

CHAPTER 1

TEST ITEMS

Multiple-Choice Questions

1. The coming together of and blurring of lines between, discrete communications forms such as broadcast, cable, telephone, computers, and mail is known as
 - a. transparency.
 - b. seamlessness.
 - c. convergence.*
 - d. technophobia.
 - e. divergence.
2. Two concepts on which broadcasting was founded and under which it has long operated are localism and
 - a. convergence.
 - b. universal access.*
 - c. multiplexing.
 - d. interactivity.
 - e. divergence.
3. “To send out sound and pictures by means of radio waves through space for reception by the general public” is the legal definition of
 - a. common carriers.
 - b. cable.
 - c. POTS.
 - d. multimedia.
 - e. broadcasting.*
4. When it comes to television programming, most people have an interest in all of the following EXCEPT
 - a. the variety of programs and services they can receive.
 - b. the quality of programs and services they can receive.
 - c. how easy it is for them to receive programming.
 - d. how much they will have to pay for program services.
 - e. how they will receive programming, either over the air or via wire.*
5. One limitation of direct-to-home satellite service is providing subscribers with
 - a. high-speed two-way internet access. *
 - b. exceptional picture quality.
 - c. diverse programming options.
 - d. programs in areas not served by cable.
 - e. digital channels.

True/False Questions

1. Even though cable has made inroads into program delivery, more people today receive television programs over the air than by cable. (False)
2. Common carriers supply communication facilities without assuming responsibility for what is normally transmitted on their facilities. (True)
3. Personal computers are at the heart of media convergence. (True)
4. Legally, cable is recognized as a broadcast facility with no common carrier characteristics. (False)
5. The FCC allows telephone companies to provide video services over their networks. (True)

Essay Questions

1. What is “convergence”?
2. Differentiate among broadcast, cable, and common carrier services.
3. What are the advantages of broadcast stations converting to digital transmission?

CHAPTER 2

TEST ITEMS

Multiple-Choice Questions

1. One *technical* antecedent for America's broadcasting system is
 - a. urbanization.
 - b. railroads.
 - c. records.
 - d. telegraphy.*
 - e. national newspapers.
2. Who first proved James Clerk Maxwell's theory about the existence of sound waves?
 - a. Lee de Forest
 - b. Heinrich Hertz*
 - c. Guglielmo Marconi
 - d. Samuel Morse
 - e. Reginald Fessenden
3. Marconi first offered his wireless invention to the _____ government, which declined his offer.
 - a. American
 - b. Canadian
 - c. German
 - d. Italian*
 - e. British
4. Wireless communication was most widely used at first by the _____ industry.
 - a. manufacturing
 - b. railroad
 - c. telegraph
 - d. telephone
 - e. maritime shipping*
5. After World War I, wireless' development was dominated by
 - a. big businesses.*
 - b. inventors and entrepreneurs.
 - c. local and state governments.
 - d. the shipping industry.
 - e. railroads.
6. The person who made the first known radiotelephone transmission (or broadcast) is
 - a. Reginald Fessenden.*
 - b. Lee de Forest.
 - c. Guglielmo Marconi.
 - d. David Sarnoff.
 - e. Edwin Armstrong.

7. Which branch of the military wanted to make radio a permanent government monopoly?
 - a. The Army
 - b. The Coast Guard
 - c. The Marines
 - d. The Navy*
 - e. The Army Air Corps (now the Air Force)
8. RCA was founded initially to
 - a. run the American system of broadcasting.
 - b. operate communications during World War I.
 - c. mass-produce radio receivers.
 - d. teach amateur operators how to operate radio stations.
 - e. operate an American wireless telegraphy business.*
9. American Marconi's assets became the foundation for
 - a. RCA.*
 - b. AT&T.
 - c. General Electric.
 - d. Western Union.
 - e. Western Electric.
10. When AT&T began station WEAJ in 1922, how did it expect to make a profit?
 - a. By imposing a tax on all radio receivers.
 - b. Through manufacturing five-minute ads.
 - c. By selling radio receivers.
 - d. By imposing a separate surcharge on all those who used the telephone.
 - e. By imposing a toll on those who sent a message on WEAJ.*
11. Both "toll" and "chain" broadcasting were initially associated with
 - a. AT&T.*
 - b. General Electric.
 - c. RCA.
 - d. Westinghouse.
 - e. NBC.
12. During the early years of American broadcasting, radio advertising was
 - a. prohibited by order of the Secretary of Commerce.
 - b. quickly adopted as an important source of financial support.
 - c. largely limited to "institutional" advertising, dignified mentions of brand name, price, and retail outlet.*
 - d. filled with crass announcements of sponsors' products.
 - e. banned by broadcasters themselves.
13. As conflicts arose between the "telephone" and the "radio" groups, the latter formed a network by using
 - a. submarine cables.
 - b. microwave relays.
 - c. fiber-optic cables.
 - d. Western Union's telegraph lines.*
 - e. local telephone lines.

