



Project Look Sharp is Ithaca College's award-winning educational outreach initiative in the School of Humanities and Sciences. We are a nonprofit **on-campus organization** that supports media literacy integration into K-College classrooms by providing media literacy materials, curricula, and workshops for educators. Join our **on-campus** team to help develop and promote critical thinking and media literacy skills for the next generation.

We accept interns from all majors and offer between 1 and 2 credit internships, however if you would like 3 credits, please indicate that on the application. (We do not offer paid internships.)

Spring 2017 Internship Descriptions

Media Literacy, Gender and K-5 Health Education (2 Internship Opportunities)

Work with the PLS Director Cyndy Scheibe to help research media (commercials and other advertising, TV programs, films, books, magazines, Internet websites) and media literacy approaches for the development of K-5 media literacy lessons related to gender stereotyping and health education (e.g., nutrition, puberty, body image, safety, bullying). As a K-5 Health Curriculum Intern, you will work with a partner to help design, edit and format lesson plans for publication. Additionally, you may be involved in piloting, testing and evaluating media literacy lessons by observing or interviewing children in local school districts. Prior experience with elementary-aged children (ages 5-12) in an afterschool program, camp or other educational context is preferred.

Online Resources Research (1 Internship Opportunity)

Work with PLS Director of Curriculum and Development, Chris Sperry, to review, research, and re-vision our website pages that annotate and link to non-Project Look Sharp resources for K-12 teachers. You will learn a lot about 21st century online teaching resources for literacy, critical thinking and media as well as about web page layout. Strong research skills and an interest in K-12 teaching resources needed. This is an ideal position for students interested in teacher education, but not required.

Fall 2016 Marketing Internships

- ✓ Website and Database
- ✓ Design
- ✓ Social Media
- ✓ Media Outreach

See other side for descriptions!



Promotion and Marketing (4 Internship Opportunities)

Gain skills and experience in marketing and promotion and an understanding of media literacy by working with our media expert Ari Kissiloff and a small team of interns to implement a promotion plan for Project Look Sharp. The internship includes the following concentrations to choose from:

-Concentration 1: Database and Website Marketing

- Research and contact new and existing target groups for specific marketing campaigns
- Analyze website presence and initiate outreach proposals based on research
- Learn to use Filemaker and create scripts
- Craft emails to media literacy and education contacts
- Post existing educational lessons to websites
- Research, propose, and implement additional promotional activities

-Concentration 2: Design Marketing

- Design, create, and update promotional flyers and advertisements via InDesign, Photoshop, or I-works
- Learn Constant Contact cloud-ware and Analyze outreach data
- Research, propose, and implement additional promotional activities

-Concentration 3: Social Media Marketing

- Advise on, implement, and grow our existing and future social networking outreach initiatives (Twitter, Facebook, LinkedIn, YouTube, etc.)
- Help create and update “This Day in History” automated twitter database
- Learn to use Google Analytics and present data to the PLS staff
- Research, propose, and implement additional promotional activities

-Concentration 4: Media Outreach Marketing

- Develop a media outreach plan and timetable for the semester
- Design, draft, send and follow-up communications to different media outlets
- Coordinate marketing efforts with Ithaca Media Relations for press releases



Apply Now

Multiple ways to apply
www.projectlooksharp.org

1. Online Form: go to our website and select “Internships” from the left menu bar.
2. Hardcopy form: download the form from our website and return to:
looksharp@ithaca.edu or 104 Williams Hall.
3. Pick up an application from 104 Williams Hall & return it to the same office.

For additional questions, please contact
Sherrie Szeto
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