1. Which of the following statements about commercial broadcast stations is false?
   a. They are licensed by the federal government to serve a specific community.
   b. They carry commercial messages for compensation.
   c. They encompass both transmission and programming functions.
   d. They broadcast their signals on coaxial cables.
   e. They normally combine three groups of facilities: business offices, studios, and transmitter.

2. The head of a station's technical functions is the
   a. chief engineer.
   b. general manager.
   c. master controller.
   d. program director.
   e. program manager.

3. The department that prepares daily program logs and maintains a list of commercial openings in the schedule is known as the ________ department.
   a. available
   b. continuity
   c. master control
   d. engineering
   e. traffic

4. Which of the following most closely describes the traditional fee structure when an affiliate's station airs programs from one of the Big Three networks?
   a. The network pays a fee to every station.
   b. The station pays a fee to the network.
   c. The station pays a fee directly to the network's program producers.
   d. The network pays a fee to O&O stations only.
   e. No payments are made, but both the network and the stations retain revenue earned from the sale of commercial time.

5. The compensation provided by broadcast television networks to their affiliate stations accounts for approximately ________ percent of their gross revenues.
   a. less than 5
   b. 10–20
   c. 30–40
   d. 50–65
   e. 75–85

6. The principal source of a cable system's revenue comes from
   a. advertising.
   b. monthly subscriber fees.
   c. financial compensation from superstations carried on the cable system.
   d. financial compensation from networks to cable systems.
   e. splitting advertising revenues with stations they retransmit.

7. Vertical integration is an established and successful pattern of operation primarily in
   a. independent television station operations.
   b. the motion picture industry.
   c. network affiliation television.
   d. the radio industry.
   e. the cable industry.
8. In 1988 the FCC reinstated this rule that requires cable systems carrying superstation programming to delete programming that duplicated local station syndicated shows.
   a. Syndex
   b. Access channels
   c. Local origination
   d. Multiplexing
   e. PTAR rules

9. **PPV subscribers**
   a. pay a separate charge for each PPV program they watch.
   b. pay a monthly fee for all PPV programs.
   c. must purchase satellite dishes for programming
   d. use special advertiser supported PPV networks the cable company provides.
   e. cannot take advantage of multiplexing.

10. The largest advertising medium in terms of total volume is
    a. direct mail.
    b. newspapers.
    c. radio.
    d. television.
    e. cable.

11. Which of the following is an advantage of broadcast advertising?
    a. The transient nature of advertising.
    b. The expense of advertising.
    c. The ease of zapping and zipping.
    d. The access to a large audience.
    e. Reaching a superfluous audience.

12. When Goodyear buys time on various television stations in ten markets in the Midwest, this kind of advertising is known as
    a. local.
    b. network.
    c. national spot.
    d. centralized.
    e. sustaining.

13. Announcements that call attention to future programs of networks or stations are called
    a. commercials.
    b. IDs.
    c. station breaks.
    d. network or station adjacencies.
    e. promos.

14. The statistic used to compare the relative cost of advertising on various stations and other media is the
    a. GRP.
    b. TRP.
    c. grid.
    d. CPM.
    e. ROS.

15. The advantage of using CPM is that it
    a. allows advertisers to compare costs among stations or different media.
    b. reduces zipping and zapping.
    c. allows broadcasters to charge advertisers more when audiences exceed promised levels.
    d. allows for spot packaging for preferred advertisers.
    e. allows advertisers to divide station time into specific dayparts.
16. When a station exchanges commercial time for advertiser goods and services, such as a truck for the news department, this is called a
a. per inquiry.
b. plug.
c. time brokerage.
d. CPM
e. trade deal.

17. When an advertiser does not pay for advertising time but only for the number of items sold in direct response to a commercial, this is called a
a. per inquiry.
b. run-of-schedule.
c. time brokerage.
d. trade deal.
e. barter deal.

18. People who sell time in the national market and function as an extension of a station's own sales staff are called
a. customer service representatives.
b. marketing sales representatives.
c. national sales representatives.
d. network sales representatives.
e. trade deal representatives.

19. A ________ is evidence that a commercial aired according to contract.
   a. computer tracker
   b. rate card
   c. billings commission
   d. station log
   e. avail listing

20. Advertising agencies do all of the following for clients EXCEPT
a. conduct research.
b. create commercials.
c. design advertising campaigns.
d. buy time on media.
e. offer unwired networks.

21. Program-length commercials not aimed at children are
a. banned from radio, television, and cable.
b. prohibited on television but acceptable on radio and cable.
c. acceptable on cable but not on radio or television.
d. acceptable on radio but banned on television and cable.
e. acceptable on radio, television, and cable.

22. Under-the-table payoffs by recording company representatives to disc jockeys for putting their music on the air is called
a. clipping.
b. double billing.
c. payola.
d. plugola.
e. hype.

