



# RADIO BROADCASTING-BBBBBB

## WKID-FM "GRADING SHEET"v6.00.00

NAME: \_\_\_\_\_

Partner: \_\_\_\_\_

Period: \_\_\_\_\_ Rotation: \_\_\_\_\_

MODULE GRADE: WORKBOOK \_\_\_\_\_  
POST TEST \_\_\_\_\_ } —MODULE AVERAGE= \_\_\_\_\_

RADIO "WORKSHEET" WORKSHEET TOTAL= \_\_\_\_\_

DAILY LAB PERFORMANCE: \_\_\_\_\_  
(If you are absent, write ABS on the line for the day you miss and DISCUSS what you need to make up with the teacher)  
LAB PERFORMANCE TOTAL= \_\_\_\_\_

Extra Credit-Discuss this with the teacher before beginning!!

MODULE REPORT \_\_\_\_\_(5)

CHALLENGES \_\_\_\_\_(5)

WORD SEARCH \_\_\_\_\_(5)

MODULE NOTES \_\_\_\_\_(0-10)

TOTAL EXTRA CREDIT= \_\_\_\_\_

BONUS POINTS \*\*\* = \_\_\_\_\_

## RADIO "WORKSHEET"

**LESSON 2- Introduce** a song on both the **CD player** and the **Cassette Deck**. T.I.: \_\_\_\_\_

**LESSON 3-** Do 1(of the 4 listed) commercials from list of Straight Read, Multi-Voice, Dialog and Musical. **Play** the commercial for the instructor. T.I.: \_\_\_\_\_

★ Discuss with teacher "Commercial Blocks" and making your radio show.

### LESSON 4-

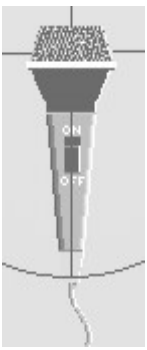
**Commercial:** "Writing Activity" (step 2 in Module Guide) & PUT ONTO TAPE!! Script: \_\_\_\_\_(15)  
(skip the News story and the Wire service report and the Environmental Impacts at this module)

**LESSON 5- Write** your Station I.D. You can put it on the same paper as your Lesson 4 commercial. On tape put a PSA (from Blue Binder), your station I.D. and 2 commercials (from Blue Binder). Play these for the instructor. T.I.: \_\_\_\_\_(30)  
(Skip the part on the 3 Commercial Blocks)

**LESSON 6-** Turn in your final "On Air" broadcast tape with all your papers. Radio Show Tape: \_\_\_\_\_(20)  
**CAREER GUIDANCE REPORT-** Write your report in your Journal. C.G. Journal: \_\_\_\_\_(10)  
**STUDY GUIDE TURNED IN** Study Guide: \_\_\_\_\_(5)

(There is no Lesson 7 for this module)

Worksheet Total: \_\_\_\_\_



# Radio Broadcasting

## V6.0 Study Guide

- Radio wave frequencies are measured in (1-Radio Transmission).  
a. kilohertz    b. megahertz    c. both a. and b.    d. neither a. nor b.
- The process of converting sound waves to radio waves is called (1-Radio Transmission).  
a. frequency    b. modulation    c. amplification    d. wave regeneration
- AM stands for (1-Radio Transmission).  
a. amplifying modulation    b. assigned modulation    c. analog modulation    d. amplitude modulation
- The first radio signals were sent by (1-Radio History) in 1895.  
a. Fessenden    b. Edison    c. Marconi    d. Einstein
- The first major broadcast network, the (1-Radio History), was established in 1926.  
a. American Broadcasting Corporation (ABC)    b. National Broadcasting Corporation (NBC)  
c. Radio Corporation of America (RCA)    d. Radio for America Network (RAN)
- (1-Radio History) was designed to broadcast static-free stereo sound.  
a. AM radio    b. Short-wave radio    c. FM radio    d. The wireless telegraph
- The government agency that regulates the broadcasting industry is the (1- Radio History/Hot word: Federal Radio Commission).  
a. Federal Sound Commission    b. Federal Communications Committee  
c. Federal Broadcast Commission    d. Federal Communications Commission
- In Digital Audio Broadcasting (DAB), a digital signal will convert sound waves to a(n) (1-Radio History) that is used by computers.  
a. analog format    b. binary number code    c. compressed signal    d. modular value
- The (1-Using the Equipment/Hot Word) is the central control panel for the tape deck, compact disc player, and the microphone in a radio studio.  
a. mixing board    b. receiver    c. monitor    d. transmitter
- A mixing board has (1-Using the Equipment).  
a. a built-in tape deck    b. multiple channels    c. a computer interface    d. It's own transmitter
- The receiver in this module (1-Using the Equipment) the sound coming from any of the input sources.  
a. digitally processes    b. amplifies    c. mixes    d. controls the transmitter
- A microphone that can pick up sounds from all directions is (1-Using the microphone).  
a. acutely directional    b. highly directional    c. omni-directional    d. monodirectional
- To (1-Operating the CD Player) an audio selection is to prepare it for air play.  
a. brief    b. cue    c. kick    d. stage
- To produce the best sound, you should speak (1-Using the microphone) a microphone.  
a. across the top of    b. directly into    c. loudly into    d. up at

15. Radio shows are broadcast from a(n) (2-The Radio Show).
- a. on-air studio      b. production studio      c. broadcast suite      d. sound stage
16. Most commercials and public service announcements are created in the (2-The Radio Show).
- a. on-air studio      b. production studio      c. preparation suite      d. sound stage
17. With the (2-Radio Studio), the deejay can hear audio sources without actually sending them to the listener.
- a. on-air mix      b. headphone mix      c. monitor cue      d. selection control
18. The deejay must use (2-Introducing a Musical Selection) and a strong delivery.
- a. special effects      b. clear pronunciation      c. sound bits      d. prepared patter
19. A deejay must cue an audio selection to ensure that the timing is correct and that there is (2-Introducing a Musical Selection).
- a. a proper volume setting      b. several seconds of silence      c. no dead air      d. a remote control signal
20. A(n) (2-The Radio Studio/Hot word "Production") is where segments of a radio show are pre-recorded.
- a. on-air studio      b. production studio      c. preparation suite      d. combination suite
21. The most common pre-recorded segment is a (3-The Production Studio).
- a. personality interview      b. public-service announcement      c. newscast      d. commercial advertisement
22. A(n) (3-Producing A Commercial) commercial is a variation of the straight-read commercial.
- a. multi-voice      b. ensemble      c. dialog      d. musical
23. In a (3-Producing a Commercial) commercial, the listeners are given the impression that they are overhearing an actual conversation.
- a. voice-over      b. multi-voice      c. real-time      d. dialog
24. A (3-Producing a Commercial) uses a product name and slogan and puts them to music.
- a. music-over      b. musical ensemble      c. jingle      d. spot commercial
25. All radio copy is written in (4-Broadcast Writing).
- a. the past tense      b. a formal style      c. an ad-lib format      d. conversational broadcast style
26. In broadcast writing, copywriters use a (4-Broadcast Writing) to set up dialog in a spot instead of using quotation marks.
- a. colon      b. period      c. dash      d. comma
27. Twenty-five words of broadcast copy equals about (4-Broadcast Writing) seconds of air time.
- a. twenty      b. fifteen      c. ten      d. twenty-five
28. A tape of a news-maker's voice inserted into a news story is called a(n) (4-News Writing).
- a. voice-over      b. kicker      c. actuality      d. lead
29. A radio station usually sells (4-Broadcast Writing) of air time to an advertiser.
- a. 20 to 40 seconds      b. 15 or 30 seconds      c. 3 to 5 minutes      d. random segments
30. When writing news copy, it is important to remember that each story should contain (4-News Writing).
- a. the five W's      b. detailed statistics      c. a trailer      d. a kicker



# Radio Broadcasting

## V5.0 Study Guide

Circle the correct answers to these questions as you come upon them during your next seven lessons. This study guide can then be used as a resource for your final test!

