



Institute of General Semantics
founded in 1938 by Alfred Korzybski

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Greetings and welcome to another issue of *Time-Bindings* ...

You're receiving this by U.S. mail because we don't have a current or valid email address for you. Please consider sending us your email address so we can save some time and money and deliver the newsletter to you electronically. Plus you'll get to see the photos in color with active links to the referenced pages. If you've already provided your email address, please make sure that you add **igs@time-binding.org** to your white list for filtering spam or enable emails from this address to be delivered.

Renee Hobbs to Present 54th Korzybski Lecture: "Literacy in the 21st Century"
Professor Renee Hobbs will deliver the "**Making Sense**" **international conference keynote presentation** as the 54th in the series of Alfred Korzybski Memorial Lectures (AKML) on October 28 in Arlington, TX.

Professor Hobbs is one of the nation's leading authorities on media literacy education. She's the Director of the Media Education Lab at Temple University in Philadelphia, PA, and the author of award-winning curriculum materials, videos, and multimedia programs for media literacy. She's just written *Reading the Media: Media Literacy in High School English* to be released this fall by Teachers College Press, Columbia University.



In her AKML presentation, Professor Hobbs will explore the new knowledge, skills and competencies that are needed to live and learn in the 21st century. The concept of literacy is evolving in light of new forms of communication and technology and the rising influence of consumer culture and celebrity-driven news. Professor Hobbs will examine to what degree young people are equipped for navigating the increasingly complex and rapidly transforming digital media environment. Are educators up to the task of preparing students with the information processing and critical thinking skills they need to thrive in a knowledge economy?

The AKML banquet will also feature the presentation of the 2006 J. Talbot Winchell Award to two stalwarts of the Institute, Trustees **Walter Davis** and **Bob Potter**. (Coincidentally, some of you may remember Bob as the author of the excellent GS-based textbook titled, *Making Sense*.)

"Making Sense" Conference - Register Now!

It's time to register for the "Making Sense" International Conference on General Semantics, October 27-

28, 2006, in Arlington, Texas. As a special incentive to **register by September 22nd**, we're going to select two names from all those registered by that date for FREE registration! That's right, we'll reimburse the registration fee for two lucky registrants, but you must register no later than September 22nd to be eligible for the drawing. For IGS members, conference registration is only \$200, which includes breakfast and lunch both days, plus one admission for the AKML banquet and lecture Saturday night. Student and daily rates are available, as well as additional tickets to the banquet. Go to our website, www.time-binding.org, or call the IGS office, 1-817-922-9950.

And while you're making your travel plans, don't forget the **pre-conference workshop on "Making Sense by Coming to Our Senses," October 24-26**, at Read House in Fort Worth. This workshop will provide a review of basic GS principles, then focus on analyzing and discussing some of the most pressing issues of the day from a GS perspective. This unique format will hone your evaluation skills for the "Making Sense" conference that immediately follows October 27-28.

"Follow me ... I'm thinking ..." T-Shirts Available!

The Institute is pleased to offer these comfortable 100% cotton, pre-shrunk T-shirts. Available in adult sizes S, M, L, XL, and 2XL, they come in two eye-catching colors — khaki with purple lettering (left) or purple with khaki lettering (right). **Just \$9.24 for either color, any size.** Texas residents add 8.25% sales tax (\$.76/shirt). Plus shipping/handling. Order from our online store, or call **1-817-922-9950** to place your order by phone today.



While you're in the online store, there's still time to take advantage of our Special Collections Sale! IGS is offering the most popular collections of books at 50% off normal member prices. Don't miss out on 50% savings on these special collections (*Member prices shown*).

- **Korzybski Collection (\$49.74):** *Science and Sanity, Manhood of Humanity, Collected Writings, Olivet Seminar Lectures*
- **Classics Collection (\$31.34):** *People in Quandaries, Language Habits in Human Affairs, The Art of Awareness, Levels of Knowing and Existence*
- **Mary Morain Collection (\$31.92):** *Classroom Exercises, Bridging Worlds through GS, Teaching GS, Enriching Professional Skills*
- **E-Prime Collection (\$25.94):** Volumes 1, 2, and 3
- **Anthologies Collection (\$24.34):** *GS and Psychotherapy, Thinking and Living Skills, Thinking Creatively*
- **Berman Collection (\$8.00):** *Words, Meanings, and People, Why do we jump to conclusions, How to lessen misunderstandings, Understanding and Being Understood*
- **Management Collection (\$26.52):** *Common Sense Management, Enriching Professional Skills, Communication: The Transfer of Meaning, MacNeal's Master Atlas of Decision-Making, Understanding Each Other*

***ETC: A Review of General Semantics* October issue**



The October issue of *ETC* is at the printer and will be mailed in a few weeks. But you can get an early preview of the cover and selected articles by going to our online library. This issue commemorates the retirement of Paul D. Johnston as editor with a special interview and reprints of some of his best contributions to *ETC* throughout his 16 years. There's also an interesting story about the cover subject, "Yearning to Know," that involves Paul's father and M.J. Neeley, the well-known Fort Worth philanthropist whose name is attached to the TCU Business School.

Event-Level Notes

- Due to increasing production and mailing costs, the IGS Board of Trustees has reluctantly approved an increase in the Basic Membership rate from \$40 to \$50 per year for all U.S. and Canada memberships. The increase will apply to renewals and new memberships after January 1, 2007. Gift memberships will increase from \$32 to \$40 per year. The current international membership rate will remain at \$50 per year. Of course, we always welcome contributions over and above the Basic Membership.
- Speaking of Gift Memberships, kudos to IGS member Frank Nason (Las Vegas, NV). Since attending the June seminar-workshop, Frank has purchased 20 gift memberships for friends and family. How's that for a challenge? You don't have to top Frank, but order at least five gift memberships and we'll recognize you in the next *Time-Bindings*!
- **Erica Gann**, in charge of IGS New Program Initiatives, has been busy lining up ... well, new initiatives. Among her activities: the first IGS foray into formal teacher in-service training occurs next week when IGS member Maureen Cervantes and her fellow Advanced Placement English teachers from the Birdville Independent School District come to Read House for a six-hour program geared to AP writing; the first monthly "Think Now!" meeting for learning, discussing, and socializing was held at Read House last month and meets again on Sep 21; IGS will make presentations at two upcoming local conferences for the Texas Association for the Improvement of Reading and the 38th Annual Conference for the International Visual Literacy Association.
- The IGS online **Discussion Board** continues to grow each month. As of the end of August we have 358 registered users. The Discussion Board is free and registration is easy. Check out the IGS presence at www.myspace.com/generalsemantics.

Best regards,

Executive Director, IGS
