Bo Jackson, Barbara Bush, Rev. Billy Graham, Abigale Van Buren, Ann Landers, and BBC Monitoring Service.

## Ralph G. Nichols Award

At the Seattle convention banquet that closed ILA's most recent convention, the *Institute for the Study of Intrapersonal Processes* announced the winners of the 1992 Ralph G. Nichols Award. Sharing the award for their co-authored paper were William Villaume, Margaret Fitch-Hauser, Todd Thomas and David Engen. The recipients each received a certificate and divided a cash award of \$1000.00 among themselves. Their entry was selected by "blind review" from among sixteen submitted theoretical and research based papers.

Charles Roberts, on behalf of the Board of Directors of the *Institute for the*

*Study of Intrapersonal Processes* shared with the assembled ILA membership the criteria established for the 1993 Ralph G. Nichols Award. The recipient must be an ILA member and must present the paper at the 1993 convention. The winning paper will be chosen by the ISIP advisory board from among those presented by ILA members at the 1993 convention. To be considered for the award, three copies of the completed theoretical or research based paper must be submitted to the award coordinator, Charles Roberts, by January 30, 1993. The 1993 award, to be presented in March at the ILA convention in Memphis, will amount to \$1000. The top three submitted papers also will be presented in alphabetical order at a special session jointly sponsored by the ILA Research Committee and ISIP. The actual award winner will be announced during the regular awards presentation ceremony. All who wish to enter the 1993 award's competition should submit three copies of their completed paper by January 30, 1993 to Charles Roberts, Department of Communication, Box 70,667A, East Tennessee State University, Johnson City, TN 37614-0667.

## James I. Brown Award

The 6th Annual James I. Brown Award was presented in Seattle at the ILA annual convention. The recipients were: First Place, L. Todd Thomas, of Indiana University, for his paper, "Interactive Listening: Listening Ability and Gender Differences in an Interactive Context"; Second Place, David E. Engen, of Auburn University, for his paper, "Are Standardized Listening Tests Sensitive to Conversational Listening Ability?"; Third Place, Chuan-Shu Cha, of Pennsylvania State University, for the paper, "The Early Stages of Designing a Computerized Listening Test in Hausa and English as a Second Language: Assisting in the Development and Implementation." The first place award was \$250, plus registration for next year's ILA convention, second place award was \$150 and third place was \$100. Each winner also received a certificate from the Institute for the Study of Intrapersonal Processes.



After three years, twelve issues and some one hundred fifty pages of copy, my term as Editor of the *Listening Post* has come to an end. I want to express my thanks to all of the wonderful ILAers who have responded to my numerous requests for submissions. The articles, activities, committee reports and Harvey's pictures are the *Listening Post*. Without all of you, the International Listening Association would have no newsletter.

I would also like to express my thanks to Wayne Bond for the President's Award. It is very special and meaningful to me! It has been delightful to work with Kittie, Ethel, and Wayne during their terms as President of ILA and to have the opportunity to work with so many of you.

Thank you.



# ILA On The Move!

## Public Relations Clearing House Gets Off to a Great Start

Would you like someone to represent you? To sing your praises about the work you do in the field of listening? Then let the brand new 1992 **Public Relations Clearing House** be your publicist.

Officially you would become a member of the creativity arm of the Public Relations Committee. That makes you a writer, someone who can tell the general public about listening, the work and successes of the International Listening Association and your own personal contribution to the field of listening.

The approach is simple. Just locate a popular publication for which you would like to write an article. Become familiar with the publication and its style and readership. Then write a two page article focused on listening. Do your best to analyze your reader and connect them to the field of listening. Send the article to Carole A. Grau, then sit back and relax.

At this point the second arm of the Public Relations Committee takes over. We are looking for a group of organized, action oriented individuals who are willing to take on the following tasks:

- Place the articles that are produced
- Publicize the "Listener of the Year" awards
- Design new materials for an ILA mailer
- Produce press releases
- Help ILA exploit the media

While you make your contribution to an organization that deserves your time and energy, you can also learn the strategies and make the contacts that could help you personally access the media on your own behalf.