14. The first company organized solely and specifically to operate a broadcasting network was
 - a. ABC.
 - b. CBS.
 - c. NBC.*
 - d. Mutual.
 - e. RCA.
15. The man responsible for designing a unique arrangement between his network and its affiliate radio stations (including free sustaining services) was
 - a. Frank Conrad.
 - b. Reginald Fessenden.
 - c. William Paley.*
 - d. David Sarnoff.
 - e. Lee De Forest.
16. In the mid-1920s as a series of radio conferences proposed federal government regulation of radio, what was the reaction of most broadcasters?
 - a. Strong opposition
 - b. Mild opposition
 - c. Indifference
 - d. Mild acceptance
 - e. Strong acceptance*
17. The Radio Act of 1927 did all of the following EXCEPT
 - a. adopt most recommendations of Hoover's Fourth Radio Conference.
 - b. provide what most broadcasters wanted.
 - c. establish the Federal Radio Commission.
 - d. require radio station operation in the public interest, convenience, or necessity.
 - e. reduce the number of stations operating at night.*
18. FCC chain regulations of 1941 were designed to
 - a. relax FCC network regulation.
 - b. ensure compliance between affiliate stations and the networks.
 - c. limit network control over their affiliate stations.*
 - d. strengthen contracts between networks and their affiliates.
 - e. eliminate the Press-Radio Bureau.
19. The first nationally popular radio network series was
 - a. *Amos 'n' Andy*.*
 - b. *Edgar Bergen's Comedy Hour*.
 - c. *Ma Perkins*.
 - d. *The Jack Benny Show*.
 - e. *Fibber McGee and Molly*.
20. Which organization was created to challenge the ASCAP music monopoly?
 - a. FCC
 - b. Press-Radio Bureau
 - c. BMI*
 - d. Ampex
 - e. FRC

21. The network that set radio's standard for journalism in its coverage during World War II was
- NBC Blue.
 - NBC Red.
 - ABC.
 - CBS.*
 - Mutual.
22. Who invented the image dissector?
- Lee de Forest
 - Philo T. Farnsworth*
 - Reginald Fessenden
 - Vladimir Zworykin
 - Edwin Armstrong
23. RCA's television demonstration at the 1939 New York World's Fair was significant because
- it introduced regular transcontinental television broadcasting.
 - The FCC agreed to technical standards for commercial operations.
 - it demonstrated the current 525-lines-per-frame system of interlace scanning.
 - it proved that mechanical television produced the same quality picture as did electronic television.
 - it was the first demonstration of modern television to most Americans.*
24. Why didn't television begin to grow immediately after World War II?
- Investors were cautious about building expensive TV stations while others believed development should wait until TV color standards were adopted.*
 - There were so many applicants for television stations that the FCC had to determine a method of allocating channels.
 - Radio station owners were competing for the same TV channels in the same markets.
 - TV sets were too expensive.
 - Manufacturers glutted the consumer market with war surplus television sets.
25. All of the following were part of the FCC's *Sixth Report and Order* EXCEPT
- technical specifications for color television.*
 - a nationwide pattern of channel allocations.
 - addition of the UHF band to television broadcasting.
 - channels reserved for noncommercial use.
 - assignment of channels to specific markets.
26. In terms of transmission and reception, UHF television stations had _____ VHF television stations.
- fewer problems than
 - the same types of problems as
 - different problems from
 - more problems than*
 - no problems compared to

