Keiths Radio Station 9th edition Hendricks Test Bank

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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:

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9 The station´s ofi¬□cial 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 Deï¬□ne 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 agianst 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 ï¬rings and layoffs.

(B) be able to ï¬x technical problems.

(C) operate in a manner that generates the most proï¬t.

(D) to ensure a lot of turnover in the air staff.

Answer: (C) operate in a manner that generates the most proï¬t.

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 ï¬□ne for Broadcasting "indecent/obscene" material how much?

Answer: