1. **Television ratings in all local markets take place**
   a. twice a year.
   b. four times a year.
   c. six times a year.
   d. each month.
   e. according to market size.

2. **Ratings reports for syndicated television shows are provided by**
   b. Arbitron.
   c. RADAR.
   d. Gallup.
   e. SRI.

3. **Data used in compiling "sweeps" information for most markets are obtained from**
   a. aided recall interviews.
   b. passive meters.
   c. people meters.
   d. viewer diaries.
   e. theater testing.

4. **Nielsen's regular broadcast network television ratings are based on**
   a. a sample of people-metered homes.
   b. television diaries from twenty-two key cities.
   c. passive meters in ten key cities.
   d. a combination of television diaries and passive-metered homes.
   e. overnight diaries in the top fifty markets.

5. **The only service that provides ratings for network radio is**
   a. Arbitron.
   b. Nielsen.
   c. Cassandra.
   d. RADAR.
   e. NSI.

6. **Which of the following statements reflects the networks' initial response to people meters?**
   a. Very favorable because network ratings showed a large increase.
   b. Moderately favorable because network ratings showed a modest increase.
   c. Moderately unfavorable because of the added expense.
   d. Unfavorable because network ratings dropped.
   e. Indifference because ratings did not change.

7. **Viewer diaries for daily ratings**
   a. provide a problem-free method of data collection.
   b. have a few problems, but nothing that affects the validity of the sample.
   c. have problems due to distorted reporting and diary fatigue.
   d. have major problems due to theft, hyping, and expense.
   e. are as reliable as telephone coincidentals yet less expensive.

8. **In the future, researchers may replace people meters with**
   a. diaries.
   b. Audimeters.
   c. telephone coincidentals.
   d. telephone recall.
   e. passive peoplemeters.
9. **Sampling simplifies three aspects of ratings research**
   a. behavior, time, and number of people.
   b. opinions, attitudes, and number of people.
   c. sample frames, demographics, and psychographics.
   d. error, probability, and response rate.
   e. opinions, demographics, and number of people.

10. **Regardless of method, audience measurement is based on**
    a. convenience sampling.
    b. random selection.
    c. saturation analysis.
    d. amended computations.
    e. sampling effects.

11. **The concept of diminishing returns is used to explain**
    a. choice of sample size.
    b. random digit dialing techniques.
    c. response rate.
    d. sampling error.
    e. market definition.

12. **To draw a random sample for a local market survey, researchers often begin with**
    a. updated telephone directories or census tracts.
    b. interviews of people at local shopping malls.
    c. county tax records.
    d. auto license records.
    e. voter registration lists.

13. **Sampling error refers to**
    a. mistakes made in gathering data.
    b. statistical laws of probability.
    c. difference between a rating and a share.
    d. sample turnover.
    e. cume ratings for radio programming.

14. **Which of the following would not describe Designated Market Areas?**
    a. A DMA is comprised of one or more counties in which the stations are most viewed.
    b. A DMA is comprised of a station’s county of license.
    c. DMAs are larger in the West where cities are farther apart than in the eastern United States.
    d. A county may be assigned to more than one DMA if television signals from competing stations in different markets are received there.
    e. Each county is assigned to only one DMA.

15. **Which of the following best explains the relationship between ratings and share figures?**
    a. Shares will be larger than ratings for the same time period.
    b. Ratings will be larger than shares for the same time period.
    c. Shares and ratings are typically the same for a given time period.
    d. Ratings and shares vary inversely to each other.
    e. No relationship exists because you cannot predict shares based on ratings.

16. **If a prime-time network program has a 30 rating and a 40 share, and there are 100 million U.S. households, in approximately how many of those households was there at least one person watching the program?**
    a. 10 million
    b. 30 million
    c. 40 million
    d. 60 million
    e. 70 million
17. If a television programmer wants to know how he or she is doing against the competition, he or she would assess the program's
   a. HUT.
   b. sample.
   c. share.
   d. PUR.
   e. cume.

18. Which measurement unit is widely used in radio to measure how many different listeners tuned to a radio station?
   a. Cume
   b. Persons Using Radio (PUR)
   c. Quarter-hour ratings
   d. Daypart share figures
   e. Drive-time ratings

19. The greatest abusers of the current ratings system are
   a. advertisers, who insist on quantitative rather than qualitative data.
   b. audience members who, when chosen to be part of a ratings sample, alter their viewing and listening habits.
   c. advertisers, networks, and stations, which treat figures as precise measurements rather than as estimates.
   d. ratings services, which ignore sampling error when preparing data.
   e. programmers, who insist on qualitative rather than quantitative data.