27. The color television system compatible with existing black-and-white television receivers was developed by
- CBS laboratories.
 - General Electric.
 - NTSC.
 - AT&T.
 - RCA.*
28. Television's live decade, often called its "golden age," ended around
- 1952.
 - 1957.*
 - 1964.
 - 1968.
 - 1971.
29. Among many important ideas instituted by Sylvester "Pat" Weaver are all of the following EXCEPT
- spectaculars.
 - participating sponsorship.
 - program production with Disney Studios.*
 - the Today program.
 - The Tonight Show*.
30. It would be safe to say that radio was saved in the 1950s by
- advertisers.
 - country music.
 - the networks.
 - talk shows.
 - rock and roll.*
31. Edwin Armstrong is most closely associated with
- Audion.
 - mechanical scanning for television.
 - electronic scanning for television.
 - early AM radio.
 - FM radio.*
32. The FCC's nonduplication rule assisted expansion of
- AM radio.
 - FM radio.*
 - VHF television.
 - UHF television.
 - cable television.

True/False Questions

1. Urban concentration, education, rising literacy, and more leisure time helped transform newspapers into a mass medium. (True)
2. Underwater cables and telegraphy did little to develop the news wire services. (False)
3. James Clerk Maxwell proved Hertz's theory by generating and detecting radio energy and measuring its wavelength. (False)
4. Maritime tragedies such as the *Titanic* sinking set a precedent for regarding radio as having a special public responsibility. (True)
5. Among the earliest of radio "broadcasts" was Reginald Fessenden's 1906 Christmas broadcast. (True)
6. Despite many other claims based on earlier experiments, demonstrations, or temporary operations, KDKA qualifies as the oldest, continuously operating U.S. radio station. (True)
7. KDKA and WJZ pioneered toll broadcasting. (False)
8. David Sarnoff pioneered innovative network/affiliate contracts that became standard practices for years. (False)
9. In the 1920s Herbert Hoover called four radio conferences in an attempt to get broadcasters to regulate themselves. (True)
10. Audiences relied on radio during the Great Depression to distract them from daily struggles of survival. (True)
11. NBC's Blue Network became ABC. (True)
12. In 1931, NBC began regular broadcasts of the Metropolitan Opera and hired Arturo Toscanini in the late 1930s to head the NBC Symphony Orchestra. (True)
13. In 1946 ABC dropped its recording ban to lure Bing Crosby away from NBC. (True)
14. During World War II, radio's public stature declined through its poor reporting from various battlefronts. (False)
15. Norman Corwin and Arch Oboler won fame as battlefield correspondents during World War II. (False)
16. Technical standards and unsophisticated technology delayed the development of television until the 1940s. (True)
17. Vladimir Zworykin invented the iconoscope in 1923. (True)
18. The television "freeze" of 1948 to 1952 hurt television's growth. (False)
19. The FCC's *Sixth Report and Order* effectively limited television to three networks, because too few cities had been allotted more than three channels with equal coverage potential. (True)
20. When television became popular in the 1950s, Hollywood immediately embraced it as another means of distributing its productions. (False)
21. In 1955 CBS achieved a number-one place in television ratings, a rank it held for 21 years. (True)
22. Rock and roll music and top-40 programming saved radio. (True)
23. Edwin Armstrong invented FM, which was approved by the FCC in 1941 but saw only limited growth until the 1960s. (True)

24. The nonduplication rules required AM/FM owners to program FM stations independently of AM stations. (True)

Essay Questions

1. List and explain at least three preconditions leading to radio broadcasting.
2. How did big business influence development of radio broadcasting?
3. Contrast the claims of Fessenden and de Forest to “fathering” broadcasting.
4. List five criteria qualifying KDKA as the oldest U.S. radio broadcasting station.
5. Outline the rights of AT&T and the Radio Group in the 1926 cross-licensing agreements.
6. What role did government play in radio’s regulation from 1910 to 1934?
7. Describe radio’s role during World War II.
8. How did technological developments influence television’s development?
9. Outline the major rules affecting television in the *Sixth Report and Order*.
10. Describe changes in radio programming from the 1930s to the 1960s.