

if you are operating on a 14-week, 12-week or other semester configuration. Some external, full-length documentaries can run a full hour, so having a longer class period can be beneficial. If you are looking for other possible assignments or resources, or have an idea you would like to share, please feel free to email me at earke@messiah.edu. We will try and make available additional resources on the book's companion website.

III. Sample Test Questions

Chapter 1: Introduction

1. The organization overseeing the event issued more than 16,000 media credentials for which event?
 - a. The Super Bowl
 - b. The World Cup
 - c. The World Series
 - d. The NBA Championship

Answer: B

2. Demand for sports via the media escalated in:
 - a. 1900s
 - b. 1920s
 - c. 1960s
 - d. 1980s

Answer: B

3. Sports salaries, as evidenced by baseball, began to rise significantly in the 1960s and 1970s. What factors contributed to the large rise?

- a. Sports unionism
- b. Birth of free agency
- c. Open markets
- d. All of the above

Answer: D

4. What contributed to the change in the relationship between sports media and culture?
- a. Larger television ratings
 - b. Growth in technology
 - c. Government regulation
 - d. Public service

Answer: B

5. Today, the emphasis in sports media is on what type of reporting?
- a. Print
 - b. Broadcast
 - c. Multimedia
 - d. Online only

Answer: C

6. Average entry-level salary in a small market is:
- a. \$20,000 to 25,000
 - b. \$30,000 to 35,000
 - c. \$40,000 to 45,000
 - d. \$50,000 to 55,000

Answer: A

7. The website _____ was created by a group of fans who felt they were not getting the coverage they wanted from traditional media. The upstart site was later bought by Turner Broadcasting.

- a. Deadspin
- b. Twitter
- c. Bleacher Report
- d. Awful Announcing

Answer: C

Chapter 2: Evolution

1. During what period did cable television and pay-per-view begin to give consumers more content options?

- a. 1900 to 1920
- b. 1920 to 1930
- c. 1960 to 1970
- d. 1980 to 1990

Answer: D

2. What do sites like Deadspin and SB Nation rely on primarily for content?

- a. Paid staff
- b. Site users
- c. Team communication directors
- d. Experienced journalists

Answer: B

3. What means of financial support totaling in the billions of dollars do teams depend on?

- a. Ticket sales
- b. Stadium advertising
- c. game day program sales
- d. Broadcast rights fees

Answer: D

4. What has been perhaps the most significant development in the creation of the new sports communication model?
- a. Traditional sports media are no longer required in the process
 - b. An abandonment of public service in favor of profit
 - c. An increase in public service
 - d. Less reliance on advertising and merchandising

Answer: A

5. Sports journalism seems to evolve and reinvent itself every:
- a. Century
 - b. Month, week or day
 - c. Decade
 - d. Few years

Answer: B

6. How is today's news cycle measured?
- a. 24-hour period
 - b. Monthly
 - c. Within seconds