

# Lesson 3

## Actions Speak Louder

Service Learning—Grades 6–8

NATIONAL & COMMUNITY SERVICE



Teacher Instructions

**Goals:** Examine the role of the media in promoting a service project, create relevant media materials, implement a service project, then reflect on the results

**Time Required:** Time will vary

**Materials:** Reflect Student Worksheet

### Get Started:

1. Invite students to examine the concept of “the media” and how it impacts their lives and members of their community. Ask: *How would you explain the term “media” to someone who had never heard the word before? What are some examples of media? (A possible definition could be “the means of communicating with a broad group of people through a variety of mediums such as TV, radio, newspapers, billboards, magazines, Internet, and telephone.”) Do you think the media in some form or another is a part of your life every day? Do you think the media influences the way you think? The way you see the world? Your opinions on local issues? What are some positive ways the media has impacted your life? If you think about your parents, what kinds of media do they use? What about your grandparents? Do you think the media could be used to help spread the message of Dr. King and inspire more people to serve their community?*
2. Revisit the class service project goal and the service plan drafted by the class in Lesson 2 and ask students to consider how they would like their community to take part in the service project. Ask: *Do we need to recruit volunteers to help with our service project? Do we need volunteers with any certain skills? Do we need a way to let those people who would benefit from our service project know that it is going to take place? Create a description of the*

people the class hopes to reach through media outreach efforts.

3. Invite students to consider which forms of communication might be the most effective. For example, if students would like to invite other students at the school to volunteer for the class service project, creating posters to hang around the school could be an effective form of communication, whereas if students wish to communicate with a much larger group, a story in the newspaper or on the local news could be more effective. Brainstorm a list of possible mediums such as announcements in local papers, school newsletters or the school website, flyers to distribute in the neighborhood, posters, radio ads, an interview on a local news program, or a skit at the next school assembly. In most cases, a variety of approaches will reach the greatest number of people.
4. Click through and examine the media resource materials at <http://1.usa.gov/1lw35GP> with students. Ask: *What messages do we want to communicate about our service project?* Using the Sample Media Advisory as a model ([mlkday.gov/promote](http://mlkday.gov/promote)), have students write their own media advisory incorporating the specific details of the class service project. Invite students to also work in small groups to create posters, flyers, and short videos and to make use of the free MLK Day of Service media materials available at <http://1.usa.gov/1lw35GP>.

### Take Action:

5. Take your message to your community and complete your preparations ahead of the service activity day.
6. Do your class’s service activity! Be sure to take lots of photos and acknowledge the individual efforts of your students and all of the volunteers.

### Wrap Up:

7. After completing the service activity, have students finish the Lesson 3 worksheet as a way to help them reflect on the project and evaluate its success. Once students have completed the worksheet, gather the class to share their thoughts with each other. Ask: *What was a particularly rewarding moment from the day? How did you feel while you were serving your community? Were there moments that were challenging? How did you get through them? Do you think our project made a difference? How could you tell? Do you think you would like to do another service project in the future? How do you think you could continue working on the issue our class selected even after today? What are some small ways that you can keep the spirit of service alive each and every day?*
8. Celebrate your service project and share your success with your community. Using the Sample Press Release (<http://www.scholastic.com/mlkday/pdfs/sample-press-release.pdf>) as a model, have students write a short article about the service project and its impact on the local community to submit to the class website, school or local newspaper, or school blog. Brainstorm other ways to share your class’s project with the broader community; the more creative and fun, the better!

# Reflect

*Take a moment to reflect on your service project and evaluate the results. It's an essential step in wrapping up a service project and preparing for the next one!*

Directions: Choose one of the following formats for a reflection piece about your class service project:

- A letter to a friend
- A blog post
- A poem
- A newsletter article

**1. Choose at least one topic:**

- A rewarding moment
- A challenging moment and how you worked through it
- Your feelings about serving others
- Something you discovered about yourself through this project
- Something you learned about your community

**2. Answer these questions about your project.**

**A.** What were the results of your service project? \_\_\_\_\_

\_\_\_\_\_

**B.** Did you accomplish your goal? How do you know? \_\_\_\_\_

\_\_\_\_\_

**C.** Do you think accomplishing your goal is the only way that a project can be considered successful? Why or why not? \_\_\_\_\_

\_\_\_\_\_

**D.** How would you describe the impact your project has had on your community? \_\_\_\_\_

\_\_\_\_\_

**E.** What feedback did you get from the people you served? How did they feel about the results of your project? \_\_\_\_\_

\_\_\_\_\_