1. The conversion of sound waves to radio waves is called (1- RADIO TRANSMISSION) .  
*frequency - modulation - amplification - wave generation*
2. In 1895, (1- RADIO HISTORY) sent the first radio signals. *Fessenden - Edison - Marconi - Einstein*
3. In the radio studio, the (1- USING THE EQUIPMENT) is the central control panel for the tape deck, compact disc player, and the microphone. *mixing board - receiver - monitor - transmitter*
4. To prepare an audio selection for air play, a deejay would (1- USING THE EQUIPMENT) it.  
*brief - cue - kick - stage*
5. An (1- MICROPHONES) microphone can pick up sound from all directions.  
*acutely directional - highly directional - omni directional - monodirectional*
6. AM stands for (1- RADIO TRANSMISSION) .  
*amplifying modulation - assigned modulation - analog modulation - amplitude modulation*
7. The (1- RADIO HISTORY) is the government agency that regulates the broadcasting industry in the United States. *Federal Sound Commission - Federal Regulatory Committee - Federal Broadcast Commission - Federal Communications Commission*
8. The wave frequencies that are used for radio broadcasting are measured in (1- RADIO TRANSMISSION) .  
*kilohertz - megahertz - both kilohertz and megahertz - neither kilohertz nor megahertz*
9. Established in 1926, the (1- RADIO HISTORY) was the first major broadcast network.  
*American Broadcasting Company (ABC) - National Broadcasting Company (NBC) - Radio Corporation of America (RCA) - Radio for America Network (RAN)*
10. FM radio was designed to broadcast (1- RADIO HISTORY) .  
*across great distances - talk shows - using satellite feeds - static free stereo sound*
11. A digital signal will convert sound waves to a (1- RADIO HISTORY) that is used by computers in the proposed Digital Audio Broadcasting (DAB) system.  
*analog format - binary number code - compressed signal - modular value*
12. A mixing board has (1- USING THE EQUIPMENT) .  
*a built in tape deck - multiple channels - a computer interface - its own transmitter*
13. The sound coming from any of the audio input sources in this module is (1- RADIO TRANSMISSION) by the receiver so that signals can be heard through the speakers.  
*digitally processed - amplified - mixed - transmitted*
14. You can produce the best sound by speaking (1- MICROPHONES) a microphone.  
*across the top of - directly into - loudly into - up at*
15. Audio selections must be cued by a deejay to ensure that the timing is correct and that there is (1- USING THE EQUIPMENT) .

*a proper volume setting - several seconds of silence - no dead air - a remote control signal*

16. A deejay can hear audio sources without actually sending them to the listener by using the (2- THE RADIO STUDIO) . *on air mix - headphone mix - monitor cue - selection control*
17. Segments of a radio show are prerecorded in a (2- THE RADIO STUDIO) .  
*on air studio - production studio - preparation suite - combination suite*
18. The (2- THE RADIO STUDIO) is used to broadcast radio shows.  
*on air studio - production studio - broadcast suite - sound stage*
19. Most commercials and public service announcements are created in the (2- THE RADIO STUDIO) . *on air studio - production studio - preparation suite - sound stage*
20. A deejay must use a strong delivery and (2- THE RADIO STUDIO) to be effective.  
*special effects - clear pronunciation - sound bits - prepared patter*
21. A variation of the straight-read commercial is called the (3- PRODUCING A COMMERCIAL) commercial. *multi voice - ensemble - dialog - musical*
22. A (3- PRODUCTION STUDIO) is the most common prerecorded segment used in radio broadcasting.  
*personality interview - public service announcement - newscast - commercial advertisement*
23. The type of commercial that gives listeners the impression that they are overhearing an actual conversation is the (3- PRODUCING A COMMERCIAL) .  
*voice over commercial - multi voice commercial - real time commercial - dialog commercial*
24. Using a product name and slogan and putting them to music is known as a (3- PRODUCING A COMMERCIAL) . *music over - musical ensemble - jingle - spot commercial*
25. An (4- NEWS WRITING) is a tape of a newsmaker's voice inserted into a news story.  
*voice over - kicker - actuality - lead*
26. Ten seconds of air time equals about (4- BROADCAST WRITING) words.  
*twenty - fifty - twenty five - ten*
27. When writing radio copy, you should use (4- BROADCAST WRITING) .  
*the past tense - a formal style - an ad lib format - conversational broadcast style*
28. In radio broadcasting writing, you would use a (4- BROADCAST WRITING) to set up the dialog in a spot, but you would not use quotation marks. *colon - period - dash - comma*
29. Radio stations usually sell air time in (4- BROADCAST WRITING) blocks to an advertiser.  
*20 or 40 second - 15 or 30 second - 3 to 5 minute - random time*
30. It is important to remember that every news story should contain (4- NEWS WRITING) .  
*the five W's - detailed statistics - a trailer - a kicker*



