

ILA LISTENING POST

ISSUE NUMBER FORTY-THREE OCTOBER 1992

Friends of ILA

It is always nice to know that the ILA has friends. Lionel A. Hurst, Ambassador to the United Nations from the island of Antigua & Barbuda is a good friend of the ILA. With his support, Antigua became the first nation to declare "Listening Awareness Day" back in 1990, acknowledging the valuable role listening plays in world affairs.

Currently, Ambassador Hurst introduced our Public Relations Chair, Carole Grau, to a representative from the office of Javier Perez de Cuellar. Mr. Cuellar was a recipient of the Listener of the Year Award in the International Category. Ms. Lozsa Clason was pleased to accept the award on his behalf and conveyed his appreciation.

Board Members Wail at Wall Around Graceland

Members of the Board completed an advance tour of Memphis and watched the march of the Peabody Ducks and wailed at the wall around Graceland (mostly because we got there after Graceland had closed). Carole Grau and Wayne Bond are still marvelling that throngs of people come every day, twice a day to see some ducks waddle out of the elevator, down a red carpet, and jump into the lobby fountain. (New York apparently has more sophisticated at-



Ambassador Lionel A. Hurst, Lozsa Clason, and Carole Grau.

tractions). Susie Berkheimer left a note for Elvis on the stone wall surrounding Graceland, and the whole group enjoyed blues on Beale Street and spicy ribs at The Rendezvous—a Memphis tradition in barbecue.

The Local Arrangements Committee is busy planning an exciting 1993 Convention in Memphis, and we hope you are busy making your arrangements to come, as well, so that you, too, can see these landmark attractions and others on the tour of Memphis.

The official airline for the convention is Northwest Airlines. Northwest has 85 percent of the flights into Memphis, and they offered us the best rates. The discount is 40 percent off the regular Y fare (SuperSaver) or 5 percent off the lowest published fare. Also, ILA will receive a free roundtrip ticket for every 35 tickets

purchased by the organization's members, which we can then use to offset travel expenses for our executive director or other officers when they do site selection visits or conduct other ILA business. Please make your reservations through this 800 number so that ILA gets credit for our bookings: 1-800-328-1111 between 7:00 a.m. and 12:00 p.m. Central Time.

The Adam's Mark Hotel (formerly the Omni) has offered a rate of \$89 per night. Please also note that when we negotiate contracts with the hotels, our meeting rooms are given to us at no cost, provided we meet a minimum number of sleeping rooms.

(Continued on p. 7)



Wayne Bond, past president, laughs to keep from crying as he sees the closed gates at Graceland.

President's Perspective

Your ILA Board met in Memphis the weekend of September 11 to discuss ways in which to move our organization forward and to finalize plans for our fourteenth convention. Those most closely involved in program planning met Friday afternoon to review convention facilities and to coordinate activities. That evening, Sheila Bently hosted a dessert party at her home where we enjoyed some wonderful Southern hospitality.

It would be impossible to do justice to all of the contributions and suggestions made by members of your board. Truly, you have elected a wonderful, dedicated, hard-working group of people. The following summary, however, will give you some idea of the issues and concerns that were addressed in Memphis.

Board members discuss steps that might be taken to ensure that the momentum generated by each person isn't lost when new officers come on board. In addition, the link between various officer activities, and the degree of shared knowledge regarding the activities and responsibilities of each board member, might be articulated more clearly and publicly. To this end, officers will be using the association's mission statement as a starting point and will be generating specific annual goals for their respective offices. These goal statements can then not only be shared with other board members and passed on to the incoming officers, but can also be published for the ILA membership as well. Board members believe that this additional orientation and coordination will help clarify future directions and priorities.

In addition, Board members are anxious to involve new people in the association's activities. Everyone agreed that, in keeping with the Memphis theme, all ILAers are a resource and a potential officer or



committee member. Generating ideas and insights from our friends at the convention will be an agenda priority. It is hoped that the goal statements officers develop will facilitate this dialogue as members help to shape our future direction.

Michael Gilbert and Sheila Bently have been working tirelessly to put together a truly memorable convention. It takes a tremendous amount of mental and physical energy to plan and organize this major event (I know!), and we couldn't have found a better team. The Adam's Mark staff is gracious and helpful, and the property is distinguished by its center atrium, outdoor pools and fountain, and convenient session rooms. Get out your calendars now and begin marking the days until March 4!

You may recall the membership survey you completed for Margaret Fitch-Hauser. She is now in the process of summarizing the results, which should be available at our next Board meeting. Carole Grau and her public relations team have been especially busy this year. Among her many projects are: 1) creating a front page sampler of the *Listening Post*, to be sent to prospective members, 2) repackaging existing print material and

developing new pieces, 3) facilitating the publication of short listening pieces in trade magazines and other appropriate outlets (clearing house project), 4) directing/following up on contacts that were made with several ILA award recipients in order to gain greater visibility for the association. The Awards Committee, under the leadership of Manny Steil, has been very active in outreach efforts to gain visibility for the association. If you have recommendations for deserving award recipients for 1993, please give Manny a call.

International outreach has continued to be a priority this year. Our ILA brochure has been translated into three languages and will be sent, as appropriate, to prospective members from other countries. Alice Ridge has been working hard on her special projects—a dangerous position, since hundreds of jobs fit into that category! She has made significant progress on several fronts, particularly with regard to setting up a book display for the 1993 convention. She is also compiling a master bibliography of listening materials, so please send your contributions her way. Another man always open to contributions is Harvey Weiss who heads the Archives Committee. As the association grows, it is increasingly important to systematically store both print and non-print materials in ways that will facilitate easy access. Harvey, our photographer extraordinaire, is continuously building our collection.

Lisa Vickers made an incredibly smooth transition as she picked up the critical job of *Post* editor. Just look at this copy to see what a great job she's doing! You'll probably notice a few changes over the next year as she implements some of her original ideas for columns, features, and other items. You'll likely receive your 1992 *Journal* soon, too, if it's not

(Continued on page 7)

New Members

Richard D. Gallian, Ph.D.
Associate Professor of Education
College of Education
University of North Texas
Denton, TX 76203
817-565-2920

Germaine G. Knapp
President
Wordsmart, Inc.
1255 University Ave.
Rochester, NY 14607
714-442-3504

Jo Procter
Faculty of Arts and Sciences
17 Sumner Road
Cambridge, Ma 02138
work phone: 617-4950-4843
home phone: 617-492-6546

Lois Wetzler
Rd. 2, Box 310
York, PA 17403
work phone: 717-854-9504
home phone: 717-428-2017

Jo-Anne Abrams
288 Barr Ave.
Teaneck, NJ 07666
201-836-8767

Bill Hobbs
1736 Harper Ave.
Redondo Beach, CA 90278
213-896-6545

H. Peter DeLisser
Executive Vice President
4 Piermont Place
Piermont, NY 10968
work phone: 212-476-4100 ext 288
home phone: 914-359-5482

Mrs. Phyllis Gillens
Riverdale Elementary School
5006 Riverdale Road
Riverdale, MD 20737
work phone: 301-779-8089

Renewal

Ruth S. Brown
1395 Solar Heights Dr.
Prescott, AZ 86303

Membership Changes/Corrections

Richard Hunsaker
215 Country Club Lane
Belleville, IL 62223

Diane L. Bierman
1080 Raymond Ave.
St. Paul, MN 55108

Michael Boorum
1930 College Avenue
San Bernadino, CA 92407

Sybil Conrad, President
Conrad Communications
6 Black Birch Lane
Scarsdale, NY 10583

Debra Hyatt has changed names and addresses. Her name and address should now read as follows:
Debra Hyatt Kerniskey
Dept. of Communication and Perform. Studies
Northern Michigan University
Marquette, MI 49855

Kimberly Batty-Herbert should have been listed in the associational directory as a Lifetime Member. We are sorry for the omission.

Make the changes, corrections, and additions to your membership directory to ensure easy, accurate access to fellow ILA members.

Special Projects Update

As Member-At-Large for Special Projects, I'd like to thank all those who submitted bibliographies of listening source. I am entering them as fast as they come in (almost) so that some day ILA will be truly a repository of source information, retrievable in several forms.

I'll take anything — article titles, book titles, convention paper titles, non-print titles, listening test info ...

So keep digging into the backs of file drawers, get down on your hands and knees under your desks and sweep up, open your Fibber McGee closet, send your graduate students searching.

Send to me at:
Communication and
Theatre Arts Dept.
University of Wis - Eau Claire
Eau Claire, WI 54702

—Alice Ridge

**Don't Forget
to renew your
ILA Membership
and update the
directory
information
on the backside
of the renewal
notice.**

Announcements

Important Dates

December 15, 1992

Nominations for the following awards: ILA Research Award, ILA Special Recognition Award, ILA Listener of the Year, ILA Hall of Fame Award. Send to:
Dr. Lyman K. (Manny) Steil
25 Robb Farm Road
St. Paul, MN 55127

January 15, 1993

James I Brown Award submissions. Send to:
Dr. Phil Emmert
Dept. of Human Comm.
James Madison Univ.
Harrisonburg, VA 22807

January 30, 1993

Ralph G. Nichols Award submissions. Send to:
Dr. Charles Roberts
Department of Comm.
ETSU
Box 70, 667
Johnson City, TN
37614-0667

March 4-6, 1993

14th Annual ILA
Convention in Memphis

March 6, 1993

Deadline for New
Members Contest

Ear Mugs for Sale

The potter, Bob Neher of Clay in Motion, has created two sizes of the "Ear Mugs" you saw at the Convention in Seattle. The large one holds 18 oz., and the small one about 11 oz. They are an earthy tan color. Right-handed mugs have left ears, and left-handed mugs have right ears as the handle. They are quite comfortable to hold.

If you would like to purchase one of these mugs, I will deliver them to you at the conference in Memphis. Please order by December 30, 1992, to allow lead time for the potter, since each mug is hand thrown.

To order, send \$20 for the large mug and \$17 for the small mug to me at the following address (ILA will receive a small donation from the sale of each mug):

Sarita McCaw
Rt. 1, Box 52
Lowden, WA 99360

If you have questions, you can call (509) 525-3349.

Additions to the PR Committee

The following names should be added to the list of PR Committee members:

Sybil Conrad
Jerald Carstens
Diana Corley
Frances Broderick
Jean Harris
Ashley Barden

Who was Listening?

The last issue of the *Listening Post* contained an article about the 1992 "Listener of the Year" award presented to Jim Lehrer. Although Jim Lehrer was a co-recipient of the award, the picture and article in the *Post* were of Lehrer's co-recipient, Robert. We apologize for the mistake and any confusion the mistake might have caused.



Ear mugs on sale now.

Orders for Promotional Items

Don't forget that a number of ILA imprinted special items are available for mail order. A few members have bought in bulk in order to give pens, pencils, key rings, or quotation books to members of their classes or seminars. They make excellent gifts for personal or professional use. Available are:

"Number One" key rings	\$1.25 each
letter openers	2.00
ball point pens	1.25
pencils	.50 each 3 for \$1.00
notepads, with Listen in 10 different languages	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.

These items did not sell as well as we had hoped for the 1992 Boutique in Seattle. Those who have bought them have been pleased and have received good feedback from students and seminar members. Place your order now.

Send your check to:

Ethel C. Glenn
1802 Walker Ave.
Greensboro, NC 27403
or call (919) 273-6772
(919) 334-5297.

Special prices can be quoted for bulk orders.

We Are Looking for Someone...It Could Be You

In any organization of several hundred people, it's a good bet that the many connections and relationships of the membership could lead to some excellent resources.

With that assumption in mind, the ILA is looking for members who count **FREE LANCE WRITERS** among their friends. If you are the person we are looking for ... **PLEASE ...** drop a note to Carole Grau, Chairperson of the Public Relations Committee.

We intend to try to encourage the writers you identify to do articles about the ILA, its origin, its mission, its accomplishments, its membership. Since these free lance writers already have connections with publishers, it is our hope that the importance of the topic and the goals of this organization motivate them to accept the assignment.

Currently, there is an interview pending between such a writer and some ILA members on the East coast. Upon contacting the public relations chairperson, this free lance writer found the topic of listening of great interest and felt that her publishers might feel similarly.

So think about all of the people you know and all of the people they know and so on. Surely we can locate at least three or four professional free lance writers. Although not already mentioned, we envision articles appearing in popular magazines. But let us worry about the product ... you just channel the resource to us.

People are becoming more aware of the vital part that effective listening plays in their lives. Bill Clinton was quoted in the New York Times on September 28, 1992 as saying, "I spent a whole lot of time trying to figure out where I messed up. [losing the 1980 election for governor] How did I turn

people off? What did I do wrong?" He said the voters, "thought I spent more time doing what I wanted to do and no time listening to them, no time taking them along and communicating with them."

Because of the successful work performed by the membership of the ILA, each of us in our own part of the world, in-roads are being made. As always, these are not enough. Help us get the name of our organization before the public so that the importance of effective listening is recognized everywhere.

Our Deepest Sympathy

ILA extends our deepest sympathy to Florence Wolff in the death of her husband. If you would like to send Florence a note or card, her address is:

Director, Wolff Innovative
Training Systems
660 Garden Road
Dayton, OH 45419-3805

ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (Includes articles, ads, photographs to appear in the next issue) is December 9, 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 RATE

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
East Tennessee State University
Dept. of Communication
Box 70,667
Johnson City, TN 37614-0667
(615) 929-5319

What's Happening

News and Notes About ILA Members

Vickie and Phil Emmert met **Ethel Glenn** at Doe Run Lodge in southwestern Virginia for a "working weekend" session recently. They are continuing the project begun last year to develop a scale for measuring listening difficulty/ease, on which they presented a paper in Seattle. Doe Run, on the Blue Ridge Parkway near Fancy Gap, has a comfortable, large lodge where meals are served and there are a number of chalets built around the hillside setting for guest housing. The three, and Ethel's daughter, Tricia, found the surroundings inspiring and relaxing. In addition to drafting the questionnaire for the next phase of the study, they enjoyed long walks, a fire in the fireplace and a game of Trivial Pursuit. All agreed it is an ideal way to get together with colleagues for research and writing.

Robert N. Bostrom presented the keynote address at the Australian Communication Association's annual meeting this year at Bond University in Gold Coast, Australia. His address was titled "Differential Processing of Visual and Auditory Information: Implications for Television News." Dr. Bostrom also presented a workshop in listening research.

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 East Tennessee State University Dept. of Communication Box 70,667 Johnson City, TN 37614-0667
The ILA Journal:	William E. Arnold, Editor Dept. of Communication Arizona State University Tempe, AZ 85258-1205



Executive Board Meeting in Memphis.

Call for Papers

Did you miss the opportunity to attend the last summer conference in Dublin. Get on the ball. Plan now for the 1994 Summer Conference in Sydney, Australia. We will be convening on July 10 immediately before the International Communication Association convention (July 11-15, 1994). We would like to devote a day and one-half to research, training, and other topics of interest. If you want to be a part of the excitement downunder, you need to submit proposals or completed papers to William E. Arnold, Chair, Summer Conference Committee by January 1, 1994. Make your plans now. Speak to an international audience. We have been assured of true Aussie hospitality.

For more information, attend the 1993 ILA convention in Memphis or write Bill Arnold at the Department of Communication, Arizona State University, Tempe, AZ 85258-1205.

Journal Calls for Papers

We need your research and you need to inform your colleagues of your latest findings. As editor of your *ILA Journal*, I am inviting you to submit your research articles. We need three copies for our blind review process. We prefer APA style. If your article is accepted, we need the paper on a 3.5 disk in Wordperfect or ASCII. Reviews take approximately 8 weeks and the next issue is still open. Send your papers to:

William E. Arnold, Editor
ILA Journal
Department of Comm.
Arizona State University
Tempe, AZ 85258-1205



President's Perspective

(Continued from page 2)

already in your hands. Bill Arnold has worked hard to present the best possible listening article. He is also optimistic that the 1993 issue will be available soon after the convention.

The nominating committee always needs your input. If you have names to submit, please call Phil Emmert to see if there's still time to make recommendations. Please do think about people you know well but who may be new to the ILA Board. Other solicited advice pertains to site selection! Okay folks, what should we look for in a convention site? Warm weather? Possible new members? Ease of transportation? Convention costs? Bill Arnold is working hard to please the majority of us as chair of this committee. Let him know what you think.

In addition to serving as our Board's secretary, Susie Berkheimer is also chair of the ILA Audit committee. She has taken much initiative in all of her roles, and will be coordinating efforts to provide us with more sophisticated audit information. Perhaps her most demanding job has been as past chair and current co-chair of the Education pre-conference. With Michael Murphy's help, she has developed an exciting program for Memphis public school teachers. Vickie Emmert, research committee chair, and Betsy Latko, leading the business/consulting interest group, are also in the process of developing proposals for their respective groups. In fact, a recommendation for the Bylaws change will be presented in Memphis to make both the Education (task force) and Business/Consulting (interest group) into standing committees, parallel to the current Research Committee.

Wayne Bond, past president, is lending his support in several direc-

tions, remaining involved in pre-conference planning and general mentoring of all officers (particularly the president!). Executive Director Mary Wise continues to be the stable center of all our activities. Her organization and dependability, clear reports, and responsiveness to our frequent and varied needs assist all of us in accomplishing our goals.

Memphis

(Continued from page 1)

Thus, it is important for our membership to stay at the Convention hotel so that we aren't charged for meeting rooms. This would result in our losing money on the Convention, which could result in our having to raise convention rates for the next year.

