

# PROJECT LOOK SHARP



*August 2023 Newsletter*

## This Month's Highlights:

**ML3 - Librarians as Leaders for Media Literacy**

**New Demonstration Videos - Early Elementary & Middle School**

**Five NEW Lessons for Media Decoding**

- [Math, Media, and Me for MS/HS](#)
- [Climate, SEL, and Media Literacy for Elementary](#)
- [Origins of Hip Hop: Considering "The Message"](#)
- [Women in Hip Hop: "Ladies First"](#)
- [Migrant Mother: Photos as Fact or Opinion](#)



## ML3 Going National

For the last 2 years Project Look Sharp, in partnership with [SLSA](#) (*New York State School Library Systems Association*) piloted a unique initiative to integrate the teaching of critical thinking and media literacy across the state through the leadership of K-12 school librarians. You can read about the initiative, what we accomplished, and access the final evaluation, at [ML3: Librarians as Leaders for Media Literacy](#).

We are excited to announce that in September, Project Look Sharp will begin a new two- year initiative funded by [IMLS](#) (*Federal Institute for Library and Museum Services*) **with plans to bring ML3 to all 50 states**. This initiative will be in partnership with [AASL](#) (*American Association of School Librarians*) and in collaboration with [NAMLE](#) (*National Association for Media Literacy*).

---

## Early Elementary & Middle School Video Demonstrations of CMD

---

While we have gotten great response to our many [video demonstrations](#) of classroom decoding for upper elementary, high school, and college, we have not had demonstrations showing [Constructivist Media Decoding](#) at all levels - until now. You can now watch the following short, annotated demonstration videos produced by [The Media Spot's](#) Rhys Daunic and Project Look Sharp's Chris Sperry, featuring:

### **Michele Coolbeth and her K-1 students:**

- [What is Media?](#) – Kindergarten (2:50)
- [Who is Family?](#) – Kindergarten (5:27)
- [Wash Your Hands](#) – Kindergarten (2:13)
- [Choosing a Just Right Book](#) – 1st Grade (6:48)

### **Mary Kate Lonergan and her middle school students:**

- [Gender Stereotypes and Google Algorithms](#) (6:10)
- [January 6, 2021: Newspaper Front Pages](#) (8:57)



## New Free Lessons for Media Decoding:

You can **SEARCH 800+ FREE** media decoding lessons at [Project Look Sharp](#) by *Keyword, Subject and Level* and **FILTER** by *Standard, Media Type, Lesson Length*, etc.

### [Math, Media, and Me](#)

Middle School and High School - by Sox Sperry

Students analyze web videos and feature film clips for messages about how mathematicians solve complex problems, our own reactions to math, and media portrayals of math problem solving.



- What are the messages about how mathematicians solve problems in each of these short video clips?
- Is this an accurate portrayal?
- Why might Hollywood films present math in this way?
- How might these portrayals impact one's experience of math?

More media decoding [math lessons](#).

### [Our Changing Planet: Climate, SEL, and Media Literacy](#)

Early and Upper Elementary - by Bridget Crossman

Students analyze excerpts from a picture book for messages about the impact of climate change and the actions people can take for the planet - while also reflecting on their emotional responses and the intent of the author/illustrator.



- What are the messages about the impacts of climate change?
- What are the messages about what people can do?
- How does this make you feel?
- Why do you think the author and illustrator might have wanted readers to feel that way?

More **elementary level** media decoding lessons about the [environment](#).

---

## ***Origins of Hip Hop: Considering "The Message"***

Middle and High School – by Sox Sperry

Students analyze song lyrics, a music video, and an excerpt from a documentary for messages about the origins of hip hop as reflected in the song, "The Message."



- What are the messages in the visuals, the lyrics, and the music about living in New York City in 1975?
- What are the messages about the beginning of hip hop?
- How does this make you feel and why?
- How might different people (older, younger, urban, rural, Black, white, etc.) interpret this differently?

More media decoding lessons about [music and U.S. history](#).

---

## ***Women in Hip Hop: "Ladies First"***

Middle School through College – by Sox Sperry

Students analyze song lyrics, a music video, and an excerpt from a documentary for messages about women's place in hip hop in Queen Latifah's song "Ladies First."



- What are the messages about women in hip hop?
- What social issues from 1989 are referenced in the video?
- How does reading the lyrics, watching the music video, and watching the documentary clip impact your experience differently?


More media decoding lessons about [women and music](#).

---

## [Migrant Mother: Photos as Fact or Opinion](#)

Upper Elementary through High School – by Mary Kate Lonergan

Students analyze Dorothea Lange’s “Migrant Mother” photograph and reflect on the constructed nature of photographs by evaluating whether photographs are fact, opinion, or something else.

	<ul style="list-style-type: none"><li>• What questions do you have about this photo?</li><li>• Who took this photo and why was it taken? (After reading the handout)</li><li>• What message do you think Dorothea Lange was trying to communicate?</li><li>• Are photographs fact, opinion, or something else?</li></ul>
---	--

More media decoding lessons about [photography and U.S. history](#).

---

## Experiencing Technical Issues with Project Look Sharp Website?

---

Some people have reported issues accessing our website:

- **Problem resetting your password?** Check your spam/junk/clutter/important filter for the password reset email.
  - **Not receiving emails or newsletter from Project Look Sharp?** We have learned that some districts are blocking our emails. In this case, ask your IT department to whitelist email communications from our domain, projectlooksharp.org. Or use a personal email account to set up your account.
  - **Experiencing delays in accessing resources on Project Look Sharp's website?** Recently, Project Look Sharp's outreach has grown exponentially. While this is good news, it does mean that we are experiencing growing pains. To address this, we will be transitioning our website to a dedicated server. We apologize for the inconvenience for any delays, but it should be resolved soon!
-



Built with ActiveCampaign >

[View in web browser](#)

Project Look Sharp, 1119 Williams Hall, 953 Danby Rd., Ithaca College, Ithaca, NY 14850, United States