

# LESSON 38

## TEXAS ALMANAC TEACHERS GUIDE

### Media in Texas

- *Texas Newspapers, Radio, Television*

#### INSTRUCTIONAL SUGGESTIONS

- 1. RADIO STATION BUMPER STICKERS:** Students will use “Texas Newspapers, Radio and Television Stations” in the Texas Almanac’s Business section and select four radio stations from different regions of the state. They will **design a bumper sticker** for each station they have selected. Information to be considered should include the **culture, geography, and population** of each region.
- 2. PUBLICITY JINGLE:** Using “Texas Newspapers, Radio and Television Stations,” students will select a newspaper, radio station, or television station and **create a jingle** for publicity purposes.
- 3. CONTACT A MEDIA EMPLOYEE:** Students will **write a letter** to a newspaper, radio station, or television station and invite an employee to visit the school and speak about the role of the media in today’s society.
- 4. TV STATION LICENSE:** Students will research the requirements necessary to apply for a license for a television station in their town. Students will then **write a letter of application** asking for a valid operating license

#### 5. DESIGN A NEWSPAPER’S ANNIVERSARY EDITION:

Students will research the history of their local or regional newspaper and **create a front page** for its anniversary edition, including a **masthead, banner headline, sub-headlines, a photograph, and articles** regarding the celebration activities.

*WBAP-TV in Fort Worth was the first television station in the south-west and the first to broadcast local news in Texas. Its call letters stood for “We Bring A Program.” It is now KXAS-TV. Photo courtesy of KXAS-TV.*



#### SOCIAL STUDIES TEKS

4 - 7, 21, 22, 23

7 - 9, 19, 21, 22, 23

8 - 21, 29, 30

#### STAAR

4, 7 - Writing - 1, 2, 3

4, 7, 8 - Reading - 1, 3

8 - Social Studies - 3