

ch7

Student: _____

1. Even at the very beginning of its development, radio was seen as having the potential to generate huge profits by broadcasting news and entertainment.
True False
2. Very little of what was broadcast in the early days of radio was actually done by broadcasters; stores, schools, businesses and other organizations owned the early stations.
True False
3. Advertising on radio began when WEAJ in New York began selling time to anybody who wanted to broadcast a message.
True False
4. The Radio Act of 1927 set up the Federal Radio Commission, which issued radio licenses and created policies to minimize interference.
True False
5. During the Depression in the 1930s, radio provided both fantasy and reality, as reflected in the combination of escapist entertainment programs and increased network news and special events coverage.
True False
6. Even though the amount of money spent on radio ads nearly doubled during World War II, radio continued to be significantly outpaced by newspapers in terms of generating national advertising dollars.
True False
7. The emergence of AM was the most important development in the radio industry during the 1970s and 1980s.
True False
8. In the early 2000s, three satellite radio companies began operation, transmitting digital signals to subscribers.
True False
9. HD radio is a digital service that improves the quality of terrestrial stations.
True False
10. Although mobility and portability have always been defining features of radio, satellite radio faces serious disadvantages because satellite technology simply cannot "go mobile."
True False
11. Radio is available on cell phones
True False
12. Examples of the most popular radio music formats include AC, NP, Modern Rock, and CTA.
True False
13. A format wheel is a pie chart representing the content aired on a radio station.
True False
14. Radio stations earn their money by selling advertising time.
True False

15. The major company measuring radio audiences is Nielsen.
True False
16. _____ built a wireless communication device that could send Morse code and started a wireless telegraphy company.
A. Heinrich Hertz
B. Guglielmo Marconi
C. Reginald Fessenden
D. Lee de Forest
E. Frank Conrad
17. The first network was
A. ABC (American Broadcasting Company)
B. CBS (Columbia Broadcasting System)
C. RCA (Radio Corporation of America)
D. NPR (National Public Radio)
E. NBC (National Broadcasting Company)
18. Radio didn't evolve as a mass medium until
A. receivers started using current instead of bulky, acid-leaking batteries
B. tuning the sets became relatively easy
C. stations developed broadcast programs intended for the general public
D. all of these
E. none of these
19. During the Depression Era (the 1930s), the radio industry
A. was harder hit than other industries
B. saw a huge increase in the amount of money spent on radio advertising
C. hadn't yet been invented
D. suffered about the same as other industries
E. was plagued by so many interference problems that the Depression didn't really affect it
20. NBC was actually two networks at first:
A. one of which became NPR
B. just as CBS is today
C. one focusing on fine arts, and one focusing on mass appeal programs
D. one of which later was sold and became ABC
E. none of these
21. Although the radio industry was significantly changed by the emergence of TV, which of the following did NOT happen?
A. the content, economics, and functions of radio would change
B. a huge decrease in the number of local radio stations with network affiliations
C. TV cut into the revenue of the radio industry
D. radio stations depended more on ads purchased by local businesses
E. local radio stations relied more heavily on music, talk, and news
22. The recent huge mergers creating massive radio groups were made possible by:
A. the introduction of foreign capital to the industry
B. the Telecommunications Act of 1996
C. the U.S. Department of Justice
D. increased use of the World Wide Web
E. all of these

23. When the Telecommunications Act 1996 removed the limit on how many radio stations a company could own,
- A. format specialization continued on FM
 - B. stations were bought and sold at an unprecedented rate
 - C. the industry became dominated by a few powerful owners
 - D. talk became the hottest format on AM radio
 - E. all of these
24. Terrestrial radio stations
- A. were slow to enter the digital age
 - B. early in the digital age, simply streamed the audio from the station's analog broadcast
 - C. were prompted to come up with Web strategies due to declining ad revenues
 - D. all of these
 - E. none of these
25. The biggest problem facing online radio is
- A. HD radio
 - B. the Telecommunications Act of 1996
 - C. generating playlists
 - D. financial
 - E. hiring personnel
26. HD radio is
- A. doing well in the marketplace
 - B. a digital service formed by the merger of Sirius and XM
 - C. a digital service that improves the signal qualities of terrestrial radio
 - D. the same as satellite radio
 - E. all of these
27. Satellite radio primarily targets people listening _____
- A. at home
 - B. in their cars
 - C. at work
 - D. on the Internet
 - E. all of these
28. Which of the following is NOT a defining feature of radio?
- A. it is portable
 - B. it is supplemental
 - C. it is the least mass of the mass media
 - D. it is universal
 - E. it is selective
29. Which of the following types of channels will give an AM radio station the widest coverage area?
- A. unobstructed
 - B. national
 - C. distributed
 - D. regional
 - E. clear
30. A type of consistent programming designed to appeal to a certain segment of the audience is a:
- A. fractionalizer
 - B. network
 - C. clear channel
 - D. format
 - E. clock hour

