Multimedia Sports Journalism Test Bank

TEST QUESTIONS

***Chapter 1***

1. As described in the text, which of the following best describes the primary definition of media convergence in the digital age for practitioners?
2. Combing television and radio stations into one broadcast station.
3. The mixing of multimedia content produced and disseminated by sports media outlets.
4. Adding blogs to writers’ duties.
5. All of the above
6. Which sports media outlet(s) was described as the “king of convergence” in the text?
7. CBS Sports
8. ESPN
9. Fox Sports
10. B and C
11. This U.S. television network paid to secure rights to continue covering the Olympic games through 2032?
12. ABC Sports
13. CBS Sports
14. ESPN
15. NBC Sports
16. Which of the four major U.S. professional men’s team sport leagues has the most and highest-collective, gross national television contracts?
17. MLB
18. NBA
19. NFL
20. NHL
21. The first sports article to appear in an American daily newspaper in 1733 covered what sport?
    1. baseball
    2. boxing
    3. horse racing
    4. soccer
22. This newspaper tycoon, now more famous for a prize, created the first U.S. newspaper sports department in 1883 at the New York World?
    1. Bayless
    2. Hearst
    3. Pulitzer
    4. Smith

**ANSWER KEY:**

1. B
2. B
3. D
4. C
5. B
6. C

***Chapter 2***

1. What was the ethical problem *Time* magazine had in its famous cover photo of O.J. Simpson?
2. It did not own the legal rights to the photo
3. It manipulated the photo to make Simpson look more sinister
4. It ran the photo without getting Simpson’s permission to do so
5. It photoshopped a bloody glove on to Simpson’s hand
6. When dealing with ethical decision-making, which of the following is true in

regards to the media?

1. There are few standards and they vary widely by organization
2. The cost of ethical training has escalated too much in recent years
3. Too few reporters adhere to national ethical standards
4. Lawsuits for ethical violations against media outlets have drastically increased
5. The ethical lapses in the reporting of the Arthur Ashe story reflect the media’s problem with:
6. Protecting sources
7. Conflict of interest
8. Citizen journalism
9. Invasion of privacy
10. Title IX has been instrumental in helping what group of underrepresented sports journalists?
11. African-Americans
12. Latinos
13. Asians
14. Women
15. The situations involving Inez Sainz and Jenn Sterger reflect what continuing problem for women sports journalists?
16. Lack of access to quality journalism education and training
17. Lack of women in media ownership positions
18. Sexual objectification and harassment of female reporters
19. Low pay for women reporters as compared to men
20. What ethical decision did the *New York Daily News, Seattle Times* and other newspapers make in regards to the Washington Redskins?
21. To boycott covering the team’s games and practices because of sexual harassment issues
22. To stop using the name Redskins in headlines and stories
23. To assign only women reporters to cover the team
24. To reduce coverage of the team until it hired more minority employees

**ANSWER KEY**

1. B
2. A
3. D
4. D
5. B
6. B