We look forward to having you here in Memphis and being able to show you some fine Southern hospitality, while you attend the outstanding programs that Michael Gilbert is arranging. Call Sheila Bentley (901-853-7690) if you have questions about any of the local arrangements.

Attention Students!

Starting with the January 1993 issue, we would like to begin a column just for students, to be published in the January issue. If you are interested in submitting to this column, call or write Michael Fitzgerald at the following address and phone number:

Michael J. Fitzgerald
Statler Hall, Third Floor
Cornell University
Ithaca, NY 14853
(607) 255-8364

Major Tim Brock Receives Award

ILA received the following letter about our fellow member, Major Tim Brock:

"I thought you might like to know about an award one of your ILA members earned this year. Major Tim Brock was recently awarded the Colonel Leo A. Codd Memorial Award. His selection for this award ranks him as one of the top three Air Force ROTC instructors in the nation.

"One of the things that singled him out for this award was his work infusing listening training in the leadership and management class he teaches as part of our Air Force ROTC curriculum and the speech class he teaches for the University of Central Florida. In addition, he's working with our headquarters curriculum developers on integrating listening instruction into all four years of our Air Force officer training program. They recognize him as the resident listening expert.

"He's an adamant advocate of listening instruction and is recommending the ILA to faculty members at the university."

Sincerely,
John C. Linn, Lt. Col.,
USAF

A Letter From Norman Vincent Peale

Following is an excerpt from the letter Carole Grau, the chair of the Public Relations Committee, received from Norman Vincent Peale, a 1992 Listener of the Year:

"I am honored that the International Listening Association has named me to receive your Effective Listening Award.

This will be displayed in an area of the Peale Center where our many visitors will become aware of your organization."

1993 ILA Awards

CALL FOR NOMINATIONS —

We invite your thoughtful nomination for the 1993 ILA Awards! Please review the criteria for each award and submit your nominations with supporting documentation. Send your nominations to the Awards Committee Chair:
Dr. Lyman K. (Manny) Steil, CPAE, 25 Robb Farm Road, St. Paul, Minnesota 55127
NOMINATION DEADLINE IS DECEMBER 15, 1992

1993 ILA Research Awards

QUALIFYING CRITERIA: Nominations can be made for three (3) ILA Research Awards:

THE LISTENING RESEARCH AWARD is presented for outstanding achievement in research by an ILA member or group. The research should have been completed **no earlier than 1991**. Research results may be published or not. Nominations may be made by self-nomination, or by another ILA member, with recommendation of the ILA Research Committee.

THE GRADUATE THESIS/DISSERTATION AWARD nomination is open to any full-time graduate student who has completed outstanding research in the form of a thesis or dissertation completed **no earlier than 1991**. Nominations may be made by self-nomination, or by another ILA member, with written recommendation of the nominee's Advisor and the ILA Research Committee.

THE UNDERGRADUATE RESEARCH AWARD is open to any full-time undergraduate student who has completed an outstanding research project **no earlier than 1991**.

Nominations may be made by self-nomination, or by another ILA member, with written recommendation of the nominee's Advisor and the ILA Research Committee.

INSTRUCTIONS: Complete the Nomination Form and provide specific documentation why the nominee deserves the particular Research Award. If possible, please submit the full research of the nominee.

1993 ILA Special Recognition Award

QUALIFYING CRITERIA: Nominees should be individuals and/or organizations who have performed outstanding service to the ILA for an extended period of time, or have provided unusual or unique service to the promotion of listening.

INSTRUCTIONS: Please submit your nomination **and** specific supporting documentation outlining the specific service and unique contribution of the nominee. Please cite dates and unique contributions with particular evidence reflecting the impact, outcomes, or effects of such contributions

1993 ILA Listener of the Year

QUALIFYING CRITERIA: Nominees should be nationally/internationally prominent Listeners. Nominees should epitomize the highest standards and principles of effective listening.

INSTRUCTIONS: Please submit your nomination and appropriate supporting documentation. Supporting data should be specific.

1993 ILA Hall of Fame Award

QUALIFYING CRITERIA: The Hall of Fame Award is presented to individuals who are recognized for notable achievements involving Listening in academic, business, or other settings. Selection into the ILA Hall of Fame is the highest award of the Association and nominees should have contributed to the advancement of effective Listening over a number of years.

INSTRUCTIONS: Please submit your nomination and specific supporting documentation outlining the nominee's explicit qualifications.

1993 ILA Awards Nomination Form

Award _____ Name of Nominee _____
Address _____
Nominator _____ Tel. # _____

Supporting Documentation: (Add additional pages.)