



February 2025 Newsletter

PLS Newsletter at a Glance

New Lessons:

- **What is Democracy?** - Middle School & High School
- **Lewis Hine & Child Labor** - Middle School & High School

Lessons for:

Black History, Valentine's Day, President's Day, Social Justice

New Search Capacities:

Popularity and Boolean Functions

Online CMD Course: Starting March 4

For School Librarians: ML3 Newsletter

Appreciations:

Michelle Ciulla Lipkin - NAMLE and Sylvia Norton - AASL

New Media Decoding Lessons:

What is Democracy?

Middle and High School

Students analyze 4 short videos for messages about different forms of democratic process in the U.S., about video techniques, and about their own biases.

Voting for President – Vermont Town Meeting - Haudenosaunee Democracy - Worker Co-ops



- What are the messages about this kind of democracy?
 - What techniques are used to share these messages, and which are effective?
 - How might one's political views shape one's reaction to each video?

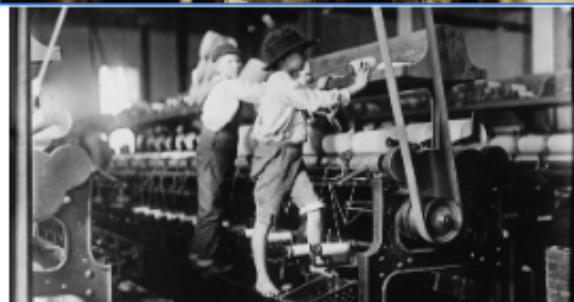
More media decoding lessons about Democracy for Elementary, Middle and High School

Lewis Hine and Child Labor Photography of Persuasion

Middle and High School

Students will analyze and ask questions about photographs to learn about persuasive techniques, intent, impact, and to reflect on historical context and perspective.

- What questions do you have about the photos?
 - What choices did Hine make in taking these photos?
 - What messages do you think he was intending?
 - Are Hine's photos fact, opinion or something else?
 - How is photography different today?



Happy Valentine's Day: What's the Message, What's the Purpose?

Elementary

Students analyze two TV commercials and a public service announcement for messages about Valentine's Day, storytelling and target audience.

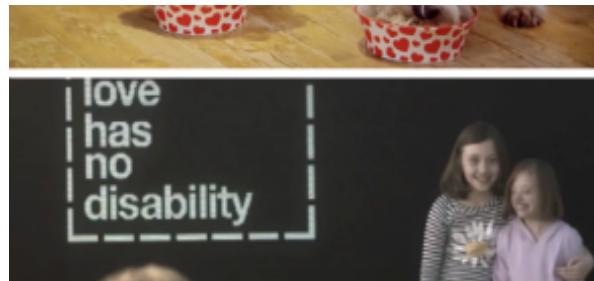
- What are the messages here about love?
 - What feelings did you have as you



watched this ad? What made you feel that way?

- Why might the advertisers want you to feel that way?
- Who is the target audience?
- What is an ad? What is a Public Service Announcement? How are they different?

Other SEL (Social Emotional Learning) lessons for [Elementary](#), [Middle](#) and [High School](#)



Lessons for [Black History Month](#)

– filter by subject, level, duration, media type, etc.

Some lessons for [ELEMENTARY](#):

- [Harriet Tubman Seizes Freedom](#) - Book Excerpts
- [Dr. King: Reading the Messages](#) - Sculptures

Some lessons for [MIDDLE SCHOOL](#):

- [Aretha Franklin: Amazing Grace](#) - Film Clips
- [Picturing the Underground Railroad](#) - Book Covers
- [Black Identity](#) - songs

Some lessons for [HIGH SCHOOL](#):

- [Covering Black Lives Matter](#) - Newspapers
- [Carry Me to Freedom](#) - Songs
- [Andrew Jackson and Harriet Tubman](#) - \$20 bill



Media Construction of Presidential Campaigns:

A Document-Based History Kit, 3rd Edition

Lessons for Presidents Day

We have 150+ lessons related to [Presidents](#) and presidential campaigns, from 1800-2024. Search by level, name, year, keyword, etc.