23. The term "tiering" in cable refers to
a. separating cable services into groups with a separate fee for each level.
b. paying for pay-per-view programming.
c. upgrading an existing cable system.
d. providing interactive video-on-demand (VOD).
e. providing basic service only.
24. Those working in ________ typically earn the highest income at broadcast stations.
   a. programming
   b. news
   c. production
   d. sales
   e. traffic

25. In terms of the number of jobs available, which of these categories seems most promising for applicants trying to begin a career in broadcasting?
   a. Acting
   b. Camera operation and video switching
   c. News reporting and writing
   d. Producing and directing
   e. Traffic

26. Broadcasting majors would be well advised to consider job opportunities in
   a. animation.
   b. daytime soap operas.
   c. Door-to-door sales.
   d. corporate video.
   e. designing.

27. When digital television comes into widespread use, capital outlay will be the greatest for
   a. broadcast networks.
   b. cable networks.
   c. consumers.
   d. broadcast television stations.
   e. industry program suppliers.

28. Preoccupation with profit and loss statements to the exclusion of all else is called
   a. trafficking mentality.
   b. bottom-line mentality.
   c. leveraged buyouts.
   d. public interest.
   e. cash flow operation.

29. Which radio facilities are currently reserved to meet educational needs?
   a. Ten channels at the high end of the AM band.
   b. Twenty channels at the high end of the AM band.
   c. Five channels at the low end of the FM band.
   d. Twenty channels at the low end of the FM band.
   e. Ten channels at the high end of the AM band and twenty channels at the low end of the FM band.

30. The FCC first reserved channels for noncommercial stations
   a. in 1925, immediately after broadcasting became popular.
   b. in 1932, to help out during the depression.
   c. in 1941, with the development of FM radio.
   d. in 1952, as a part of the Sixth Report and Order.
   e. in 1967, after passage of the Public Broadcasting Act.

   a. Annenberg
   b. Carnegie
   c. NET
   d. ETV
   e. JCET
32. From 1974 to 1989 much of the PBS national program schedule came through
   a. CPB.
   b. Ford Foundation.
   c. Public Television Program Network.
   d. Station Program Cooperative.
   e. Annenberg Foundation.

33. Most program distribution for NPR and PBS is accomplished by
   a. coaxial cables only.
   b. microwave relays only.
   c. satellites.
   d. audio and video tapes.
   e. coaxial cable and microwave relays.

34. Which of the following best explains NPR's financial support?
   a. NPR pays the stations to carry its programs.
   b. The stations pay NPR for program service.
   c. The stations pay CPB for the right to air NPR's programs.
   d. No money exchanges hands because NPR is funded by the federal government.
   e. No money exchanges hands because NPR is funded entirely through foundations and underwriting.

35. The majority of noncommercial radio stations are licensed to
   a. state and municipal governments.
   b. institutions of higher learning.
   c. public school systems.
   d. community groups.
   e. the federal government.

36. The majority of noncommercial radio licensees
   a. are classified as CPB-supported stations.
   b. receive funding from NPR.
   c. operate at least 12–18 hours per day.
   d. were once CPB-qualified stations.
   e. are not NPR members.

37. What is the largest single source of funding for public broadcasting?
   a. Federal tax funds
   b. Grants from foundations
   c. Membership
   d. Corporate donations
   e. Commercial underwriting

38. Financial support for noncommercial broadcasting has always
   a. been a problem.
   b. come willingly from Congress.
   c. come completely from corporations in search of a tax write-off.
   d. come from taxation of use of the airwaves by commercial stations.
   e. come from renting station facilities to commercial enterprises.

   a. PBS
   b. TCAF
   c. Educational Television Facilities Act
   d. JCET
   e. Congress
40. **Without the backing of the ________ Foundation, educational television might not have survived its first decade.**
   a. Annenberg
   b. Carnegie
   c. Chrysler
   d. Ford
   e. SPC

41. **Enhanced underwriting, or "almost commercials," have been**
   a. fully accepted by all involved with public broadcasting.
   b. accepted by some and criticized by others.
   c. banned totally by the FCC.
   d. banned only for children's programming.
   e. shown to provide no measurable increase in financial support.