20. The term "hyping," when applied to broadcast ratings, means that
   a. someone deliberately manipulates ratings data.
   b. data favorable to client stations are used and unfavorable data are discarded.
   c. devious statistical methods are used to inflate the true figures.
   d. inaccurate data are entered into the ratings mix.
   e. special contests and/or atypical programs are aired by the station being measured.

21. Former CBS programming chief Paul Klein developed a theory he calls __________ to explain why people may stay tuned even if they don't like any programs on the air.
   a. audience passivity syndrome
   b. "the medium is the message" 
   c. least objectionable program
   d. tuning inertia
   e. TV as habit

22. In the late 1990s, broadcast television network viewing share during prime time was down to __________ percent.
   a. 40
   b. 45
   c. 50
   d. 55
   e. 60

23. Local cable audiences
   a. are easier to measure than national audiences because of the Nielsen Cable Audience Reports.
   b. require about the same amount of effort to measure as national audiences.
   c. are more difficult to measure than national cable audiences.
   d. are easier to measure than broadcast audiences because of Nielsen's services.
   e. cannot be measured using current methods.

24. VCRs give viewers more control over their time in all of the following ways except ability to
   a. timeshift.
   b. develop a permanent home library.
   c. view purchased or rented tapes.
   d. watch tapes made with home camcorders.
   e. switch rapidly among several channels.
25. This company collects data from panels of web users who have installed software that track their Internet use.
a. traffic Analytics  
b. Arbitron  
c. SRI  
d. comScore  
e. World Wide Web

26. Audience research that relies on focus groups for data collection is concerned primarily with participants' 
a. attitudes and opinions.  
b. time spent watching television.  
c. media use measurement.  
d. objective actions.  
e. physiological reactions to stimuli.

27. Media consumers pay attention to communication that fits their established opinions and attitudes but ignore messages that challenge or contradict that mind-set. This reinforcement of existing views is known as 
a. boomerang effect.  
b. glow and flow.  
c. minimal effects.  
d. selective exposure.  
e. accommodation theory.

28. When researchers prove that A and B appear to change together they have established 
a. causation  
b. effects  
c. correlation  
d. significance  
e. convergence

29. This research method interprets, categorizes, and counts, media content to determine the number of time a certain item occurs. 
a. Field studies  
b. Content analysis  
c. Sample surveys  
d. Participant observation  
e. Causal explanations

30. __________ summarized how the stages of the communication process are the objects of research with the question "Who says what in which channel to whom with what effect?" 
a. Joseph Klapper  
b. Albert Bandura  
c. George Gerbner  
d. Harold Lasswell  
e. Donald Shaw

31. This theory asserts that the media's coverage of public opinion can lead those with an opposing view to feel they are in the minority and be less likely to speak out. 
a. Spiral of silence theory  
b. Gatekeeping theory  
c. Agenda setting theory  
d. Two-step flow theory  
e. Elaboration likelihood model
32. This theory explains under what conditions of information processing people are either persuaded by or resistant to a message.
   a. Technological determinism
   b. Spiral of silence theory
   c. Uses and gratifications
   d. Two-step flow theory
   e. Elaboration likelihood model

33. ________ is defined as habitual purchase behavior by marketing researchers.
   a. Competition
   b. Brand loyalty
   c. Motivation
   d. Glow and flow
   e. Selective exposure

34. The phrase "the medium is the message" was made popular by
   a. Maxwell McCombs.
   b. Harold Lasswell.
   c. George Gerbner.
   d. Albert Bandura.
   e. Marshall McLuhan.

35. Young children are more vulnerable to the effects of media violence because
   a. they enjoy violence more than older children.
   b. their developing bodies are susceptible to injuries.
   c. they watch more television than adults.
   d. they have more difficulty distinguishing between fantasy and reality.
   e. they are slower to learn from television modeling than older children.

36. Which of the following methods allows precise control of experimental factors but does not resemble real-life situations in which subjects experience the media?
   a. Content analysis
   b. Field experiments
   c. Laboratory experiments
   d. Sample surveys
   e. Ethnographic studies

37. Some scholars state the public's concern about violence in the Darfur region or political violence in Zimbabwe largely results from the ________ function of the media.
   a. agenda setting
   b. ethnographic
   c. cathartic
   d. association
   e. glow and flow

38. The use of stereotypes on dramatic programs
   a. can have a negative effect by perpetuating erroneous images in viewers' minds.
   b. has proven to have little real impact on audience members' perceptions of groups of people, such as African-Americans or females.
   c. has a positive effect by bringing to mind the typical characteristics and manners of a class of people.
   d. is a harmless device used by writers to speed up the storytelling process.
   e. concentrates on Stephenson's play theory.