The goals of this project are obvious. We are looking for visibility, for membership, for recognition. After all, I can remember back to 1978 when I was a member of the Speech Department at Brooklyn College, CUNY. I was trying desperately to get a listening course approved and needed the documentation to support the request. What was

available wasn't impressive enough and I was unsuccessful. Today there would be a different ending. ILA, its talented membership, its networking, its spirit helped to make that happen. The world needs the benefits of effective listening more than ever before. Let's start shouting about it.

—Carole Grau  
770 Rugby Road  
Brooklyn, NY 11230

## The Other Side of the Podium—A Students' Column Begins

As a student attending the recent ILA convention in Seattle, I enjoyed the very special treat of attending the student papers session chaired by Todd Thomas. In this session, four students presented impressive pieces of research conducted at their home universities. Later, while peering across the water, fretting about my own doctoral research concerns, it dawned on me that all student members of ILA might benefit from sharing individual research interests, concerns, strategies and struggles with one another.

The ILA is fortunate to have a diversity of student members, including high school, undergraduate, master's, and doctoral level students. Creating a forum for us to "touch base" and interact throughout the year may lead to such activities as: compiling bibliographies, sharing funding ideas, swapping horror stories, or whatever else brings student members closer together — and potentially contributes to ILA.

My first suggestion is to start a student column in the *Listening Post*. We could tentatively title it *The Other Side of the Podium*. It could serve as a bulletin board where students submit ideas, requests, news items, suggestions, even better titles etc., and where we can better keep track of each other.

I would be happy to be the clearing-house for contributions, but the success of the column relies on interest from student members of ILA. To get started, it would be interesting to have students submit their individual areas of research interest for the next *Listening Post*. This will give other students, and all other ILA members, an opportunity to respond with any helpful

suggestions, hints, or "words of wisdom" they may have from personal experience.

Teachers and other ILA members, please circulate this idea to your students, it might be an excellent way to stimulate more student interest in the ILA.

Please send your ideas on the column, and your research areas, along with suggestions, anecdotes, jokes, or anything else you care to share with other listening students around the ILA to:

Michael Fitzgerald  
School of Hotel Administration  
Statler Hall/Cornell University  
Ithaca, New York 14853

As students, we have a unique voice in the ILA. Let's allow that voice to be heard and, of course, listened to by our colleagues and friends.

## Lisa Vickers Listening Post Editor

As you know, the time has come for the "changing of the guard" of the *Listening Post*. What you may not know is that I will be the new "guard" beginning with the next issue. If you regularly submit information to the *Post*, please continue.

If you've thought about contributing, but haven't, now's your chance. "What should I contribute?" you may ask. Original articles, manuscripts and activities are always a good idea. If you have an article, etc. that is not yours, but you would like to see it in the *Post*, then please send the article and enough information so that I can obtain reprint permission. Also, if you have ideas for articles and/or special issues, send those. I'll do my best to see that these are developed.

Now that you know what to send, you need to know where to send it. For now, send your information to Mary Wise, just as you would any ILA material, at:

Mary Wise  
Center for Information and  
Communication Sciences  
Ball State University  
Muncie, IN 47306

You will probably want to indicate on the articles, ideas, etc. either that it's for the *Post*, or that the information is for me. Mary will then see that I get your submission.

I look forward to hearing from you.

—Lisa Vickers



## Gifts and Promotional Items Available

If you did not attend the ILA Convention in Seattle, or if you were there but missed "The Boutique", as several of you did, then you will be pleased to know that you can order the ILA imprinted items direct.

Available are "No. 1" Key Rings (plastic key ring shaped like the number one), number 2 pencils, ball point pens, and letter openers. All have ILA and The International Listening Association imprinted on them.

Note pads with the word "Listen" in 10 different languages are less promotional and make ideal memo sheets.

Finally, the revised and expanded book of Listening Quotations is a lovely gift—fits in a greeting card to mail to a friend with a birthday or special occasion. A few members are contacting gift shop owners in their own com-

munities to see if the shops will stock these lovely little books.

Send your check (made out to The International Listening Association) and order to: Ethel C. Glenn, 1802 Walker Ave., Greensboro, NC 27403, or call her at (919) 273-6772 or (919) 334-5297.

key rings ..... \$1.25  
 letter openers ..... \$2.00  
 ball point pens ..... \$1.25  
 pencils .50 each, 3 for ..... \$1.00  
 note pads ..... \$1.50  
 Quotation books ..... \$3.00  
 (or 10 for \$25.00)

Please add \$1.00 postage per \$5 order, up to a maximum of \$5.00 postage.

We need to sell far more of what we ordered in order to make a profit for ILA. Help us out, plus get some nice gift items to use and give away.

## Washington State Quadruples Membership!

Well, it is all over! Belle Ruth Witkin brought home the winning number in the membership contest which concluded at the annual convention in Seattle. Belle Ruth was credited with recruiting enough members to quadruple the membership in the state of Washington. Pretty good when you are the only member! Congratulations and a check for one hundred dollars (\$100.00) were presented to Belle Ruth at the banquet on the closing night of the convention.

Although Belle Ruth won the contest, we were all winners this year in that we added 97 new members to the ILA rolls! Thank you to all of you for your fine job of spreading the word about ILA. Many members work diligently all year long to let others know about the organization. We owe a special debt to Mary Wise and her staff who diligently keep the records and maintain the correspondence necessary to communicate with both old and new members.

The challenge for the new year is to not only add new members, but to keep the present membership and claim back those who have not rejoined. Despite

adding new members all the time, our total membership remains about constant because we lose almost as many as we gain every year. Margaret Fitch-Hauser will be heading up membership next year. Let's all give her and her committee our fullest support to strengthen membership in time to come.

## The New Member Recruiting Race Is On Again!

The ILA is offering a \$100 cash prize to the member who recruits the most new members between now and the 1993 convention in Memphis.

To be eligible, have any new members that you recruit put a note on their membership application that they were recruited by you. We will keep a tally of the number of applications that come in with your name on them.

In Seattle, we were delighted to welcome a number of new members to ILA. It seemed that most of the new members were recruited by Belle Ruth Witkin.

Belle Ruth won this year's \$100.00 cash prize. Which one of you will challenge her for the prize this coming year?

Let's spread the word about ILA. You only have 11 more months to work toward winning \$100.

Margaret Fitch-Hauser  
 2nd Vice President,  
 Membership



### 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 2, 1992.

### 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.

#### 1992 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:

LISA VICKERS, Editor  
 c/o Mary Wise  
 Center for Information and  
 Communication Sciences  
 Ball State University  
 Muncie, Indiana 47306

## Important Addresses

**International Office:** Executive Director,  
 Mary Wise  
 Center for Information and  
 Communication Sciences  
 Ball State University  
 Muncie, Indiana 47306

**The Listening Post:** Lisa Vickers, Editor  
 c/o Mary Wise  
 Center for Information and  
 Communication Sciences  
 Ball State University  
 Muncie, Indiana 47306

**The ILA Journal:** William E. Arnold, Editor  
 Dept. of Communication  
 Arizona State University  
 Tempe, AZ 85287-1205



## Call For Proposals

Proposals for presentations and papers are solicited for the 1993 ILA Convention, "Listening as Empowerment," to be convened in Memphis, Tennessee at the Omni Hotel, March 4-6, 1993. Proposals should address the theme of the convention and include the following:

- Abstract (not to exceed 50 words)
- Topic to be addressed
- Proposed activities (lecture, demonstration, interactivity, etc.)
- ILA Strand (Elementary/Secondary Education, Research, Consulting/Training, or Higher Education)
- Presenters, including a brief description of qualifications
- Time needed (45 min., one hour, or one and one-half hours)
- Listing of related previous presentations, if any

Proposals should be typed and by **August 15, 1992** sent to:

Michael Gilbert  
Department of Educational Leadership  
University of Arkansas at Little Rock  
2801 South University Avenue  
Little Rock, Arkansas 72204-1099

## Call For Student Papers

Once again it is time to encourage our students to engage in listening research. The Institute for the Study of Intrapersonal Processes (ISIP) will sponsor the **7th Annual James I. Brown Student Research Award**. The competition is open to students in high school or college. At the college level it is open to both undergraduate and graduate students.

