FOR TEACHERS USING THIS KIT

In order for us to determine how well this kit -- and media literacy in general -- works to meet the needs of teachers and students, it is crucial for us to get feedback from teachers who have used it.

As an incentive, we are able to provide a 10% discount on your next purchase from GPN/CML in exchange for returning this completed evaluation form by fax or mail (through June 30, 2005). You may also complete the evaluation form online at: http://www.ithaca.edu/looksharp (with the same discount offer) where there will be additional questions, as well as a student evaluation form that can be completed by students in your classes.

We ask that you please take a few minutes to complete this questionnaire (both front and back). Please do this after you have used the kit in your work with students.

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<th>STRONGLY DISAGREE</th>
<th>STRONGLY AGREE</th>
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<tbody>
<tr>
<td>1. The kit helped me teach core content about presidential elections.</td>
<td>1 2 3 4 5</td>
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<td>2. The kit helped me develop critical thinking skills in my students.</td>
<td>1 2 3 4 5</td>
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<td>3. The kit helped me develop an awareness of responsible citizenship.</td>
<td>1 2 3 4 5</td>
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<td>4. My students were responsive to the activities and material in this kit.</td>
<td>1 2 3 4 5</td>
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<td>5. The kit strengthened my students’ understanding of media literacy.</td>
<td>1 2 3 4 5</td>
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<tr>
<td>6. The kit strengthened my own understanding of media literacy.</td>
<td>1 2 3 4 5</td>
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<td>7. My students were able to ask critical questions about the media after working with this kit.</td>
<td>1 2 3 4 5</td>
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<td>8. The kit helped my students practice answering document-based questions.</td>
<td>1 2 3 4 5</td>
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<td>9. The activities in the kit were especially engaging for typically disinterested students.</td>
<td>1 2 3 4 5</td>
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<td>10. I would recommend this kit to other teachers.</td>
<td>1 2 3 4 5</td>
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11. Where did you learn about this kit? (check all that apply)
   - on the GPN or CML websites
   - from a flyer or postcard
   - from an e-mail or list serve announcement
   - through the CML or GPN catalogues or newsletters
   - other (explain: ________________________________)

12. At what grade level(s) and in what subject area(s) did you use this kit? (check all that apply)
   - middle school
   - high school
   - college
   - American History
   - Government/Civics
   - Social Studies
   - Communications
   - Teacher Education
   - Media Literacy
   - other (explain: ________________________________)

13. Which segments of the kit did you use? (check all that apply)
   - Individual Units (circle which ones)  
     - 1800 1828-40 1860-76 1896-1908 1932-44  
   - Thematic Units (circle which ones)   
     - Media Bias Reaching Voters Target Audience Class/Labor Race  
     - Foreign Policy Fear Economic Issues Attack ‘Hero’  
     - ‘Family Man’ ‘Commoner Cartoons Music  
   - Assessments (circle which ones)  
     - Unit Assessments: Essay Short-Answer Cumulative Assessments  
   - Web Site Support (e.g., for the 2004 Election)
14. What do you regard as the strengths of this curriculum kit?

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________________________________________________________________________

15. If, when working with this kit, there was an "ah ha" moment in which students seemed particularly connected, stimulated, or engaged, please describe in a sentence or two.

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________________________________________________________________________
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16. If there was a particular problem, or obstacle in delivering or presenting any aspect of the kit please write a sentence or two to share that experience with us.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

NAME:

SCHOOL:

ADDRESS:

CITY: ___________________________ STATE: ___________________________ ZIP: ___________________________

PHONE ___________________________ EMAIL ___________________________

TO RETURN THIS EVALUATION FORM:
Fax to: Project Look Sharp, Ithaca College 607-274-1925
Mail to: Project Look Sharp, 1119 Williams Hall, Ithaca College, Ithaca, NY 14850

BE SURE TO INCLUDE YOUR NAME, SCHOOL, E-MAIL AND MAILING ADDRESS SO WE CAN PROVIDE YOU WITH THE 10% DISCOUNT ON YOUR NEXT GPN/CML PURCHASE.