39. Television programs serve as an agent of ________ when they become a model for viewers, especially children.
   a. catharsis
   b. cultivation
   c. integration
   d. consistency
   e. socialization
40. The "glow and flow" principle says that
   a. television audiences are selective viewers.
   b. the act of watching television entertains.
   c. it is the interaction with others that takes place when watching a television program that audience members find most satisfying.
   d. television programs fill a void in our lives by allowing us vicariously to experience events we would not otherwise experience.
   e. television has little effect on viewers' perceptions of violence.

41. The first systematic research on media violence dates to the 1930s and focused on
   a. comic books.
   b. films.
   c. radio.
   d. music lyrics.
   e. records.

42. Research shows that viewing a violent act on television
   a. serves as a direct cause of violent behavior in most cases.
   b. serves as a direct cause of violent behavior in just under half the cases.
   c. can be a contributing factor to any subsequent imitation of a violent act.
   d. can have a small, selective perception value.
   e. has no relationship to violent behavior.

43. What specific constitutional phrase justifies broadcasting coming under congressional jurisdiction?
   a. Economic necessity
   b. Fair use
   c. Interstate commerce clause
   d. The First Amendment
   e. Equal protection under the law

44. This standard, created by Congress, limits FCC discretion.
   a. PICON
   b. PUCs
   c. Title VI
   d. NOI
   e. NPRM

45. The FCC functions in
   a. primarily a judicial role, by deciding disputes between broadcasters.
   b. primarily a legislative role, since it was created by Congress.
   c. primarily an executive role because it puts the will of Congress into effect.
   d. a combination of legislative, executive, and judicial roles.
   e. accord with specific desires of broadcasters and cablecasters to give them what they want.

46. The president nominates ________ FCC commissioners, who serve for ________ years and may be reappointed.
   a. five, three
   b. five, five
   c. seven, three
   d. seven, five
   e. seven, seven

47. In terms of originating policy and handling applications and letters of complaint and comment from the public, most of the work at the FCC is
   a. carried out by staff members.
   b. carried out by staff members, but everything must have approval by commissioners.
   c. shared equally between the staff members and the commissioners.
   d. completed by the commissioners.
   e. completed by the commissioners with congressional approval.
48. **How does a rule differ from a regulation?**
   a. A rule becomes effective in 90 days, but a regulation becomes effective immediately.
   b. A rule originates with the FCC staff, while a regulation comes from the commissioners themselves.
   c. Rule violations are punishable by fines, but regulation violations are punishable by loss of license.
   d. Regulatory violations are punishable by fines, while rule violations result in loss of license.
   e. No difference exists. The phrase is traditional.

49. **Which statement best describes critics' attitudes toward FCC commissioners?**
   a. They are highly qualified people who take their job very seriously.
   b. Commissioners join the FCC with considerable telecommunications experience and are dedicated to serving the public interest.
   c. Some are inexperienced individuals and may use their FCC position later to attain higher-paying positions in private law practice and media industries.
   d. They are usually academics and communications scholars.
   e. They always have business and industry experience in fields other than telecommunications.

50. **FCC decisions involving station licenses**
   a. are not subject to appeal.
   b. can be overturned by congressional action.
   c. can be appealed to the Federal Appeals Court for the District of Columbia Circuit.
   d. can be appealed to the federal district court where the station is located.
   e. can be appealed only to the Supreme Court.

51. **Before a would-be licensee can build a new broadcast facility he or she must first obtain a(n)**
   a. allotment license.
   b. consent decree.
   c. construction permit.
   d. ownership permit.
   e. EEO provision.

52. **Which of the following qualifications is not required of someone applying for a broadcasting license?**
   a. Previous broadcasting experience
   b. Sufficient financial resources
   c. Technical ability
   d. U.S. citizenship
   e. Good character

53. **Which of the following methods does the FCC rely on to ensure that stations are operating in the public interest?**
   a. Constant monitoring of station operations.
   b. Monthly monitoring checks of station operations.
   c. Licensee self-reports during time of license renewal.
   d. Program logs maintained by both stations and FCC bureaus.
   e. Complaints from the general public.

