

# Media Literacy Summer Institute



Ithaca College, Ithaca, NY  
July 9–13, 2007



Monday - Thursday, 8:30 a.m. - 4:00 p.m.  
Friday, 8:30 a.m. - 2:00 p.m.

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**A five-day immersion course in integrating media analysis and production into any curriculum for K-12 teachers, technology/media specialists, librarians, community educators, education students, and others interested in the field of media literacy**

*Media literacy is the ability to access, analyze, evaluate, and produce media in a variety of forms, including learning to use mass media wisely and effectively. "Media" includes books, newspapers, magazines, radio, television, videos, advertising, recorded music, computer games, cell phones, iPods and the Internet.*

## MORNING MEDIA LITERACY CLASS—THEORY AND PRACTICE

Learn to use media analysis and production to support, deepen, and enliven core curricula through the teaching of critical thinking skills, understanding bias in visual representation, evaluating credibility, using instructional media effectively, having students produce media, and more.

## AFTERNOON MEDIA PRODUCTION TRAINING

Learn to use video camcorders, microphones, and digital editing to produce short video projects. **Please note that hands-on training is Mac-based, with very limited support for PCs.** Participants will also learn to integrate video, still images, and presentation programs like PowerPoint into your curriculum. Trainings will relate to the morning classes, encouraging curricular integration and student production. Extra lab hours will be available Wednesday & Thursday, 4:00 – 6:00 p.m.

## CLASSROOM INTEGRATION PROJECT

Throughout the week participants will meet individually with a "coach" to develop and design a media literacy integration project for their classroom to implement during the coming year. Participants will make presentations on their media literacy integration projects on the final morning.

## FACULTY

<b>Cyndy Scheibe</b>	Executive Director/Associate Professor of Psychology at Ithaca College
<b>Chris Sperry</b>	Director of Curriculum and Staff Development/social studies teacher at the LACS in Ithaca
<b>Roger Sevilla</b>	Technology Coordinator/Instructional Technology Staff Developer with Ithaca City Schools
<b>Armin Heurich</b>	Technology Coordinator/School Library Media Specialist at Ithaca High School

**ACCOMODATION:** Available on campus (for additional fee); register by July 2.

**FEE:** \$600

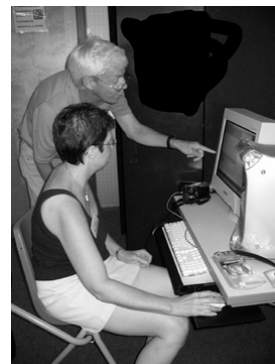
**CONTINUING EDUCATION UNITS:** 3.1

**OPTIONAL GRADUATE CREDIT AVAILABLE:** Course extends beyond class dates; see next page for details.

**REGISTRATION:** Course fee is state-aidable through Tompkins-Seneca-Tioga BOCES. Register through [www.mylearningplan.com](http://www.mylearningplan.com).

**DEADLINE:** June 25th. No refunds after this date.

**ADDITIONAL INFORMATION:** Project Look Sharp, (607) 274-3471;  
[looksharp@ithaca.edu](mailto:looksharp@ithaca.edu); <http://www.ithaca.edu/looksharp/>





## OPTIONAL GRADUATE COURSE CREDIT

July 16-27, plus online coursework  
Special Topics: “Critical Thinking and  
Media Literacy Education” (2-3 credits)



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The Media Literacy Summer Institute includes an option for graduate course credit through the Department of Education at Ithaca College. Participants interested in the graduate credit option register separately through Ithaca College, and continue their course participation after the conclusion of the week-long institute for two additional weeks through an online component consisting of assigned readings and written assignments coupled with online discussion among course participants and faculty. Graduate credit participants will also receive a packet of readings prior to the Summer Institute and will meet with faculty during the lunch breaks for discussion.

### FACULTY

**Cyndy Scheibe**, Associate Professor of Psychology at Ithaca College

### READINGS

The readings will include theoretical and review chapters from recent texts on media literacy, research reports from journals in related fields, and popular media articles relevant to the issues under discussion.

### WRITTEN ASSIGNMENTS

Assignments will include analyses of popular media content (e.g., two hours of current children’s TV programs, popular news media articles from different countries reporting on the same current events) as well as reflection pieces about the reading material. Students will also be asked to keep a diary of their own media use during the week following the Summer Institute and to write a reflection paper about it.

**FEE** for Graduate Course: \$555 per credit (includes fee for Summer Institute). Can be taken for 2 or 3 credits.

**TO REGISTER** for graduate credit, please contact the Division of Continuing Education and Summer Sessions by phone at 607-274-3143 or by e-mail at [cess@ithaca.edu](mailto:cess@ithaca.edu)

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## REGISTERING VIA MyLearningPlan.com

Go to [www.tstboces.org](http://www.tstboces.org). Scroll down on the page to “Go to MyLearningPlan”—Click on link. It may say you are about to view pages over a secure connection—Click OK. This brings you to the General TST BOCES MyLearningPlan catalog. Find the title of the institute by scrolling down (may be multiple pages). Click on **PLS Media Literacy Summer Institute ‘07**. Click to enroll (the oval below the Course Details description).

Choose either “I am a registered user,” “I am a new user,” or “I am a MyLearningPlan user” (this last option is used if you are in a District that subscribes to MyLearningPlan – in the local area it includes TST BOCES, ICSD, Lansing and Dryden teachers and staff).

**Registered user, or MyLearningPlan user:** Enter your e-mail address and your password.

**New user:** Enter your first name, last name and e-mail address.

On next page, create an account. Depending on whether you are a certificate holder or not, you may or may not have to fill in your SS #. This field is required for certificate holders (many teachers’ certificates are linked to their SS #, and this is how your professional development /contact / enrichment hours are tracked for salary raises/compliance, etc.) The site is secure (only a MLP administrator will be able to see your SS #). If you are not a certificate holder, you may choose to put in your # or a different number, or you may click that you are not a certificate holder. If this number needs to be corrected in the future, it will be your responsibility to contact the appropriate person to make the change.

Fill in all information, then click on “create account.” Click on the **update and continue** oval.

The next page will show the Payment Summary. It will indicate a Registration Fee amount. Under “Select a payment method,” click on the small circle next to whichever method you will be using for payment, then click on the “Next” box. Under the “Terms and Conditions,” click on the “I agree” box. Click on the “Print Enrollment Form” and “submit” to print a copy of the form. If it doesn’t print, do a print screen (on a PC hit shift & print screen; on a Mac hit shift, apple, & numeral 3 simultaneously).

This form must be signed by the appropriate parties and mailed or faxed ASAP to School Improvement, TST BOCES, 555 Warren Road, Ithaca, NY 14850, fax 607-257-2825.

You will not be fully enrolled in the Project Look Sharp Summer Institute until we have received payment, a copy of the District’s cross contract, or a copy of their purchase order (PO).

You will receive an e-mail confirmation when we have received the necessary documents, and you will then be fully enrolled.

**Please call us (TST BOCES) at 607-257-1555 ext. 290 if you need help with registration.**