See our kit [Media Construction of Presidential Campaigns](#) with over 100 media decoding lessons.

Lessons about Social Justice

We have over 75 lessons related to [Justice](#):

[19 Elementary Lessons including:](#)

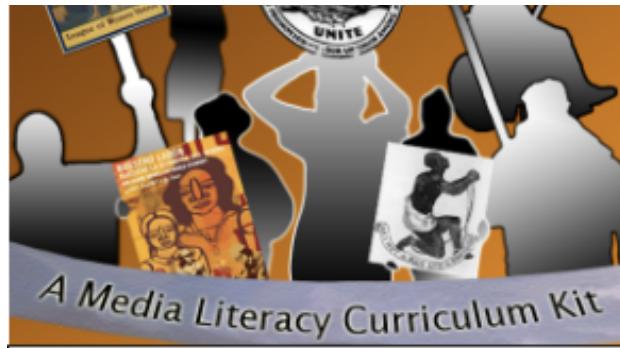
- [First Contact: Who's Telling the Story?](#)
- [Unearthing Stereotypes](#)
- [UN Sustainable Development Goals](#)

[41 Middle School Lessons including:](#)

- [America: Through Music Videos](#)
- [Environmental Justice: For Whom, How, Why?](#)
- [Fighting Back Against Religious Intolerance](#)

[61 High School Lessons including:](#)

- [Sports and Protest: Media & Civil Discourse](#)
- [Black Lives Matter and Climate Change](#)
- [Bob Dylan: Storytelling for Social Justice](#)



See our [Media Construction of Social Justice](#) kit with 24 image, video and audio lessons on *Abolition, Suffrage, Labor, Civil Rights, Gay Liberation, Feminism, Immigration and Prisons*.

New Search Functions

for Project Look Sharp's 800+ free lessons:

- **Popularity** – you can now search our lessons by the most downloaded in the last 6 months OR by Newest.
- **Boolean Search:** Put phrases in “quotes”
 - use + to require additional terms
 - use - to omit additional terms
 - use | for an OR search.

For example:

Keyword *Literature* results in 72 lessons
Literature<> / *Book* = 94 (can have either)
Literature + *Book* = 67 (must have both)
Literature<> - *Book* = 17 (can not have *Book*)
“Book Cover” = 17 (includes phrase *Book Cover*)

Sort Results ▾

Newest

Popularity

[Home](#) > [Search](#)

"book cover"

Your Search Results (17)





Empowering All Students Through Media Decoding

15-hour Online Course for Educators

Project Look Sharp's popular online course trains K-12 school librarians and teachers in [Constructivist Media Decoding](#) (CMD) – a student-centered, question-based methodology for integrating media literacy across the curricula. For \$190, this dynamic PD features live sessions with the creators of CMD, interactive self-paced modules, and personalized coaching to help participants design and teach their own media decoding activities.

Email looksharp@ithaca.edu for more information and to register!

For School Librarians:

[Sign up](#) for the **ML3 Newsletter** [Librarians as Leaders for Media Literacy](#) with updates about PD offerings, resources, and support for school librarians wanting to integrate [Constructivist Media Decoding](#) with their students and colleagues.



Deep Appreciations

and congratulations to two beloved advisors to Project Look Sharp and ML3 – both of whom will be moving on from their positions this spring. **Michelle Ciulla Lipkin**, the Executive Director of [NAMLE](#) (the National Association for Media Literacy Education), and **Sylvia Norton**, the Executive Director of [AASL](#) (the American Association of School Librarians), have provided invaluable wisdom over the years that has enabled us to better address our mission of educating all students for critical thinking in a democracy.



Michelle Ciulla Lipkin



Sylvia Norton



