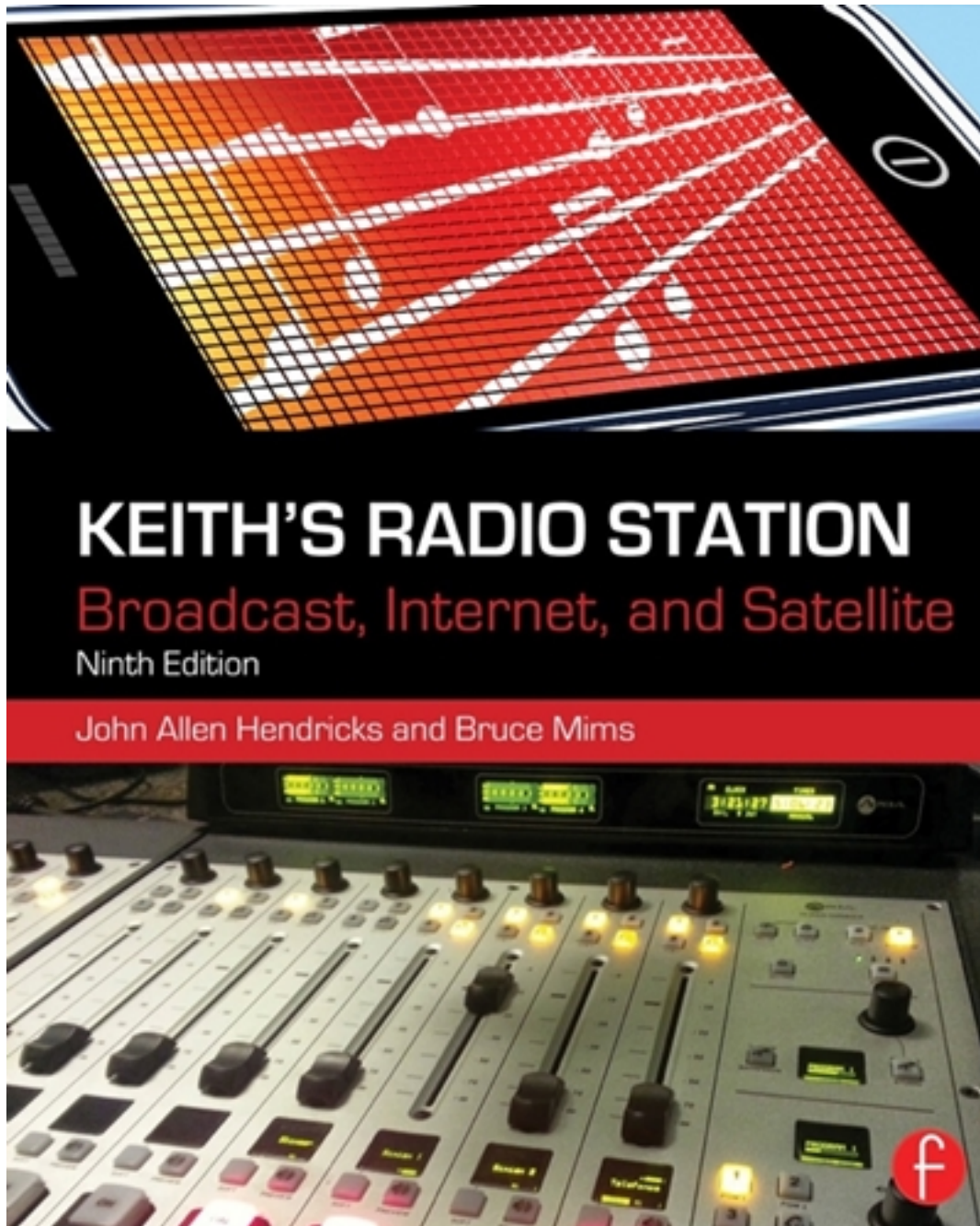


Test Bank for Keith's Radio Station 9th Edition by Hendricks

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Test Bank

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

- (A) True
- (B) False

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

3 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

4 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

15 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

16 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.

17 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

18 Many radio station managers are promoted from which department?

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

Answer: (A) Sales

19 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

20 A primary objective for a Station Manager is to:

- (A) avoid unions 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.

21 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

25 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

26 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
- (D) Forced to fire the person responsible for the violations

Answer: (B) Given a time frame to correct the problems

27 The union which represents announcers is:

- (A) IBEW

- (B) AFTRA
- (C) NABET
- (D) SAG

Answer: (B) AFTRA

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

Answer: