

Multimedia Sports Journalism Test Bank

TEST QUESTIONS

Chapter 1

1. As described in the text, which of the following best describes the primary definition of media convergence in the digital age for practitioners?
 - a. Combing television and radio stations into one broadcast station.
 - b. The mixing of multimedia content produced and disseminated by sports media outlets.
 - c. Adding blogs to writers' duties.
 - d. All of the above

2. Which sports media outlet(s) was described as the "king of convergence" in the text?
 - a. CBS Sports
 - b. ESPN
 - c. Fox Sports
 - d. B and C

3. This U.S. television network paid to secure rights to continue covering the Olympic games through 2032?
 - a. ABC Sports
 - b. CBS Sports
 - c. ESPN
 - d. NBC Sports

4. Which of the four major U.S. professional men's team sport leagues has the most and highest-collective, gross national television contracts?
 - a. MLB
 - b. NBA
 - c. NFL
 - d. NHL

5. The first sports article to appear in an American daily newspaper in 1733 covered what sport?

- a. baseball
 - b. boxing
 - c. horse racing
 - d. soccer
6. This newspaper tycoon, now more famous for a prize, created the first U.S. newspaper sports department in 1883 at the New York World?
- a. Bayless
 - b. Hearst
 - c. Pulitzer
 - d. Smith

ANSWER KEY:

- 1. B
- 2. B
- 3. D
- 4. C
- 5. B
- 6. C

Chapter 2

1. What was the ethical problem *Time* magazine had in its famous cover photo of O.J. Simpson?
- a. It did not own the legal rights to the photo
 - b. It manipulated the photo to make Simpson look more sinister
 - c. It ran the photo without getting Simpson's permission to do so
 - d. It photoshopped a bloody glove on to Simpson's hand
2. When dealing with ethical decision-making, which of the following is true in regards to the media?
- a. There are few standards and they vary widely by organization
 - b. The cost of ethical training has escalated too much in recent years
 - c. Too few reporters adhere to national ethical standards
 - d. Lawsuits for ethical violations against media outlets have drastically increased

3. The ethical lapses in the reporting of the Arthur Ashe story reflect the media's problem with:
 - a. Protecting sources
 - b. Conflict of interest
 - c. Citizen journalism
 - d. Invasion of privacy
4. Title IX has been instrumental in helping what group of underrepresented sports journalists?
 - a. African-Americans
 - b. Latinos
 - c. Asians
 - d. Women
5. The situations involving Inez Sainz and Jenn Sterger reflect what continuing problem for women sports journalists?
 - a. Lack of access to quality journalism education and training
 - b. Lack of women in media ownership positions
 - c. Sexual objectification and harassment of female reporters
 - d. Low pay for women reporters as compared to men
6. What ethical decision did the *New York Daily News*, *Seattle Times* and other newspapers make in regards to the Washington Redskins?
 - a. To boycott covering the team's games and practices because of sexual harassment issues
 - b. To stop using the name Redskins in headlines and stories
 - c. To assign only women reporters to cover the team
 - d. To reduce coverage of the team until it hired more minority employees

ANSWER KEY

1. B
2. A
3. D
4. D
5. B
6. B

