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 southwest 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.*