



## Online PD Course for K-12 Librarians & Teachers

October 7 – December 9, 2025

# Empowering all students through Media Decoding



### WHAT?

An online professional development course designed to introduce K-12 librarians and teachers to the vibrant practice of constructivist media decoding. This **9-week online training** is provided through **Project Look Sharp** at a cost of **\$190 per person** paid by credit card or school/organization voucher. Those who complete the course will earn a **badge from Project Look Sharp** and a **letter of documentation** describing the 15 hours of PD training which can be **sent to an administrator of your choice**.

### WHO?

**K-12 School Librarians and Teachers from across the United States** who are interested in using media decoding in their work with students in their libraries and classrooms.

### WHEN?

The course begins with a live virtual Zoom session on **Tuesday Oct. 7, 7:00-8:30 pm EST** hosted by Project Look Sharp directors Chris Sperry and Cyndy Scheibe. This is followed by **4 modules of self-paced activities over 9 weeks**, as well as optional individual coaching by Chris Sperry. The course ends with a live virtual Zoom session on **Dec. 9, 7:00-8:30 pm EST**.

"It just fits so perfectly with what I believe to be vital in all education, to teach our students to critically think. It's not just a 'school skill'; it's a life skill."

- CMD Trained Librarian

### HOW?

Primarily through self-paced modules, participants will:

- be trained to guide students through media decodings using questioning techniques
- create and practice leading a media decoding lesson of their own
- learn how to build on this training to become leaders for media literacy in their schools

### INTERESTED?

For more information and to register, email

[looksharp@ithaca.edu](mailto:looksharp@ithaca.edu)

Deadline for Inquiries:

**Monday, September 29**



[projectlooksharp.org](http://projectlooksharp.org)



## WHAT IS CONSTRUCTIVIST MEDIA DECODING (CMD)?

CMD is a dynamic methodology that engages all students in learning core knowledge and skills while integrating critical thinking about media messages. This curriculum-driven, student-centered, inquiry-based approach is effective at all grade levels, with more than 900 free CMD lessons for all subjects.

"It can be incorporated in EVERY subject and at EVERY grade level. Student engagement skyrockets."

- CMD Trained HS Math Teacher



### WHY THE COURSE?

Amid growing concerns about mis/disinformation, teachers and librarians are finding new ways to **empower students of all ages with media literacy**, coupled with digital and information literacy skills. Project Look Sharp has been leading professional development trainings in constructivist media decoding for more than 20 years, and we are delighted to provide our first online hybrid courses designed to **teach librarians how to lead effective media decodings** with students and colleagues.

"CMD has changed the way I approach teaching media with students. Having the option to do it virtually made it possible for me."

- CMD Trained Librarian



### WHY CMD?

Enhances student engagement & agency

Supports the teaching of core content & standards

Trains students to evaluate credibility & bias through evidence based questioning

Teaches higher order critical thinking, metacognitive reflection & literacy skills

Shifts polarized thinking through civil conversations & self-reflection

Reaches traditionally disenfranchised & marginalized students

Trains teachers to listen to student meaning-making through inquiry & questioning

"This approach fosters critical thinking and promotes deeper understanding. Students are constantly asked to navigate a complex world with media; in short, this will be some of the most important work we do with students."

- CMD Trained MS English Teacher