# Radio Broadcasting

C R B K E A S E L B A C L F N C P Z D  
Y O C O U C C C E N O M J R R I I S I  
R E M D K D I T R C L I Q E X N C I A  
D E I M B D T O Y I Y Y F Q Y O R Z L  
H O N G E E I F V J P M O U O R E M O  
H A M U S R Y N F I U T K E E T V N G  
P O V S T O C V O G T X X N G C I O L  
D R A O B G N I X I M L O C L E E M P  
K C P G Z O H U A S T H U Y C L C N C  
E T I L L E T A S L P A M M I E E L W  
M U S I C A L P B O Q Z T T S H R Y D  
I Y D L A A S O R F F C T S U B U B W  
Y P U Q X D E C W P H B C I M C E Q H  
N X O J A E I R W Z C D C H A N G E R  
Q W Y T J M W B K Y D S N O P P C L M

AUDIO

CABLE

CASSETTE

CD-CHANGER

COMMERCIAL

DECK

DIALOG

ELECTRONIC

FREQUENCY

HAM

MICROPHONE

MIXING-BOARD

MULTI-VOICE

MUSIC TUNER

MUSICAL

PSA

RECEIVER

SATELLITE

SCRIPT

STATION-ID

# RADIO BROADCASTING

**“Radio Show” Grade Sheet**-Turn this sheet in with your packet (worksheet) and your cassette tape to the teacher.

This is the order in which your “Radio Show” should be. It can be in a different order but should be discussed with the teacher why you are changing it.

\_\_\_\_\_ **Commercial from Lesson 3** }  
\_\_\_\_\_ **Commercial #1 from Lesson 4** } Commercial Block #1  
\_\_\_\_\_ **Introduce a song (microphone)**  
\_\_\_\_\_ **Play song number 1**  
\_\_\_\_\_ **Tell what song you just played**  
\_\_\_\_\_ **Station I. D. (identification)** }  
\_\_\_\_\_ **P.S.A. (Public Service Announcement)** } Commercial Block #2  
\_\_\_\_\_ **Commercial #2 from Lesson 4** }  
\_\_\_\_\_ **Talk for a minute or so about something**  
\_\_\_\_\_ **(news, school, school news, weather, etc.)**  
\_\_\_\_\_ **Introduce song number 2**  
\_\_\_\_\_ **Play song number 2**  
\_\_\_\_\_ **Tell what song you just played**  
\_\_\_\_\_ **Commercial from Lesson 5** }  
\_\_\_\_\_ **Commercial from Lesson 5** } Commercial Block #3  
\_\_\_\_\_ **Introduce song #3**  
\_\_\_\_\_ **Play song #3**  
\_\_\_\_\_ **Tell what song you just played**  
\_\_\_\_\_ **Add anything else you would like for your radio show (be creative, but school**  
\_\_\_\_\_ **appropriate).**  
\_\_\_\_\_ **End the “Broadcast” with a “sign off” (something like: “that wraps up our**  
**show for today, hope you have enjoyed it. This is Joe Bob and Betty Lou at WKID**  
**FM.....[blah, blah, blah])**