

Workshop 9: The Streets of Harlem**Reading 1 Project: Heartbeat of Harlem**
Visit Harlem Today!

In the 1920s and 1930s, Harlem was the center of African-American culture.

Project: Create an advertisement about Harlem in the 1920s and 1930s. Persuade people to visit.

Procedure**1. Plan your advertisement.**

Harlem artists made music, painted, wrote, and took photos. Imagine you want to create a travel advertisement to bring visitors to Harlem during the Harlem Renaissance.

- List specific details about exciting places and events that would bring people to Harlem. For example, invite blues lovers to come and listen to Ella Fitzgerald sing at the Apollo Theater.
- Use your senses. What are some of the wonderful sights, sounds, tastes, and smells you think people might enjoy?

2. Create your advertisement.

Imagine that your ad will appear in the travel section of your local newspaper. How will you persuade people to visit Harlem?

- Think about the audience. If a reader is reading the travel section, he or she might be looking to take a vacation.
- Use attention-getting words.

3. Present your work.

Type your ad on the computer. Use boldface and other formats.

- Add photos or drawings that highlight the sights and sounds of Harlem.
- Display your ad on a class bulletin board.