



## ML3

**Librarians as Leaders for Media Literacy** is a not-for-profit initiative of Project Look Sharp – providing **K-12 school librarians** with **free resources** and **Professional Development** for their work with students and teachers to develop ***Habits of Critical Thinking*** about ALL media messages through **engaging, student-centered, curriculum-driven, question-based media analysis.**

Our METHODOLOGY: **CMD** –  
*Constructivist Media Decoding*

Our RESOURCES: Over **850 free lessons** for integrating media decoding into all subject areas and levels

Our PD: **Free resources & PD opportunities** for librarians in CMD and leadership

*It has totally transformed how I teach.*

ML3 Librarian

### Free Lessons for Media Decoding

“I don’t have the time to find the right media documents for my curriculum needs!”

For 25 years ***Project Look Sharp*** - a mission-driven, grant funded, media literacy initiative at Ithaca College - has been collaborating with librarians and teachers to post more than **850 free media decoding lessons** for all subject areas and **all grade levels**, such as this lesson:



**Star Wars** 1977

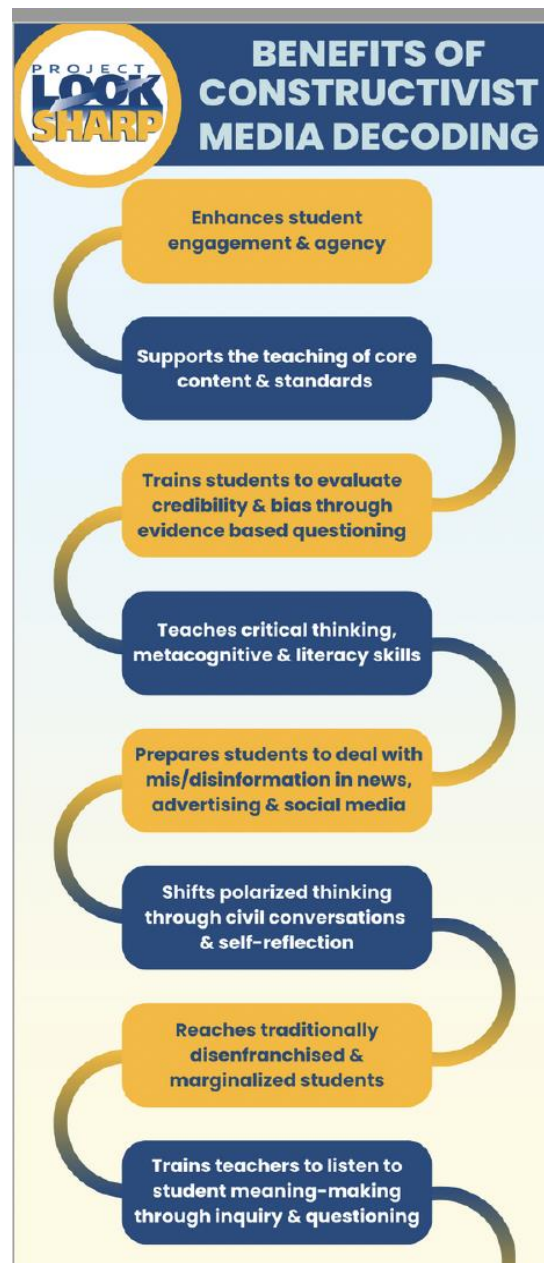


**Wall-E** 2008



**M3GAN** – 2022

- What are the messages in these film clips about AI?  
- What historical context shaped each construction?



Project Look Sharp **media documents** include book excerpts, video clips, social media posts, songs, posters, journal articles, money, etc.

Each free lesson includes...

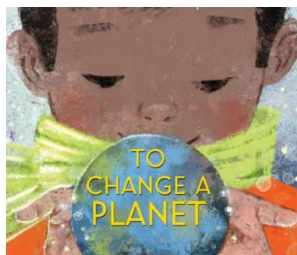
- Media **documents** for downloading
- A standards aligned **lesson plan** with:
  - **Questions** linked to subject area objectives
  - Evidence-based **student responses**
  - Lesson steps, time, decoding advice, etc.

**Search** for lessons by **Subject, Level, Keyword** and **Filter Results** by **Standards, Media Type Lesson Duration**, etc.

*CMD lessons can reach and engage resistant students... this is meant for every student, all types of learners.* ML3 Librarian

### Librarian Created Materials:

We have collaborated with school librarians to publish free resources including these lessons:



### Climate and SEL for our Youngest Students

- What are the messages about climate change?
- How does it make you feel?

### TikTok Timebomb

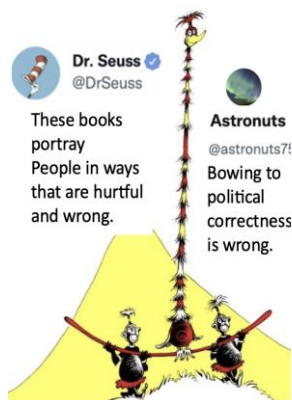
- For each of the 5 short videos, identify the method of manipulation
- How could you find out if you are right?

