

# LESSON 38

## Media in Texas

- *Texas Newspapers, Radio and Television Stations*

### 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

### INSTRUCTIONAL SUGGESTIONS

1. Students will use “Texas Newspapers, Radio, and Television Stations” to select four radio stations—one each from each of the northern, southern, eastern, and western sections of Texas. 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 particular section.
2. Using “Texas Newspapers, Radio, and Television Stations,” students will select a newspaper, radio, or television station and create a jingle for publicity purposes.
3. Students will write a letter to a newspaper, radio, or television station and invite an employee to visit the school and speak about the role of the media in today’s society.
4. 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. Students will research the history of their local 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.*