54. **Currently, broadcast licenses are awarded for ________ years for television and ________ years for radio.**
   a. three, three
   b. three, five
   c. five, five
   d. five, eight
   e. eight, eight

55. **About 98 percent of all license renewal applications are**
   a. approved after completing a short renewal form.
   b. approved after completing a multipage audit form that deals with past programming as well as future goals.
   c. automatically approved on the basis of past performance.
   d. mutually exclusive.
   e. challenged by other broadcasters or public service groups.
56. Which of the following penalties is least used by the FCC?
   a. Conditional renewal
   b. Short-term renewal
   c. Nonrenewal of license
   d. Fines
   e. Revocation of license

57. Franchises for cable systems are issued by ________ authority.
   a. local
   b. state
   c. congressional
   d. FCC
   e. Federal

58. Provisions of the 1992 cable act amendments included
   a. retransmission consent and must-carry rules.
   b. SMATV regulations.
   c. a deregulatory timetable for cable television.
   d. rules for FCC franchising of cable systems.
   e. LPTV and TVRO provisions.

59. In 1997, the Supreme Court upheld the ________ provisions, finding that the protection of over-the-air broadcasting was an important government interest.
   a. retransmission consent
   b. PEG channel capacity
   c. must-carry
   d. FCC cable franchise fee
   e. SMATV regulatory

60. EEO regulations and broadcast signal carriage rules apply to
   a. DBS.
   b. SMATV.
   c. DARS.
   d. MMDS, or wireless cable.
   e. OVS.

61. Why did Congress remove the ban on cable/telco cross-ownership in Telecommunications Act of 1996?
   a. To allow cable to compete with telephone companies in spectrum auctions.
   b. To allow the FCC to regulate OVSs as broadcast carriers.
   c. To halt local franchise fee levies against cable operators.
   d. To allow local municipalities to regulate OVS operations.
   e. To stimulate local competition in the multi-channel video market.

62. Since 1980, many regulations have been abandoned in deregulatory moves, and those regulations remaining are usually ________ regulations.
   a. behavioral
   b. business
   c. economic
   d. structural
   e. fiscal

63. The first set of substantive rules removed from the FCC’s books focused on
   a. cable television.
   b. commercial radio.
   c. commercial television.
   d. public television.
   e. low-power television.
64. **FCC deregulatory policy is based on the concept that __________, not the government, should decide which new technologies survive in the marketplace.**
   a. broadcast station and cable system owners
   b. competition
   c. consumer advocate groups
   d. electronic engineers
   e. a congressionally appointed technical commission

65. **The Federal Trade Commission settles most cases of alleged advertising deception through**
   a. consent orders.
   b. cease and desist orders.
   c. privilege.
   d. stipulations.
   e. issuing oversights.

66. **In press law, __________ concerns the right of news personnel to withhold the identity of news sources and to refuse to surrender personal notes.**
   a. outtake law
   b. reporters' privilege
   c. press stipulations
   d. access rights
   e. oversight

67. **All of the following are ways individuals or groups attempt to influence media regulatory policy except**
   a. oversight hearings.
   b. conducting promotional lotteries.
   c. boycotts.
   d. coverage of electronic media in trade and popular publications.
   e. invitations to the White House to discuss policy issues.

68. **In the Telecommunications Act of 1996, Congress maintained a national audience cap for commercial television owners by raising it to __________ percent of the television homes in the country.**
   a. 24
   b. 30
   c. 39
   d. 40
   e. 47

69. **Tax certificates and distress sales are two actions permitted by the FCC primarily to**
   a. allow owners of marginal stations to avoid bankruptcy.
   b. encourage group owners to diversify their holdings.
   c. increase the number of minority licensees.
   d. maintain stations in smaller communities.
   e. grandfather existing stations.

70. **The First Amendment was designed to provide protection from**
   a. false ideas.
   b. government censorship.
   c. offensive ideas.
   d. private censorship.
   e. obscenity and indecency.

71. **One of the main arguments justifying additional regulations imposed on broadcasting (as opposed to print) is**
   a. channel scarcity.
   b. cross-ownership rules for print and broadcast media.
   c. expense of operation.
   d. the public service factor.
   e. the chilling effect.
72. Speech and press protections for telephone systems, DBS, and the Internet
   a. fall between the protections afforded newspapers and broadcasters.
   b. are the same as those afforded newspapers.
   c. are the same as those afforded broadcasters.
   d. are the same as those afforded cable.
   e. are nonexistent.

