

Sharing: Community Sharing

This lesson plan is part of the [Connecting through Time: Intergenerational & Family Storytelling](#) toolkit

This activity walks students through defining the core audience for their work, mapping their community for exhibition spaces, creating an exhibition proposal and producing a community exhibition.

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GRADE LEVEL

middle–high school

TIME REQUIRED

3–4 sessions

MATERIALS NEEDED

flip chart paper, writing
utensils

KEY IMAGES

[Photoville Public Art
Projects](#)

ADDITIONAL RESOURCES

photoville.com/edu

Where Should We Exhibit?

Organizing a community exhibition starts with knowing who your audience is and meeting them where they gather.

1. Upon students' finishing their photography project, ask them to reflect on their core audience. Have each student list the top 5 people that they would like to view their photography project and why.
2. Now brainstorm with students about where their audience gathers. Set up 3 sheets of flip chart paper around the classroom, and label them 3 types of community spaces: Outdoor Space, Businesses, and Indoor Space. Divide students into three groups, one for each sheet of flip chart paper.
3. At their first sheet of flip chart paper, give the groups 10 minutes each to list out as many specific locations for that type of community space that they can think of. (ie. for Indoor Space, students could list schools, churches, community centers etc.)
 - Remind them to refer back to their list of 5 core audience members. Where do their 5 people frequent?
 - Ask them to be specific (i.e. PS378 vs school and Navy Yard Boys & Girls Club vs. community center)
4. Rotate groups to the next flip chart paper. Give the groups 5 minutes to add additional specific locations for this second type of community space.
5. Rotate groups to the last flip chart paper. Give the groups 3 minutes to add additional specific locations for this third type of community space.

The Photoville Education
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6. Give students 10 minutes to walk around and review all the ideas on the flip chart paper, considering these questions:

- Which locations jump out to them?
- Which locations do they have connections to?

7. Poll the class to determine: what are the top locations that jump out to them, and which of these do they have a connection to?

8. Decide the top 2-3 locations to pitch to based on where there's an overlap. Is there a top location that a few students have connections to?

Creating an Exhibition Proposal

1. Create a simple exhibition proposal to share with each location. Address the following questions in your exhibition proposal:

- What is your photography project about?
- Who is this group of students?
- Why did you decide on this location?
- What would you like to activate in this space (an exhibition or event)
- Include pictures of your students and of their photography

To collectively write the proposal, you could divide your students into groups to address each question. The groups can brainstorm, and then write 1 paragraph about the question.

2. Compile this information altogether into a PDF to pitch the locations.

3. When pitching locations, remember to leverage your personal connections, and to follow up! As you're looking for a location, keep sharing and ask your students to do that as well. You never know when a personal connection or conversation can turn into a lead.

Visiting the Location

1. For locations that are open and interested in an exhibition, you'll want to organize a visit to the space with the representative to explore the possibilities.

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2. During your site visit, consider and ask the representative:

- **Space:** Which spaces may we use to display work? Think outside the box and look at walls, windows, tabletops, menus, TVs, fences. Does the representative have any ideas about where you could show your work?
- **Time:** Is there a preferred time and duration for our class exhibition? May we organize an opening event in your space? If so, is there a preferred time?
- **Collaborating:** This is a community collaboration, so get to know the space, ask them what they need and how your exhibition could support them.

Perhaps it's a restaurant that wants to attract more lunchtime customers. Could you hold a lunchtime event? Could you include a lunchtime discount code with your exhibition invitation?
Perhaps it's a local park who wants to create more programming for the community. Could your opening event be open to the community and family-friendly?

Producing the Exhibition

Based on the space available and your budget, you have many different options for producing your class exhibition. Here are a few possibilities with links and background information.

Hanging Vinyl Banners

Considerations

Pros: good for outdoors, long-term exhibition, very durable

Cons: cost, need a suitable location to hang banners and permission to do so

Example: <http://www.communityheroes.nyc>

The Community Heroes project displayed hanging banners in a local public park for a duration of 10 months. They partnered with the community group at the park to help.

Printing Options: <https://assemblynotrequired.org>

Projection/Movie Screening

Considerations

Pros: can have a large audience and no printing costs required.

Cons: one night event.

Example: <http://www.communityheroes.nyc/neighborhood-stories-by-the-red-hook-reporters>

The Red Hook Reporters project partnered with Red Hook Flicks, a local summer outdoor movie series, to show a trailer of student stories as a pre-show for each screening.

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Postcards/Book/Zine

Considerations

Pros: can be distributed very widely and be personal keepsakes.

Cons: no community gathering



Example: <https://photoville.com/projects/brownsville-community-justice-center>

The PhotoVoice program at the Brownsville Community Justice Center was a series of workshops, class critiques and field trips where students created images of their perspectives of life in Brownsville. The resulting images were compiled in a book, and also printed as postcards for distribution all over the neighborhood.



Printing Options: <https://assemblynotrequired.org>

Exhibition at Local Business

Considerations

Pros: Support local businesses, build community relationships, reach a new audience

Cons: The logistics and schedule of producing an exhibition with a working and busy business may be tricky



- Many neighborhoods have a BID that has a ton of small businesses in the area. See the link below from Bed Stuy <https://thebedstuybid.org>
- Social media is a great source of getting to know your local businesses too! Search through the explore tool on Instagram and even through hashtags such as: **#ShopLocal #BedStuy (your neighborhood's name) #ShopBlack #SupportLocalBusinesses**
- Create a list of businesses through the resources provided above. The best way to keep track of business is to create a spreadsheet or table on a document with updated information. Be sure to include phone number, address, and all social media handles.
- Contact local businesses with students. Provide students a script and have them practice with each other before contacting the business. Many times businesses are more responsive through Twitter, Instagram, & Facebook Messages so be sure to explore that route as well as calling.



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EXAMPLE: PHONE SCRIPT

Good afternoon, my name is _____ and I am calling from **[name of school/org and location of school/org]**. Do you have a few minutes to talk about our school/org and our upcoming project?

If NO—Ok great when would be a better time to contact you? Should we email? Phone call?

If YES—Great! We are currently working on **[provide context and description of the project and who your organization is/what your school/class is about]**. Through this project, we are looking for a local business to exhibit our project. This is a great opportunity for you to promote your business, create partnerships, and build community within **[name of neighborhood]**. Is this something you would be interested in participating in?

If YES—Great! Can we schedule an interview? Would you prefer to meet over the phone or in person?

If NO—Thank you so much for your time! Have a wonderful day!

