**Anti-Jim Crow Ad Campaign**

Group Directions

Your group works at an advertisement agency, and you have been hired to produce an advertisement campaign for an activist who is fighting against the Jim Crow laws. It is your job to produce a newspaper advertisement which will be run in black owned newspapers nationwide. Each group will receive a letter from your activist, explaining their views. You must incorporate their views in your campaign. It is your job to make their views and ideas look attractive to blacks living in the early twentieth century.

Advertisement Instructions

Your advertisement will be designed to be run in many black newspapers which will be distributed all across the United States. Keep in mind that advertisements should be positive in nature. Your advertisements must include the following items:

\_\_\_ A slogan, which summarizes your activist’s views in a creative way.

* Slogans should be relatively short, memorable and should stand out on your advertisement.

\_\_\_ A description of the problem that blacks are facing during this era.

\_\_\_ Text describing the arguments and vision of your activist.

* Include your activist’s name at some point
* Include a minimum of two different arguments your activists would make

\_\_\_ Illustrations

* Make sure your picture tells a story or conveys a message
* Make sure it is neat and creative, using color.
* Use symbols or symbolism to strengthen your ad campaign
* Work within your artistic ability level

\_\_\_Names of group members should be on the back of the advertisement.

Individual Roles

Each of you will be assigned an individual role with specific jobs that you must complete during the preparation of your project as well as the presentation in front of the class. You may use this guide as a checklist to ensure that you have completed all of your tasks.

**Presenter**:

\_\_\_ Make index cards to prepare yourself for the presentation.

\_\_\_ Practice, to ensure that your presentation runs smoothly. You should not have to read off your advertisement.

\_\_\_ Be sure to work with the graphic artist to understand the illustration.

\_\_\_ Check with the historian to make sure your facts are correct.

\_\_\_ During the presentation, you will be explaining the vision of your activist.

**Graphic Artist**:

\_\_\_ You will complete the illustrations and layout for your advertisement.

\_\_\_ Work with the text editor to make sure there will be room for a slogan and the required text

\_\_\_ During the presentation, you will explain the illustrations.

**Text Editor**:

\_\_\_ Write the slogan for your advertisement

\_\_\_ Write a description for the problem you are facing.

\_\_\_ Write the basic view or arguments that your activist is trying to convey.

\_\_\_ Work with the graphic artist to make sure they leave room for your slogan and text, and that it goes well with the illustrations.

\_\_\_ During the presentation, you will be required to answer questions from other groups.

**Opposition Researcher**:

\_\_\_ You will be required to research your opposition’s point of view.

\_\_\_ Prepare questions to ask your opposition.

\_\_\_ Work with the historian to make sure you understand the facts.

\_\_\_ During the presentations, you will be required to ask questions of your opposition.

**Historian**:

\_\_\_ You must check all facts going into your advertisement, and ensure that they are historically correct.

\_\_\_ Advise others in your group, and look up facts for them when needed.

\_\_\_ During the presentation, you will be required to answer questions from other groups.

Presentation Instructions

Your group will be required to present your advertisement in front of the class. Make sure that you review your individual roles, so that you know what you will be responsible for during the presentation. After the Presenter and Graphic Artist present the ad, other groups, and possibly your teacher, will have a time to ask questions. Your Opposition Researcher will be required to ask other groups questions after their presentations.

Data Retrieval Chart: You will be given a chart to record information about other groups’ presentations, to use later for your writing assignment.