73. Which is an example of protected speech?
   a. Defamation
   b. False ideas
   c. Obscenity
   d. Invasion of privacy
   e. Indecency involving children

74. In the 1964 Times v. Sullivan case, the Supreme Court ruled that
   a. libel laws have a chilling effect on public officials.
   b. criticism of public officials is not protected by the First Amendment.
   c. false allegations against unnamed officials constitute libel.
   d. slander in newspapers may be treated as libel.
   e. criticism of public officials is protected by the First Amendment.

75. In cases of invasion of privacy, entering someone's home without his or her permission violates
   a. the right to physical solitude.
   b. the right to protect private details of your life from publication.
   c. protections from being presented in a false light.
   d. protections from unauthorized use of one's name or image for commercial gain.
   e. protections from intentional infliction of emotional distress.

76. The 1973 U.S. Supreme Court decision on obscenity (Miller v. California)
   a. declared that any material, no matter how obscene, can be sold to individuals for use in the privacy of their own homes.
   b. declared that obscenity was in the eye of the beholder.
   c. directed agencies to apply local community standards in judging obscenity.
   d. established national standards for the determination of obscenity.
   e. struck down use of local community standards in determining obscenity.

77. The FCC based its ruling on the WBAI-FM Pacifica station broadcast of George Carlin's "Filthy Words" monologue on
   a. libel law.
   b. the right to privacy.
   c. the daypart the program aired because children were likely to be in the audience.
   d. equal opportunity provisions for broadcast.
   e. chilling effect.

78. The equal-opportunities provision (Section 315)
   a. prohibits political debates between candidates.
   b. ensures that all candidates for the same office are given comparable news coverage.
   c. ensures that comparable broadcast time be given only to candidates from the two major political parties.
   d. states that all candidates for the same office must be treated alike by broadcasters.
   e. allows all candidates access to network facilities.

79. If a political candidate were to appear on a regularly scheduled interview or talk program, would his or her opponent have to be allowed equal opportunities?
   a. Yes, because interview shows are covered by Section 315.
   b. Yes, but only on the same program the first candidate appeared on.
   c. Yes, but only if the program were produced by a network news department, such as Today or Good Morning, America.
   d. Yes, but only if the programs were a local talk show.
   e. No, because regularly scheduled interview shows are exempt from Section 315.
80. **Candidates who buy time one month before elections**
   a. may be charged the station's highest rates.
   b. must be charged the going rate, or whatever the time period will allow.
   c. must be charged the "lowest unit" charge, such as that found on maximum quantity discounts, if they buy that many spots.
   d. must be charged the average lowest unit charge across the time periods purchased.
   e. must be charged the "lowest unit" charge, even if they buy only one spot.

81. **The Red Lion decision**
   a. gave legal standing to political action committees.
   b. overturned the Mayflower doctrine.
   c. affirmed the Fairness Doctrine.
   d. reinterpreted Section 310(a) of the Communications Act dealing with foreign ownership.
   e. overturned the Fairness Doctrine.

82. **In 1987, key congressional legislators _________ elimination of the Fairness Doctrine.**
   a. strongly favored
   b. mildly favored
   c. were neutral and didn't respond when the FCC proposed
   d. mildly opposed
   e. strongly opposed

83. **In dealing with a Fairness Doctrine demand for access to editorial advertising, the Supreme Court stated that broadcast stations**
   a. must grant time for all viewpoints having significant support in their communities.
   b. must grant time for advertorials for supporters of political candidates only.
   c. must accept ads for products that also appear on cable or in print.
   d. may not refuse ads if advertisers can pay for them.
   e. retain the right to exercise editorial judgment.

84. **Congress enacted specific program requirements in 1990 for**
   a. political broadcasts.
   b. advertorials.
   c. children's television.
   d. cable editorials.
   e. political coverage on cable.

85. **This law mandates that new television sets be equipped with a "V-chip."**
   a. Fairness Doctrine
   b. Children's Television Act of 1990
   c. Section 315
   d. Telecommunications Act of 1996
   e. Copyright Act of 1976

86. **Key provisions of the Copyright Act of 1976 include all of the following except**
   a. definitions of copyrightable works.
   b. definitions of length of a copyright.
   c. specifications for compulsory licensing of cable programs to TV stations.
   d. concept of fair use.
   e. establishment of a Copyright Royalty Tribunal (CRT).

