

QUIZ/Test bank-18 radio station broadcasting-podcasting-and-streaming-10e-hendricks

The quiz questions are also available to students for self-quizzing on the website.

1. With a little more than _____ radio stations in the United States, radio reaches more Americans each week than any other platform.
☐ a. 1,500
☐ b. 15,000
☐ c. 150,000
☐ d. 1,500,000
2. Which of the following is NOT considered to be a listening source as an alternative to broadcast radio?
☐ a. Pandora
☐ b. iTunes
☐ c. VH-1
☐ d. SiriusXM
3. Terrestrial radio has tremendous reach. Radio reaches _____ of all American adults on a weekly basis.
☐ a. 63%
☐ b. 75%
☐ c. 99%
☐ d. 93%
4. The audio source listened to in cars is primarily:
☐ a. AM/FM radio
☐ b. Music Streaming
☐ c. Smartphone
☐ d. Satellite Radio
5. In the U.S., HD Radio is also known as:
☐ a. Satellite Radio
☐ b. Digital Audio Broadcasting (DAB)
☐ c. the Connected Car
☐ d. DTV
6. What kind of announcements take the place of commercials on noncommercial stations?
☐ a. Station promos
☐ b. Underwriting announcements
☐ c. Public service Announcements
☐ d. Fundraising announcements
7. Programs like *All Things Considered* and *Morning Edition* have become the industry's premier news and information features and can be heard on these affiliated stations:
☐ a. iHeart Radio
☐ b. NAB
☐ c. NPR
☐ d. SiriusXM
8. The FM Educational, or noncommercial stations are located on what portion of the band?
☐ a. 540-700 Khz on the AM Band
☐ b. 88.1–91.9 Mhz on the FM Band
☐ c. 90.1-99.9 on the FM Band

- ☐ d. 100.1-107.9 on the FM Band
9. To counter the sharp reversal of fortunes, many broadcasters formed _____ agreements, whereby one radio station leases time and/or facilities from another area station.
- ☐ a. Reciprocal trade agreements
☐ b. Local Marketing Agreements
☐ c. Revenue Sharing agreements
☐ d. Non-competitive Network Agreements
10. What was the one of the effects of the Telecommunications Act of 1996?
- ☐ a. More local independent radio stations
☐ b. "Duopolies" were limited to just two in each market
☐ c. Reduction in the level of local programming
☐ d. Limited the number of stations a corporation could own
11. This regulation created the FCC:
- ☐ a. Radio Act of 1912
☐ b. Radio Act of 1927
☐ c. Communications Act of 1934
☐ d. Telecommunications Act of 1996
12. This governmental regulation relaxed radio station ownership caps and allowed radio groups to vastly expand the number of stations they owned.
- ☐ a. Telecommunications Act of 2016
☐ b. Telecommunications Act of 1996
☐ c. Communications Act of 1934
☐ d. Federal Communications Act of 1980
13. What is one of the advantages of digital radio broadcasting?
- ☐ a. A multiplex stereo signal
☐ b. Compatibility with current analog signals
☐ c. More affordable prices than existing receivers
☐ d. Dramatic improvement in the quality of the signal
14. What is one of the main problems with satellite radio?
- ☐ a. It is commercial-free
☐ b. It is obscenity-free
☐ c. It utilizes free receivers
☐ d. It has monthly subscriber fees
15. The biggest challenge confronting Internet stations presenting music is:
- ☐ a. A lack of consumer listening devices.
☐ b. Large copyright royalty fees.
☐ c. Weak advertising revenues.
☐ d. A lack of audience ratings.
16. This technology offers diversity that terrestrial radio does not and allows timeshifting for listening.
- ☐ a. in-band on-channel
☐ b. podcasting
☐ c. HD radio

___ d. satellite radio

17. This technology has added additional programming options, HD2, HD3, HD4, in addition to their main signal.
- ☐ a. satellite radio
 - ☐ b. streaming services
 - ☐ c. podcasting
 - ☐ d. digital audio broadcasting
18. According to the text, these two streaming services are the most popular.
- ☐ a. Apple Music, Spotify
 - ☐ b. Spotify, Pandora
 - ☐ c. Pandora, iHeart Radio
 - ☐ d. Apple Music, Pandora
19. What is the biggest competitive challenge to terrestrial radio today?
- ☐ a. smartphones, tablets, laptops
 - ☐ b. satellite radio
 - ☐ c. YouTube
 - ☐ d. television
20. Consolidation of radio ownership has had what effect on jobs in broadcasting?
- ☐ a. No noticeable effect
 - ☐ b. Fewer jobs on all levels
 - ☐ c. More executive jobs
 - ☐ d. Increased on-air jobs

ANSWER SHEET

- 1. B
- 2. C
- 3. D
- 4. A
- 5. B
- 6. B
- 7. C
- 8. B
- 9. B
- 10. C
- 11. C
- 12. B
- 13. D
- 14. D
- 15. B
- 16. B
- 17. D
- 18. A
- 19. A
- 20. B