#### Five Methods of Media Manipulation

<b>SPONSORED CONTENT</b>	<ul style="list-style-type: none"> <li>• Influencers paid to promote a certain product to their followers</li> <li>• Followers may not be able to tell they're viewing an ad</li> <li>• Influencers or content creators may not label that content is paid promotion</li> </ul>
<b>SATIRE</b>	<ul style="list-style-type: none"> <li>• A humorous critique</li> <li>• May be confused as truth rather than satire</li> <li>• Sarcasm usually relates to current events</li> </ul>
<b>PSEUDOSCIENCE</b>	<ul style="list-style-type: none"> <li>• Tries to pass itself as real science</li> <li>• uses scientific-sounding language, cherry-picked data or outright false claims</li> <li>• promotes "miracle cures"</li> <li>• Often contradicts scientific experts</li> </ul>
<b>CONSPIRACY THEORY</b>	<ul style="list-style-type: none"> <li>• Offers simple explanations for otherwise random or complex events; often pins it on a sinister group pulling the strings</li> <li>• rejects evidence that refutes conspiracy.</li> </ul>

### Canceling Seuss

- According to the Twitter posts, why did the Seuss family remove these books?
- Do these Tweets hurt or help civil discourse?
- How might one's identity impact one's analysis?



## Free PD Resources

- **Key Questions** for media decoding with versions for early elem., different languages, and for *Creating Media Messages*
- **Demonstration Videos** of CMD in action for different subject areas and grade levels.



School librarian Michele Coolbeth leading media decoding activities with Kindergarteners.

**Constructivist Media Decoding STARTER KIT**  
for Math 6-12

Constructivist Media Decoding (CMD) is a core content inquiry-based teaching method where ALL students at all levels develop habits of questioning through media analysis.

**THIS APPROACH IS** inquiry-based student-centered curriculum-driven **AND** teaches core subject-area standards develops habits of critical thinking builds student agency engages all students

This kit gives you the resources and steps you need to begin integrating Constructivist Media Decoding into your work with students.

**WATCH:**

- What is Media Literacy and CMD? (5 min)
- Eighth School Students Talk about Media Literacy (2 min)
- Project Look Sharp Lesson (2 min)
- Watch a Short CMD Demonstration Video

**STEP 1: Brainstorm upcoming CMD opportunities**

- What content will my students be learning?
- What media can target my curricular goals? And be engaging for all my students?
- What content and media literacy questions should I ask?

**STEP 2: Review the CMD Guide for**

- Tips to successfully lead a CMD
- Areas of caution
- Pitfalls to avoid

**STEP 3: Select a Lesson**

- **Starter Kits** for 20 different levels and subjects
- **Informational Videos** about CMD and ML3.
- **Slide Sets with Presenter Guides** for delivering PD to your colleagues about CMD and these resources.
- **DIY Guide** For creating and adapting you own lessons

*Now I'm like a woodpecker asking, "Why do you think that is? Where do you think that's leading?"*

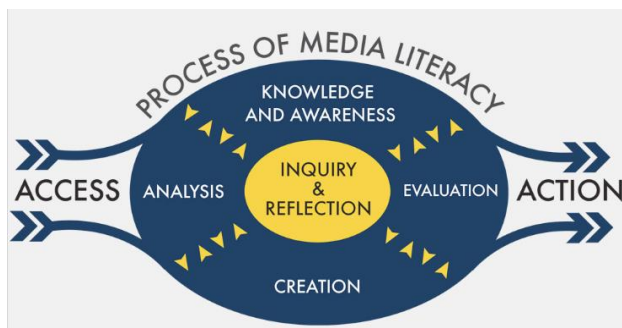
ML3 Librarian

## PD Opportunities

Project Look Sharp offers fee-for-service live, online and hybrid trainings for targeted groups including full-day workshops and classes on:

- **Rx for an Infodemic** – Integrating truth seeking into the curriculum .
- **ML3** – Librarians as leaders of Media Literacy
- **Media Literacy Integration** for specific subject areas, levels, roles, etc.

Participants have rated our PD 4.85 of 5.0 in the last 1,000 PD evaluations.



### Online CMD Courses

Project Look Sharp offers a 5 module online course for media decoding.

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

We are planning a CMD course and training for **school librarians to facilitate** a hybrid face-to-face and self-paced course for their colleagues.

*I learned just how much better my teaching can be by participating in ML3 and I wish that this could be a part of every teacher training program - it would change the face of education, and likely shift the fractious thinking in our country.*

ML3 Librarian

Sign up for the bi-monthly [ML3 Newsletter](#)

For information about our **online course** in *Constructivist Media Decoding* email Cyndy Scheibe at [scheibe@ithaca.edu](mailto:scheibe@ithaca.edu)

If you are interested in possibly **hosting PD** for your district, state, organization, etc. email Chris Sperry at [csperry@ithaca.edu](mailto:csperry@ithaca.edu)

Access free Media Decoding lessons and resources: [Project Look Sharp Account](#)

*"If everyone knew that CMD is truly teaching students to be independent thinkers, this would change how questioning in the classroom takes place on nearly every level. How impactful this would be on all areas of instruction."*

-- ML3 participant