

Draft for Client Review/Email Pitch Letter.

To: [info@edutopia.org](mailto:info@edutopia.org)

Subject: Project Look Sharp: Helping our youth understand today's media.

December 6, 2011

Edutopia Blog team  
Edutopia

Dear Sir/Madam,

Every new generation brings with them a new set of ideas and skills that help to further advance our great nation. Over the past few years, the United States as well as the rest of the world has advanced into what we now call the digital age. This is an age where information is readily available and can be found almost at an instant. With a plethora of information constantly bombarding our youth how can we teach them to properly sift through it all? Project Look Sharp, has worked to make media literacy an important part of our youths education.

Media literacy is defined as the ability to access, analyze, critically evaluate and produce communication in a variety of forms. Project Look Sharp, a media literacy initiative, provides support for the effective integration of media literacy and critical thinking inside the classroom. The media is constantly bombarding our youth with information on current events trying to sway their opinions. Project Look Sharp wants to help foster critical thinking and careful examination within our youth, in hopes that it will help them successfully sift through all the information.

Chris Sperry, a Harvard alumnus and co-creator of Project Look Sharp, has been working diligently to promote the importance of the integration of media literacy throughout every level of education. Project Look Sharp believes that it is important for today's youth to be able to understand and interpret today's media with a critical lens. Sperry and the Project Look Sharp team has developed lesson plans in combination with other supporting materials to help students better understand a number of controversial topics in today's age.

Project Look Sharp was established in 1995 and has been working hard to make media literacy an important part of our youth's education. We think that Project Look Sharp is the perfect organization for Edutopia cover. I will call you shortly to see if you are interested. Meanwhile please contact me at \_\_\_\_\_.

Sincerely,  
Name of PR Person