



Project Look Sharp: Integrating Media Literacy and Critical Thinking into the Curriculum

When: Thursday, July 22, 2010 9:00 a.m. to 3:00 p.m.
Bring a brown bag lunch; no time to go to a restaurant

Where: Oneida Conference Room - BOCES, Middle Settlement Rd., New Hartford

Audience: K-12 teachers, librarians, support staff, counselors,
literacy specialists, and administrators

Presenters: Chris Sperry, Project Look Sharp, Ithaca College

Content: According to the Kaiser Family Foundation, media exposure (not school related) for 8-18 year olds reached an astounding average of 10 hours and 45 minutes a day in 2009. This saturation necessitates new approaches to literacy that trains our students to be critical thinkers and reflective users of multiple forms of media.

Award winning teacher and author, Chris Sperry, has pioneered approaches for integrating media decoding into the core curriculum. This interactive workshop will begin with an exploration of new media and youth culture in the 21st century. Chris will introduce the basic concepts and frameworks for media literacy education and present interactive classroom models and materials that teach core skills and knowledge. These models will be chosen for this audience and linked to New York State standards and assessments. If you have questions please call Mary at 793-8505.

***Summer phone & email required in case of changes to workshop**

----- *Registration Form*

Please return registration to Mary McCormick, Oneida/Herkimer SLS, 502 Court St, Utica, NY 13502; FAX 793-8554; or email mmccormick@oneida-boces.org

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District / Building _____ Phone _____

Name _____ Position _____

Email _____

Remember to get pre-approval from your administrator to use this workshop toward your continuing ed credit. Credit hours = 5

Approved By _____

***Summer Home/Cell Phone in case of changes:** _____

***Summer Email** _____

****Must register with SLS separate from your district's My Learning Plan registration.**