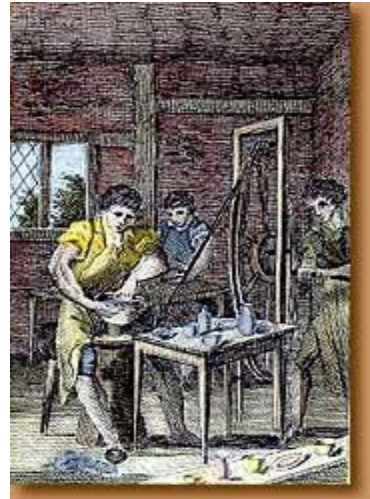


# *Broadside*

## **Now, you may be wondering... What on earth is a colonial broadside?**

English colonists began arriving in North America in the early 1600s. At this time, the English often publicized information by distributing "broadside" which were advertisements or news items, printed on one side of a large sheet of paper. Employees then hawked the broadside to the public or tacked them up around town for public display. They might be posted in town halls and coffee houses, read in churches and public meetings, and often were reprinted in local newspapers. Broadside were used for a variety of purposes, including official notices, proclamations, petitions, theatrical playbills, news extras, and advertisements.



Well-to-do colonial landowners and businessmen would often seek their employees based on the concept of indentured servitude. In exchange for a ship's passage across the Atlantic Ocean, a person would agree to 3-7 years of service to a colonial master living in America. Most often, this person was a young, single man (or woman!) who was willing to sign a contract that would bind them to years of hard work, poverty, and a less-than-comfortable lifestyle. There was only the promise of a place to sleep, some food to eat, clothes on your back, and perhaps, if you were lucky, the chance to learn a trade. After you completed your term of service, you might have the good fortune to receive a small plot of land to farm and, of course, your freedom. That is, if you survived all those years of labor.

Believe it or not, thousands of English citizens left their home for a new life in America despite the danger and uncertainty. Opportunity for a better life was the ultimate goal.

**If you have chosen to create this visual, here's your task:**

**Imagine you are an 18th century English publisher. The Virginia Company of London has asked you to run an advertisement to solicit English citizens from the middle and lower classes to seek contracts for indentured servitude. You need to design and then create a poster (broadside) that is persuasive enough to convince the English citizenry to leave their homes to seek a better life in America.**

**Procedure:**

- 1. Brainstorm ideas for written content and make a plan or rough sketch of your drawing. Make sure to include an appropriate illustration to heighten interest in your message.**
- 2. Gather your materials (one sheet of drawing paper, pencils, colored pencils, markers, etc.) With your parent's permission and under their supervision, you may even wish to tea-stain your paper or burn the edges!**
- 3. Create your broadside. Remember, you are trying to convince the public, so use language that is both descriptive and persuasive.**