42. **Almost ________ of PBS programs had at least some overseas connection.**
   a. 10 percent
   b. 20 percent
   c. 30 percent
   d. 40 percent
   e. 50 percent

43. **What cable service provides more than 500 hours of commercial-free programming per month to junior and senior high schools?**
   a. CTW
   b. Nickelodeon
   c. Cable in the Classroom
   d. Discovery Channel
   e. Annenberg/CPB Project

44. **Public television's presentation of documentaries associated with "companion books" began with its carriage of**
   d. *Civilization.*
   e. *The Kennedys.*

45. **Beginning in 1981, PBS offered this cooperative effort with local stations to provide college-credit courses for viewers at home.**
   a. AIT
   b. GPN
   c. ITV
   d. ALS
   e. NOVA

46. **In addition to NPR, a second public radio network was formed by Minnesota Public Radio as a distribution channel for *A Prairie Home Companion* and is today known as**
   b. Corporation for Public Radio.
   c. Midwest Radio Alliance.
   d. United Radio Network.
   e. American Public Radio.
47. What statement characterizes audiences for public television?
   a. Audiences are generally lower in economic and educational status than the audiences for commercial television.
   b. Audiences are generally smaller, but better educated and more upscale, than audiences for commercial television.
   c. Audiences for both public television and commercial television are the same in economic status.
   d. Audiences tuning into public television programs are usually large.
   e. Audiences for public television are usually the same in educational levels as those for commercial TV.

48. Those who defend the need for noncommercial broadcasting stress all of the following EXCEPT
   a. programs not found elsewhere on commercial television are found on PBS.
   b. public television is a local community institution.
   c. PBS reaches 98 percent of American homes while cable reaches only about two-thirds.
   d. quality of funding sources for PBS programs.
   e. programs aimed at instruction and informal education.

49. The strategy of __________ is used to choose programs that appeal to the subsets of the mass audience most likely to buy the advertisers' products.
   a. parsimony principle
   b. shared use
   c. syndication
   d. targeting
   e. bartering

50. The term "psychographics" is used to describe the ________ of certain audiences.
   a. achievement quotient
   b. lifestyle and interests
   c. physiological attributes
   d. socioeconomic status
   e. age and gender

51. Radio station dayparts include
   a. drivetime.
   b. prime time.
   c. access time.
   d. late fringe time.
   e. early fringe time.

52. In which daypart is stripping not a common practice for broadcast television networks?
   a. Early fringe
   b. Daytime
   c. Late night
   d. Prime time
   e. Access time

53. The movement of viewers or listeners from one program to another is called
   a. audience flow.
   b. audience scheduling.
   c. bridging.
   d. grazing.
   e. flipping.

54. When a television network places four situation comedies into a two-hour time period, this is a good example of __________ programming.
   a. access
   b. bridge
   c. counter
   d. strip
   e. block
55. When a local independent station schedules situation comedies opposite an hour of network and local news programs, this is a good example of __________ programming.
   a. continuity
   b. bridge
   c. counter
   d. hammock
   e. access

56. The programming strategy of repetition is used most effectively by
   a. cable networks.
   b. commercial networks.
   c. radio stations.
   d. independent television stations.
   e. affiliated television stations.

57. This scheduling strategy holds that successful programs may be scheduled anywhere because serious-minded fans will follow it.
   a. LOP
   b. Clustering
   c. Appointment television
   d. Viewer inertia
   e. Grazing

58. Which of the following terms best describes the way most syndicated, half-hour, off-network programs are scheduled by local television stations?
   a. Access
   b. Hammock
   c. Stripped
   d. Block
   e. Stunting

59. The license fees charged to commercial networks by producers for the right to air a program
   a. cover the full costs of production.
   b. cover all costs except the producer’s fee.
   c. cover all costs except for program promotion.
   d. cover all costs except for the stars’ salaries.
   e. rarely cover the full cost of production.

60. Which type of programs do local stations like to air as off-network syndicated programs because they lend themselves to strip scheduling and effective promotion?
   a. Dramatic series
   b. Game shows
   c. Situation comedies
   d. Made-for-TV movies
   e. Miniseries

61. An off-network syndicated program is one that has been
   a. rejected by the network’s regular affiliate but broadcast by another station in the same market.
   b. rejected by the network but acceptable for syndication.
   c. provided by an affiliate for playback at a later time.
   d. developed first by a local station and then moved to prime-time network status.
   e. once broadcast by a network and now offered to individual stations on a syndicated basis.

62. Upon obtaining this provision, a station gets the sole right to show a product within the buyer’s own broadcast market for the term of the deal.
   a. Exclusive broadcast rights
   b. First-run syndication rights
   c. Prime-time access rights
   d. Fin/syn rights
   e. Off-network rights
63. At one time, these rules severely limited network freedom to participate in production and ownership of prime-time programs or in their domestic syndication.
   a. Syndex rules
   b. First-run syndication rules
   c. Prime-time access rules
   d. Fin/syn rules
   e. Off-network rules

64. Game shows and magazine-news shows that air during access time, such as *Jeopardy!, Hard Copy*, and *Entertainment Tonight*, are examples of
   a. first-run syndication.
   b. off-network syndication.
   c. original licensing.
   d. fin-syn syndication.
   e. on-network syndication.

65. Radio stations may purchase ready-made syndicated country music selections from a(n)
   a. feature syndicator.
   b. format syndicator.
   c. network.
   d. off-network syndicator.
   e. on-network syndicator.

66. Programs produced specifically for the syndication market are called
   a. theatricals.
   b. local offers.
   c. first-run programs.
   d. infotainment programs.
   e. affiliate offers.

67. Most syndicated feature radio programs
   a. are produced especially for different radio formats.
   b. are off-network reruns.
   c. can have multiple plays on a station over a two-year time period.
   d. are produced for specific stations to provide local appeal.
   e. provide sports programming only.

68. The term __________ refers either to the organization of a single program (*CBS Evening News*) or to the organization of an entire service (*CNN as all news*).
   a. format
   b. formula
   c. genre
   d. series
   e. schema

69. The major television networks rely primarily on __________ for news footage.
   a. international sources
   b. their own staffs
   c. other networks
   d. amateur reporters
   e. local stations

70. Most broadcast television network sports broadcasts are produced by
   a. the networks themselves.
   b. production companies that specialize in televising sports.
   c. a shared production pool made up of the four major commercial networks.
   d. ESPN.
   e. PrimeSports.
71. MTV's success includes all of the following except
   a. changing the way people listen to music.
   b. the resurgence in variety programs.
   c. paying for exclusive windows for some videos.
   d. other TV programs adopting the MTV "look."
   e. rescuing the record industry from the early 1980's sales slump.

72. When a new television series is created and stars characters who played secondary roles on a successful television series, the shows is commonly referred to as a
   a. clone.
   b. spin-off.
   c. stunt.
   d. telenovela.
   e. follow-up.

73. Originally intended to promote record sales, _________ are a TV genre in their own right.
   a. variety programs
   b. music videos
   c. home shopping networks
   d. talk shows
   e. interactive game shows

74. Music networks such as Westwood One
   a. have been replaced by radio network talk shows.
   b. offer local and regional news to their affiliates.
   c. produce programs for specific stations for an extra fee.
   d. offer programs in an "all or none" package, in a practice resembling block booking.
   e. offer numerous music formats for specialized audiences.

75. The primary reason soap operas and game shows are a staple of daytime television is because they
   a. are inexpensive to produce.
   b. attract a large, demographically varied audience.
   c. allow for flexible scheduling.
   d. can be shown as reruns.
   e. can be syndicated for later replay on cable.

76. More radio stations play _________ music than any other type of music except rock.
   a. adult contemporary
   b. beautiful
   c. country
   d. contemporary hit
   e. hip-hop

77. This most popular informational format occurs mostly on commercial AM stations.
   a. All-sports
   b. Talk radio
   c. Educational radio
   d. Community radio
   e. Religious

78. Many local television stations, notably those in the major markets, have extended the length of their evening newscasts because
   a. news has become a popular and profitable commodity.
   b. there is more news to report.
   c. FCC regulations require longer newscasts.
   d. newscasts are less expensive to produce than other kinds of programs.
   e. they want to counter news programs offered on cable systems.
79. A 24-hour major television news service is provided by
   a. Lifetime.
   b. ESPN.
   c. PBS.
   d. WTBS.
   e. CNN

80. Network television programmers value sports programs primarily because
   a. they target the hard-to-reach middle-class male audience.
   b. they fill the need for weekend programming.
   c. of their low cost.
   d. of their ability to entice lucrative advertising.
   e. the programs are predictable.

81. In 1996 the FCC directed broadcasters to meet children's television programming needs by carrying a minimum of __________ hours of children's programs weekly between 7 a.m. and 10 p.m.
   a. two
   b. three
   c. four
   d. five
   e. six

82. Which of the following is not an issue regarding children's television?
   a. Sex and violence on television.
   b. Shortage of age-specific programs.
   c. Lack of suitable role models.
   d. Cable channels specifically aimed at children.
   e. Exploitation of children by advertisers.

83. Producers often use the Internet for all of the following except to
   a. supplement content provided through other channels.
   b. create new content for consumers.
   c. "repurpose" existing programming.
   d. provide video programming comparable to VHF television.
   e. provide audio programming comparable to AM radio.

84. The most cost-efficient way of advertising television programs is
   a. local newspaper ads.
   b. on-air promotional spots.
   c. radio advertising.
   d. television program guides.
   e. magazine ads.

85. Station announcements that promote an entire series are referred to as
   a. specific.
   b. episodic.
   c. voice-overs.
   d. teasers.
   e. generic.

86. The phrase "vast wasteland" comes from an address by __________ to the National Association of Broadcasters in 1961.
   a. Freida Hennock
   b. Mark Fowler
   c. John F. Kennedy
   d. Newton Minow
   e. Jesse Jackson
87. The term most often used to describe the appeal of the majority of commercial programs is ________

   taste.
   a. bad
   b. critical
   c. high
   d. popular
   e. diverse