The finalists in the college division will receive a cash award. First place will receive a certificate, \$200.00, and a one-year membership in ILA. Second and third place winners will receive certificates and \$150.00, and \$100 respectively.

There are also separate secondary and undergraduate divisions. The top paper in each division also will receive a certificate and a minimum of \$25. Secondary Division members, please encourage your students to submit their papers.

To be eligible, students (or their faculty advisors) must submit their papers for consideration by **January 15, 1993**. A copy of the paper should be sent to:

Dr. Philip Emmert  
Dept. of Human Communication  
James Madison University  
Harrisonburg, Virginia 22807

If there are any questions feel free to call Phil at (703) 568-6228. Remember, the award is open to high school, undergraduate, and graduate students. Let's fill Phil's mail box with submissions.

## Pre-Conference Planning

At the March 8 board meeting, it was decided that any pre-conference meetings should be proposed to the First Vice President to be channeled to the Board for approval at its September meeting. The reasons for this decision were to coordinate all convention-related activities through the same people (predominantly the First Vice President and the Local Arrangements Chairperson), and to broach the need for space and any expenses as part of the overall convention planning.

Any group interested in having a pre-conference meeting should send a proposal to First Vice President Michael Gilbert, Department of Educational Leadership, University of Arkansas at Little Rock, 2801 South University Avenue, Little Rock, Arkansas 72204-1099. The proposals are due **no later than May 15** and should address the following minimum guidelines:

- An explanation of the need for an intensive pre-conference meeting;
- A description of the proposed activities (which should not be replicated during the convention);
- A brief listing of the qualifications of the presenters;
- A request for an itemized budget, including costs and expenditures; and
- A statement of the rationale for any fees required for attending.

## Call For Nominations

It is time to begin the process of selecting the next officers of ILA. We are fortunate because there are so many talented individuals in our organization who are willing to serve. If you know someone who would make an excellent contribution, nominate that person for one of the following offices. If you are willing to serve as an officer, please nominate yourself.

The following offices need nominees:

First Vice President Elect  
(ascends to First Vice President in 1994; ascends to President in 1995)  
Second Vice President  
Secretary  
Member-at-Large (International)  
Member-at-Large (Public Relations)

The nominating committee will also need five new members for next year as well.

Please send your nominations by September 15, 1992 to: Dr. Philip Emmert, Chair, ILA Nominating Committee, Department of Human Communication, James Madison University, Harrisonburg, VA 22807. If it is more convenient, you can give nominations to other members of the nominating committee. Members are: Deborah Barker, Auburn University; Carine Feyten, University of South Florida; Mary Louise Shannon, Florida Community College; and Kathy Wahlers, Barry University.





# Listening: The Use and Abuse of Roll Call

How many times during the course of a teaching career does a teacher call roll? The answer probably depends on the kind and size of the class, attendance policy, the use of seating charts, and the purpose of using roll call.

I have used it in all my classes each semester for years during the first few weeks of school. Calling roll and making an association with the face which answers has always been my strategy for learning 80 to 100 new names because attendance does count for something in all my performance courses.

As I have gotten older, it has become more difficult for me to learn so many new names. To prevent students becoming wise to me, this semester I tried a new technique as I was beginning the third week of class. I tied roll call to the introduction of a new chapter of the text which dealt with assertion. I asked the class to answer the roll by responding to their name with "I like myself because . . ." Some students had to give considerable thought to a response. As I waited and listened to the responses, it occurred to me that I was really listening to them and, further that I was learning a lot about them individually.

As the semester progressed, I continued using the technique. By changing the question each day and tying it to the lecture or the exercise, I discovered that roll call was helping the students get focused on the topic and it occasionally sparked real openness and disclosure which then enabled the class to pursue a topic without my having to do more than introduce it briefly.

Any technique can get old and wear out its usefulness so I am conservative with it. "Do you listen well? Yes or No," was followed by an oral listening test. While the students had been cautious about replying that they were good listeners, they were surprised at the poor results of their ability when tested. "My favorite role is . . ." initiated a large group discussion of what role playing is, whether we become actors or reactors within those roles, and how we deal with others who play roles we dislike.

One class was asked to answer using either "Prejudice" or "Preference" as a response. One hundred percent responded with "Preference." An in-depth discussion followed based on their

reticence to even use the word "Prejudice." It made a great impact on students to observe themselves faced with a positive and negative semantic and, by implication, social issue.

Fran Franklin, Assoc. Prof.  
Communication Arts,  
University of Arkansas at  
Monticello

## ILA Hits The Air Waves

by Carole A. Grau

It's the serendipity of life that I love to encounter. Who would have expected Catherine Gifford, ILA member from New York, to get ILA started on its path towards "higher visibility"? After all, she's not even a member of the Public Relations Committee. In fact at this writing it's entirely possible that Catherine does not yet know of her contribution. She's been visiting London.

One day last week, Catherine was listening to a call-in talk show. The host, a reverend in the New York area, began to talk about the subject of listening, connecting the need to listen with the season of Lent. Catherine immediately picked up the phone and reached the host of the show. She proceeded to discuss and describe the International Listening Association, the forthcoming Regional Workshop at Montclair and the name and phone number of Wayne Bond to contact if interested. The talk show host indicated an intention to get in touch with the regional group. Of greater interest however, is the fact that at this writing, five listeners to the program have acted on the information given over the air and contacted Wayne.

So I think we've stumbled upon a model, a formula to follow if you wish to make ILA better known. The cost of this meaningful contribution is small. What it takes is the willingness to listen to a call-in talk show in your community. After you become familiar with the format, see if you can call in with the intention of mentioning ILA, the conventions, *The Journal*, *The Listening Post*, the people and the valuable networking. The contact name to mention could be your own, if you are willing. Or give them the name and address of our executive director and encourage them to write for more information.

It sounds like a small contribution but it isn't. Just imagine the possibilities . . . over 400 ILA members phoning the talk shows of America . . . of the world. Think how happy we will make the phone companies. Don't delay . . . do it.

## Membership Continues To Grow

The ILA Membership Directory will have 357 names this year, compared to 338 for the 1990-91 year. This increase is especially significant in light of tightening budgets in many organizations. The growth is due in part to Diana Corley Schnapp and the excellent work of her Membership Committee as well as Belle Ruth Witkin who won our new-member recruitment award which was presented during the Saturday night banquet in Seattle. Charles Roberts also deserves credit for organizing a mass mailing campaign in the fall of 1991 which spread the word of ILA to business professionals throughout the United States. While membership development remains the responsibility of all current members, these individuals made a special effort to keep our association healthy and deserve our appreciation and thanks.

The 1991-92 membership is comprised of 34 Life Members, 1 Honorary Member, 259 Regular Members, 30 Sustaining Members, 4 Organizational Members and 29 Student Members. Of the 357 members, 26 are international members, including representation from Canada, Australia, England, Switzerland, Japan, The Netherlands, West Germany, Taiwan, Sweden, Norway and France.

A survey will be mailed to exiting ILA members to try to find out why they chose not to renew. A second survey is being planned by this year's Membership Chair, Margaret Fitch-Hauser, and her committee to see how well the Association is meeting the needs of its members.

The ILA thanks all of you who helped spread the word about ILA during the past year. Brochures which describe ILA and contain a membership form are available from the Executive Director. Please take a stack of them to other conferences you attend and to presentations on listening you give during the upcoming year.



## Listen

(continued from page 2)

Our challenge is great and we know the future belongs to those who prepare for it. Our preparation must include an agenda for the future; it must include an itemized list of listening strategies for solving the major problems that loom ahead in the next century.

An itemized list reminds me of an account a pastor in New York tells of a church in Belgium that ordered an artist to repair and brighten up the lovely art work in the sanctuary of a cathedral which had become faded as a result of years of neglect. When the artist completed the job he sent a bill to the church for \$67.50. The parishioners questioned the bill so the artist sent an itemized list of his work. The list read: "For correcting the Ten Commandments, I charge \$5.12. For renewing heaven and adjusting the stars—\$7.14. For touching up purgatory and restoring lost souls—\$3.06. And for brightening up the flames of hell and doing odd jobs for the damned, I charge \$7.17."

I would say that ILA's itemized list will look a lot different from that of the artist's, but we have already begun the list as reflected in our research, teaching and training. And as we add to our agenda for the future, we must insure that listening from the heart is high on the list. We must be reminded that as the development of technology hurls us into the twenty-first century, we must work to maintain a unity between that technology and the human spirit.

ILA's agenda for the future must remind us that to listen from the heart means that we become acutely aware of the dichotomous nature of our experiences. For instance, to listen from the heart means that we become aware of the awe inspiring beauty of a sunset as well as the dehumanization of war.

To listen from the heart means that we experience the joy of a small child's first prayer and at the same time be aware of the depths of depression caused by poverty and ignorance.

To listen from the heart means that we become intensely aware of the many vivid colors of autumn and also become aware of the unrest and struggle of all minorities the world over.

To listen from the heart means that we become aware of the shy, quiet violet of spring and at the same time address

the clamor and noise of violence and destruction resulting from the misunderstanding of the various cultures in the cities of the world.

On the other hand, listening from the heart also means that our personal spirits, our ambitions—the humph, the inner "get-up-and-go" must not be stifled by the common, the trite, and mediocrity of everyday experience. However, we must endure the common, the trite, and the mediocre in order to have our spirits soar into the heights of personal experience.

To listen from the heart means that we must celebrate the things we have in common and appreciate the differences and let those difference enhance our lives. As expressed in the poem "Have You Heard the Cricket's Song?" it means that we "... permit each other's beauty to reach across both time and space to touch us with the radiance of creation..."

To listen from the heart means that we "... reach out and take (one another) by the hand—that together our earth-bound spirits may rise to meet the challenge of the stars, perhaps—perhaps in this one bright moment of awareness, we shall come to know that the trees and the stars above them—and you and I—mortal as we are—are but one in the wisdom of creation . . ." And that we shall rise to the higher heights of our human experience on the wings of listening—listening from the heart.



## ILA Inspires Graduates

Our first ILA experience was at 1991 Jacksonville convention. We, a group of University of Florida graduate students, were required to attend the convention as part of Tony Clark's listening seminar. At the time, we had no idea the impact one four day convention could have on us. However, we also had never had the chance to listen to people like Carole Grau, Florence Wolff, Sandy Stein, and Richard Millen.

Although the entire convention proved to be an exceptional experience, we were hit by lightning when Carole Grau and her student mediators gave their presentation on mediation. The seed was planted, and we could not stop talking about all of the possibilities that mediation training offered. Consequently, Dr. Clark allowed us to create a mediation training program for our "final" project in his class. However, our "final" project turned out to be just the beginning.

Upon completing the semester three of us and Dr. Clark decided to take the mediation training further. We saw a need and wanted to help those 85 million people struggling out there able to manage conflict through mediation, and we also wanted to help them gain communication confidence, enhance communication competence, and develop effective listening skills. Last fall (1991) the four of us formed a consulting group called SUPERSPEAK. SUPERSPEAK communication training has developed "hands on" experience aimed at improving personal and professional confidence and competence in listening and speaking skills.

SUPERSPEAK happened because of ILA, and just one year after the lightning hit, we went full circle and presented a workshop at the Seattle convention. The workshop was entitled, "The Value of Listening During Conflict Resolution". It went well; the convention again sparked ideas that will help SUPERSPEAK meet the communication needs of the public. Seeing the results of the last two conventions, we couldn't afford to miss the next ILA convention . . . and we won't!

Tony Clark, Ashley Barden,  
Christa Arnold, Adrienne Oehr  
and Liz Harvell



# New Members

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