87. **Blanket licenses allow radio stations to**
   a. play only specific musical records.
   b. play records on a per-use basis.
   c. use any copyrighted music at will.
   d. unlimited airplay use of any music in the licensing agency's catalog.
   e. use any music, copyrighted or public domain, at will.
88. Signal piracy concerns all of the following *except*
   a. cable.
   b. VCRs.
   c. TVROs.
   d. recorded music.
   e. over-the-air television.

89. Which of the following does *not* describe regulators?
   a. Seek government intervention
   b. Oppose media monopolies
   c. Believe in First Amendment parity
   d. View communication more in cultural than economic terms
   e. Want protection of the public interest from unrestrained competition.

90. A primarily commercial marketplace with strong government regulations best describes the media system in
   a. China.
   b. France.
   c. Britain.
   d. Mexico.
   e. Japan.

91. Which of the following would best describe a libertarian approach to broadcasting?
   a. Balanced program diet of entertainment, culture, and news
   b. Control by a public body
   c. Media as privately owned profit motivated businesses
   d. Preserving national cultures
   e. Limits commercialism

92. In an authoritarian system, broadcasting is typically financed primarily by
   a. advertising.
   b. the government.
   c. corporate taxes.
   d. the public through license fees.
   e. the public through property taxes.

93. Which type of broadcasting system is most concerned with molding public opinion and providing for the ideological, moral, and aesthetic education of the masses?
   a. Authoritarian
   b. Paternalistic
   c. Permissive
   d. Pluralistic
   e. External

94. The type of national broadcasting system that seems to have yielded the best results in terms of service to the public can be characterized as
   a. authoritarian.
   b. paternalistic.
   c. permissive.
   d. pluralistic.
   e. external.

95. One service lacking in British broadcasting is
   a. local television.
   b. national programming.
   c. early morning television.
   d. variety of programming.
   e. political broadcasting.
96. U.S.-inspired deregulatory practices since 1980 have helped promote
   a. INTELSAT's development.
   b. pirate radio off the European shore.
   c. the privatization of state-owned broadcast facilities.
   d. the growing use of cable in Canada.
   e. political broadcasts in Third World nations.

97. The international organization concerned with technical standards and spectrum allocation is
   a. the BBC.
   b. UNESCO.
   c. the Voice of America.
   d. Worldnet.
   e. the International Telecommunication Union (ITU).

98. Demand since the 1960s for citizen access to the airwaves in various European countries led to
   a. more restrictive flow of information.
   b. the formation of new classes of regional and community stations.
   c. an agreement to let individuals design their own programs on nationally owned broadcasting facilities.
   d. elimination of nars stations.
   e. a decrease in political broadcasts.

99. Many industrialized countries other than the United States rely on __________ to insulate broadcasters
    from bias caused by dependence on either direct government funding or advertising.
    a. spectrum user fees
    b. receiver license fees
    c. general tax revenues
    d. excise taxes on receiver set sales
    e. taxes on program producers

100. Because the United States leads in world syndicated programs, it is often accused of
    a. democratic elitism.
    b. cultural imperialism.
    c. syndicated domination.
    d. economic deprivation.
    e. societal domination.

101. A nation's newscasts and public affairs programming reflect all of the following except
    a. parochialism.
    b. chauvinism.
    c. ideology.
    d. culture.
    e. interchangeability with other countries.

102. The United States strongly resists the attempts of other countries to limit program imports in a policy
    known as
    a. "New World Information and Communication Order."
    b. "balanced flow."
    c. "transborder media circulation."
    d. "cultural exchange."
    e. "free flow."

103. Which of the following started an external broadcasting service first?
    a. British Broadcasting Corporation
    b. Independent Broadcasting Authority
    c. Radio Free Europe
    d. Voice of America
    e. Voice of Russia
104. **Which of the following does not describe the Voice of America?**
   a. It is forbidden to release programs in the United States.
   b. It functions as an arm of the United States Information Agency.
   c. It broadcasts in many languages.
   d. Its news commentaries come from sources independent of the government.
   e. It uses leased satellite channels and short-wave transmitters.

105. **Which of the following broadcast services is supervised by the Office of Cuba Broadcasting?**
   a. Radio Marti
   b. Voice of Cuba
   c. Worldnet
   d. Voice of America
   e. BBC Radio

106. **Television Marti broadcasts are aimed at**
   a. Cuba.
   b. The Martin Islands.
   c. Mexico.
   d. Panama.
   e. The Bahamas.

107. **Which country originated the International Telecommunications Satellite Organization (ITSO) and still owns the largest percentage of its shares?**
   a. Canada
   b. Great Britain
   c. Japan
   d. Australia
   e. United States