**BOONE MEDIA 9-WEEK ASSESSMENT**

**Multiple Choice**

*Identify the choice that best completes the statement or answers the question.*

\_\_\_\_ 1. What is the most important part of an interview?

|  |  |  |  |
| --- | --- | --- | --- |
| a. | The intro | c. | The preparation |
| b. | The length | d. | The subject |

\_\_\_\_ 2. Radio news should be written

a. with descriptive words and short sentences

c. with long descriptive sentences

b. with humor d. just like print news

\_\_\_\_ 3. Which sample rate/bit depth settings work well for our projects?

a. 8000/8 c. 44100/24 b. 22500/16 d. 64000/32

\_\_\_\_ 4. What makes a commercial more than just an announcement?

a. it’s 30 seconds c. location information b. it’s boring d. call to action

\_\_\_\_ 5. What’s a good way to get topics or ideas for your show?

|  |  |  |  |
| --- | --- | --- | --- |
| a. | None of the above | c. | Keep a journal |
| b. | Daydream | d. | steal from other shows |

\_\_\_\_ 6. What type(s) of promotions are there in radio?

|  |  |  |  |
| --- | --- | --- | --- |
| a. | All of the above | c. | On-air |
| b. | Online | d. | Off-air |

\_\_\_\_ 7. Which compressed audio format do we often use in class?

|  |  |  |  |
| --- | --- | --- | --- |
| a. | aac | c. | wav |
| b. | mp3 | d. | aif |

\_\_\_\_ 8. What do billboards of your show include?

|  |  |  |  |
| --- | --- | --- | --- |
| a. | personality names | c. | all of the above |
| b. | sponsors | d. | audio clips of the show |

\_\_\_\_ 9. The information about our student-run radio station that you’re going to tell all your friends about is a. it is WPPB The Pulse c. it is online 24/7 with great music and

shows at wppbthepulse.com

b. The W-P-P-B stands for Wren, Palmetto, Powdersville, and B-HP High Schools

\_\_\_\_ 10. The best way to do your best work is to beat

d. all of the above

a. the competition c. all forms of resistance b. your head into the wall d. none of the above

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A 12. c 25.

B 13. D 26.

A 1.

D 14.

B 2.

c 3.

A 15.

c 16.

A 4.

B 17.

D 5.

D 18.

c 6.

B 19.

D 7. c 20. B 8. A 21.

A 9. D 22. D 10. B 23. c 11. D 24.