31. Consolidation and competition have led to _____ in the radio industry.
- A. more stations targeting minority audiences
 - B. increased reliance on talk formats
 - C. format homogenization
 - D. greater content experimentation
 - E. more unique formats
32. This network serves noncommercial radio stations:
- A. National Public Radio
 - B. Public Nets
 - C. Corporation for Public Broadcasting
 - D. all of these
 - E. none of these
33. The individual who is most responsible for hiring and firing radio station DJs is the:
- A. production director
 - B. personnel manager
 - C. chief announcer
 - D. program director
 - E. general manager
34. Which of the following formats is the most difficult to produce?
- A. all-news
 - B. Urban
 - C. Internet-based
 - D. CTA
 - E. music
35. Most radio stations generate most of their income from which source of revenue?
- A. network advertising
 - B. national spot advertising
 - C. local advertising
 - D. public service advertising
 - E. subsidiary advertising

ch7 Key

1. Even at the very beginning of its development, radio was seen as having the potential to generate huge profits by broadcasting news and entertainment.
FALSE
2. Very little of what was broadcast in the early days of radio was actually done by broadcasters; stores, schools, businesses and other organizations owned the early stations.
TRUE
Dominick - Chapter 07 #1
3. Advertising on radio began when WEAJ in New York began selling time to anybody who wanted to broadcast a message.
TRUE
Dominick - Chapter 07 #2
4. The Radio Act of 1927 set up the Federal Radio Commission, which issued radio licenses and created policies to minimize interference.
TRUE
Dominick - Chapter 07 #3
5. During the Depression in the 1930s, radio provided both fantasy and reality, as reflected in the combination of escapist entertainment programs and increased network news and special events coverage.
TRUE
Dominick - Chapter 07 #4
6. Even though the amount of money spent on radio ads nearly doubled during World War II, radio continued to be significantly outpaced by newspapers in terms of generating national advertising dollars.
FALSE
Dominick - Chapter 07 #5
7. The emergence of AM was the most important development in the radio industry during the 1970s and 1980s.
FALSE
Dominick - Chapter 07 #6
8. In the early 2000s, three satellite radio companies began operation, transmitting digital signals to subscribers.
FALSE
Dominick - Chapter 07 #7
9. HD radio is a digital service that improves the quality of terrestrial stations.
TRUE
Dominick - Chapter 07 #8
10. Although mobility and portability have always been defining features of radio, satellite radio faces serious disadvantages because satellite technology simply cannot "go mobile."
FALSE
Dominick - Chapter 07 #9
11. Radio is available on cell phones
TRUE
Dominick - Chapter 07 #10
12. Examples of the most popular radio music formats include AC, NP, Modern Rock, and CTA.
FALSE
Dominick - Chapter 07 #11

13. A format wheel is a pie chart representing the content aired on a radio station.
TRUE

Dominick - Chapter 07 #13

14. Radio stations ear their money by selling advertising time.
TRUE

Dominick - Chapter 07 #14

15. The major company measuring radio audiences is Nielsen.
FALSE

Dominick - Chapter 07 #15

16. _____ built a wireless communication device that could send Morse code and started a wireless telegraphy company.
A. Heinrich Hertz
B. Guglielmo Marconi
C. Reginald Fessenden
D. Lee de Forest
E. Frank Conrad

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17. The first network was
A. ABC (American Broadcasting Company)
B. CBS (Columbia Broadcasting System)
C. RCA (Radio Corporation of America)
D. NPR (National Public Radio)
E. NBC (National Broadcasting Company)

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18. Radio didn't evolve as a mass medium until
A. receivers started using current instead of bulky, acid-leaking batteries
B. tuning the sets became relatively easy
C. stations developed broadcast programs intended for the general public
D. all of these
E. none of these

Dominick - Chapter 07 #18

19. During the Depression Era (the 1930s), the radio industry
A. was harder hit than other industries
B. saw a huge increase in the amount of money spent on radio advertising
C. hadn't yet been invented
D. suffered about the same as other industries
E. was plagued by so many interference problems that the Depression didn't really affect it

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20. NBC was actually two networks at first:
A. one of which became NPR
B. just as CBS is today
C. one focusing on fine arts, and one focusing on mass appeal programs
D. one of which later was sold and became ABC
E. none of these

Dominick - Chapter 07 #20

21. Although the radio industry was significantly changed by the emergence of TV, which of the following did NOT happen?
A. the content, economics, and functions of radio would change
B. a huge decrease in the number of local radio stations with network affiliations
C. TV cut into the revenue of the radio industry
D. radio stations depended more on ads purchased by local businesses
E. local radio stations relied more heavily on music, talk, and news

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22. The recent huge mergers creating massive radio groups were made possible by:
- A. the introduction of foreign capital to the industry
 - B. the Telecommunications Act of 1996**
 - C. the U.S. Department of Justice
 - D. increased use of the World Wide Web
 - E. all of these

Dominick - Chapter 07 #22

23. When the Telecommunications Act 1996 removed the limit on how many radio stations a company could own,
- A. format specialization continued on FM
 - B. stations were bought and sold at an unprecedented rate
 - C. the industry became dominated by a few powerful owners
 - D. talk became the hottest format on AM radio
 - E. all of these**

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24. Terrestrial radio stations
- A. were slow to enter the digital age
 - B. early in the digital age, simply streamed the audio from the station's analog broadcast
 - C. were prompted to come up with Web strategies due to declining ad revenues
 - D. all of these**
 - E. none of these

Dominick - Chapter 07 #24

25. The biggest problem facing online radio is
- A. HD radio
 - B. the Telecommunications Act of 1996
 - C. generating playlists
 - D. financial**
 - E. hiring personnel

Dominick - Chapter 07 #25

26. HD radio is
- A. doing well in the marketplace
 - B. a digital service formed by the merger of Sirius and XM
 - C. a digital service that improves the signal qualities of terrestrial radio**
 - D. the same as satellite radio
 - E. all of these

Dominick - Chapter 07 #26

27. Satellite radio primarily targets people listening _____
- A. at home
 - B. in their cars**
 - C. at work
 - D. on the Internet
 - E. all of these

Dominick - Chapter 07 #27

28. Which of the following is NOT a defining feature of radio?
- A. it is portable
 - B. it is supplemental
 - C. it is the least mass of the mass media**
 - D. it is universal
 - E. it is selective

Dominick - Chapter 07 #28

29. Which of the following types of channels will give an AM radio station the widest coverage area?
- A. unobstructed
 - B. national
 - C. distributed
 - D. regional
 - E. clear**

Dominick - Chapter 07 #29

30. A type of consistent programming designed to appeal to a certain segment of the audience is a:
- A. fractionalizer
 - B. network
 - C. clear channel
 - D. format**
 - E. clock hour

Dominick - Chapter 07 #30

31. Consolidation and competition have led to _____ in the radio industry.
- A. more stations targeting minority audiences
 - B. increased reliance on talk formats
 - C. format homogenization**
 - D. greater content experimentation
 - E. more unique formats

Dominick - Chapter 07 #31

32. This network serves noncommercial radio stations:
- A. National Public Radio**
 - B. Public Nets
 - C. Corporation for Public Broadcasting
 - D. all of these
 - E. none of these

Dominick - Chapter 07 #32

33. The individual who is most responsible for hiring and firing radio station DJs is the:
- A. production director
 - B. personnel manager
 - C. chief announcer
 - D. program director**
 - E. general manager

Dominick - Chapter 07 #33

34. Which of the following formats is the most difficult to produce?
- A. all-news**
 - B. Urban
 - C. Internet-based
 - D. CTA
 - E. music

Dominick - Chapter 07 #34

35. Most radio stations generate most of their income from which source of revenue?
- A. network advertising
 - B. national spot advertising
 - C. local advertising**
 - D. public service advertising
 - E. subsidiary advertising

Dominick - Chapter 07 #35

ch7 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 07	35