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Unions play a major role in radio and TV today, especially in smaller size markets.

(A) True

(B) False

<https://selldocx.com/products>

Test-bank-keiths-radio-station-broadcast-internet-and-satellite-9e-hendricks

Answer:

(B) False

2

Which management style is most prevalent in radio today?

(A) X: the authoritarian approach

(B) Y: the collaborative approach

(C) Z: the hybrid of both X and Y/Chief-collaborator approach

(D) The Darwinian approach

Answer:

(C) Z: the hybrid of both X and Y/Chief-collaborator approach

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Match the following radio positions with tasks they complete...

(A) Establishes sales quotas (a) General Manager

(B) Oversees station's music library (b) Sales Manager

(C) Performs on-air shifts (c) Program Director

(D) Keeps equipment operating (d) Chief Engineer

(E) Responsible for all day to day operations (e) DJ/Personality

Answer:

(A) Establishes sales quotas=> Sales Manager

(B) Oversees station's music library=> Program Director

(C) Performs on-air shifts=> DJ/Personality

(D) Keeps equipment operating=> Chief Engineer

(E) Responsible for all day to day operations=> General Manager

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Can the managers of small market radio stations usually count on air personalities staying with the station for a long time?

Answer:

5

Which management style is most prevalent in radio today?

Answer:

6

Many radio station managers are promoted from which department?

Answer:

7

Station managers have are often most concerned with what outside influence?

Answer:

8

A primary objective for a station manager is to:

Answer:

9

The station's official policy manual contains what information?

Answer:

10

When several stations owned by the same company are clustered together in one location, what effect does this have on the staff?

Answer:

11

Define the job description the operations manager.

Answer:

12

Who is ultimately responsible for protecting the license ?

Answer:

13

What effect did the FCC's deregulation in the early 1980s have on radio's involvement in community affairs?

Answer:

14

Today, the maximum fine the FCC may levy against a broadcaster for airing "indecent or obscene" material is

(A) 12500

(B) 32,500

(C) 75,000

(D) 375,000

Answer:

(D)375,000

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Which industry organization is designed to serve as the sales and marketing arm of America's commercial radio

industry?

- (A) RAB
- (B) NAB
- (C) NAFTA
- (D) RTNDA

Answer:
(A) RAB

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The managers of small market radio stations can usually count on air personalities to

- (A) stay with the station for a long time.
- (B) leave for a better position in another station.
- (C) move into sales.
- (D) move up into management.

Answer:
(B) leave for a better position in another station.

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Which management style is most prevalent in radio today?

- (A) X: the authoritarian approach
- (B) Y: the collaborative approach
- (C) Z: the hybrid of both X and Y
- (D) The Darwinian approach

Answer:
(C) Z: the hybrid of both X and Y

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Many radio station managers are promoted from which department?

- (A) Sales
- (B) Business management
- (C) Programming
- (D) Legal and technical

Answer:
(A) Sales

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Station managers are often most concerned with what outside influence?

- (A) The evolution of new music formats
- (B) The Corporate policies affecting budgets
- (C) The Federal Communications Commission's oversight
- (D) The creating new revenues from local advertising sales

Answer:

(C) The Federal Communications Commission's oversight

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A primary objective for a Station Manager is to:

- (A) avoid firings and layoffs.
- (B) be able to fix technical problems.
- (C) operate in a manner that generates the most profit.
- (D) to ensure a lot of turnover in the air staff.

Answer:

(C) operate in a manner that generates the most profit.

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This job position is often second only to the General Manager in noncluster operations:

- (A) Program Director
- (B) Sales Manager
- (C) Operations Director
- (D) Business Manager

Answer:

(C) Operations Director

22

What qualities to managers try to avoid when hiring staff?

- (A) Individuals with fragile or oversized egos
- (B) Ambition and a positive attitude
- (C) Competitiveness and determination
- (D) Stability and reliability

Answer:

(A) Individuals with fragile or oversized egos

23

What effect did the FCC's deregulation in the early 80's have on radio's involvement in community affairs?

- (A) Ascertainment procedures have all but been eliminated.
- (B) A station may virtually divorce itself from the concerns of the community.
- (C) Involvement in community affairs is mainly an opportunity to enhance advertising revenues.
- (D) Stations should only involve themselves in community affairs in very small markets.

Answer:

- (A) Ascertainment procedures have all but been eliminated.

24

The FCC base forfeiture amount or fine for broadcasting "indecent/obscene" material is

- (A) 12500
- (B) 20000
- (C) 7000
- (D) 50000

Answer:

- (C) 7000

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Who is responsible for operating the station within the regulations established by the FCC?

- (A) The Program Director
- (B) The General Manager
- (C) The Chief Engineer
- (D) The Operations Manager

Answer:

- (B) The General Manager

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If an inspection by the FCC finds violations and deficiencies, the station will be:

- (A) Forced to cease operations
- (B) Given a time frame to correct the problems
- (C) Made to lose their license to operate

Answer:

- (B) Given a time frame to correct the problems

(D Forced to fire the person responsible for the
) violations

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The union which represents announcers is:

(A) IBEW

(B) AFTRA

(C) NABET

(D SAG
)

Answer:
(B)AFTRA

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**According to the text, the FCC fine for Broadcasting
"indecent/obscene" material how much?**

Answer: