

CH02 1 Key

Student Name: _____

CH02

Will Print on Test

Monday, May 21, 2018

A 1. Which of the following is the original media operation, such as print or broadcast, that gave rise to an online operation?

- A. Legacy media
- B. Hyperlocal site
- C. News aggregator
- D. Streaming media

A 2. Which of the following is the term used to indicate the combining or sharing of news operations across different media?

- A. Convergence
- B. Dayparting
- C. Blogging
- D. Streaming

C 3. A Web operation that does not report news of information itself but rather compiles news and links from other sources is called which of the following?

- A. Legacy media
- B. Hyperlocal site
- C. News aggregator
- D. Streaming media

A 4. A website structure that is like an electronic diary with individual postings, multimedia and links to other information is known as _____?

- A. Blog
- B. Daypart site
- C. Shovelware
- D. Web extra

B 5. Which of the following is a website that focuses on a very narrow geographic or interest area?

- A. Daypart site
- B. Hyperlocal site
- C. News aggregator
- D. Blog

A 6. Which of the following is NOT true about the Washington Post's Internet operations, as discussed in the chapter?

- A. Internet content is produced by a team of journalists separate from their print-based counterparts.
- B. It is located in the Post's Washington, D.C. newsroom.
- C. The home page is normally handled by a dedicated home page editor.
- D. The home page is updated numerous times throughout the day.

CH02 1 Key

- A 7. How do Washington Post employees refer to the large, semi-circular desk in the newsroom that has workstations for various personnel?
- A. The Universal News Desk
 - B. The WPNI Desk
 - C. The Content Management System (CMS)
 - D. The Hyperlocal Desk
- D 8. What phrase is used by WPNI's Chet Rhodes to summarize the type of video content he is looking for from print reporters?
- A. "Make it sing."
 - B. "Do the print story for broadcast."
 - C. "Make it look like the evening news."
 - D. "Give me a taste."
- D 9. Which of the following is true about The Dispatch Printing Company's diverse media holdings?
- A. They are all located in Columbus, Ohio.
 - B. They operate out of a single newsroom.
 - C. The individual media operations are all print based.
 - D. The individual media operations are not centrally located.
- A 10. What term is used by The Dispatch Printing Company's Jon Schwantes to refer to people with technical skills who can help reporters adapt to new media?
- A. Bridge specialists
 - B. Luddites
 - C. Backpack journalists
 - D. Managing editors