

Rutgers Introduction to Media Practice Exam (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. What best describes a radio network?**
 - A. A contract connecting different radio stations to have common programs**
 - B. A single station with no affiliations**
 - C. A system for online streaming**
 - D. A radio advertisement agency**

- 2. Which describes the core structure of the Potter Box ethical framework?**
 - A. Budgets, deadlines, resources, and metrics.**
 - B. Facts, values, principles, loyalties; analyze implications; make a decision aligned with public interest and professional codes; apply before publishing.**
 - C. A step-by-step template for newsroom layouts.**
 - D. A framework focusing on audience engagement metrics.**

- 3. Which statement accurately describes a beat in journalism?**
 - A. Beats refer to a journalist's shift schedules.**
 - B. Beats are a type of news segment produced daily.**
 - C. Beats are defined topics or geographic areas assigned to a journalist.**
 - D. Beats describe newsroom policy documents.**

- 4. KDKA originated in which city?**
 - A. Pittsburgh**
 - B. New York**
 - C. Chicago**
 - D. Los Angeles**

- 5. In AP style, which option correctly describes date formatting in body copy?**
 - A. Dates: write as 2024-04-04.**
 - B. Dates: use month-day-year format with a comma before the year in body copy (April 4, 2024).**
 - C. Dates: use year-month-day format with no comma.**
 - D. Dates: use numeric only (4/4/2024).**

- 6. What are essential steps in a copy-editing workflow to ensure clarity, accuracy, and consistency?**
- A. Fact-check key details (names, dates, places), grammar/punctuation, style and tone, consistency with the style guide, and flagging items for verification.**
 - B. Add new facts without sources to save time.**
 - C. Focus only on spellings and ignore dates.**
 - D. Rely on the author to verify all facts.**
- 7. Reginald Fessenden is credited with which accomplishment?**
- A. Wireless telephony, first to transmit the human voice in 1906**
 - B. Establishing CBS in 1927**
 - C. Leading the FM revolution**
 - D. Invention of the Audion tube**
- 8. The Telecommunications Act of 1996 primarily changed what aspect of media law?**
- A. Allowed individuals and companies to acquire as many radio stations as they want, with relaxed restrictions on the number of stations in the same city**
 - B. Restricted the number of radio stations a single broadcaster could own in the same city**
 - C. Banned ownership of radio stations by non-U.S. entities**
 - D. Restricted internet streaming rights**
- 9. The phrase "everything you can touch" is associated with which production category?**
- A. Below-the-line production**
 - B. Above-the-line production**
 - C. Post-production**
 - D. Pre-production**
- 10. Ratings measure what?**
- A. The percentage of households watching the show**
 - B. The number of social media posts**
 - C. The amount of ad revenue**
 - D. The duration of the program**

Answers

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1. A
2. B
3. C
4. A
5. B
6. A
7. A
8. A
9. A
10. A

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Explanations

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1. What best describes a radio network?

- A. A contract connecting different radio stations to have common programs**
- B. A single station with no affiliations**
- C. A system for online streaming**
- D. A radio advertisement agency**

A radio network is a group of radio stations that are linked together by agreements to broadcast the same programs across all the stations. This setup lets a central source produce or distribute content and have it carried by multiple affiliates, often with local stations inserting their own segments or ads while still sharing a core schedule. It creates broader reach and a consistent brand for popular shows, news, or music formats. Why this fits best: the key idea is that multiple stations are connected to share the same programming through contracts or affiliations, not that each station operates independently or that the network is just a streaming system or an ad agency. An independent station with no affiliations isn't a network; streaming systems describe online delivery rather than the traditional network of broadcast affiliates; and an ad agency deals with selling advertising, not the structural sharing of programming across stations.

2. Which describes the core structure of the Potter Box ethical framework?

- A. Budgets, deadlines, resources, and metrics.**
- B. Facts, values, principles, loyalties; analyze implications; make a decision aligned with public interest and professional codes; apply before publishing.**
- C. A step-by-step template for newsroom layouts.**
- D. A framework focusing on audience engagement metrics.**

The Potter Box organizes ethical decision making around four elements you map out for a case: facts (what happened), values (the beliefs at stake), principles (the ethical rules or codes you apply), and loyalties (to the public, to the profession, to your employer, and to yourself). You start by outlining the facts, then identify the values at play, choose the applicable principles, and consider loyalties to different stakeholders. After that, you analyze the implications of possible actions and decide on a course that serves the public interest and aligns with professional codes, then you apply that decision before publishing. This combination of four components plus a step-by-step process is precisely what the described option presents. The other choices focus on budgets, newsroom layouts, or engagement metrics, which are about workflow or measurement rather than ethical decision making.

3. Which statement accurately describes a beat in journalism?

- A. Beats refer to a journalist's shift schedules.
- B. Beats are a type of news segment produced daily.
- C. Beats are defined topics or geographic areas assigned to a journalist.**
- D. Beats describe newsroom policy documents.

Beats are defined topics or geographic areas assigned to a journalist. This means a reporter regularly covers a specific set of subjects or a particular place, like education, city government, or police, so they can develop familiarity, cultivate sources, and provide deeper, ongoing coverage. That description fits the idea of a beat best because it explains why a journalist is assigned to a consistent topic or location and can build expertise over time. Shifts or schedules are about when a journalist works, not what they cover. A daily news segment refers to a format or presentation, not the reporter's assigned focus. Policy documents are internal guidelines, not the area a reporter covers.

4. KDKA originated in which city?

- A. Pittsburgh**
- B. New York
- C. Chicago
- D. Los Angeles

KDKA is known as the first commercially licensed radio station, and it started in Pittsburgh, Pennsylvania, in 1920. Westinghouse set up the station in the Pittsburgh area and began broadcasting, famously covering the 1920 presidential election. This origin matters because it shows how a local industrial hub can launch a new mass medium and demonstrate the potential of nationwide radio audiences. While New York, Chicago, and Los Angeles would become major broadcasting centers later, the birth of KDKA is tied to Pittsburgh.

5. In AP style, which option correctly describes date formatting in body copy?

- A. Dates: write as 2024-04-04.
- B. Dates: use month-day-year format with a comma before the year in body copy (April 4, 2024).**
- C. Dates: use year-month-day format with no comma.
- D. Dates: use numeric only (4/4/2024).

Dates in AP style are written with the month spelled out, followed by the day as a numeral, then the year, with a comma between the day and the year. This yields formats like April 4, 2024. This approach keeps date details clear within flowing narrative text and avoids the ambiguity or stiffness of numeric-only forms. The ISO-like 2024-04-04 isn't used in body copy, and numeric formats such as 4/4/2024 can be confusing or read differently by readers, so they aren't standard in AP news prose. If you include a weekday, you place it before the month with a comma, as in Thursday, April 4, 2024. In contexts where the year isn't needed, you might drop it, but when anchoring a date for readers, the month-day-year format with a comma is the go-to in AP style.

6. What are essential steps in a copy-editing workflow to ensure clarity, accuracy, and consistency?

- A. Fact-check key details (names, dates, places), grammar/punctuation, style and tone, consistency with the style guide, and flagging items for verification.**
- B. Add new facts without sources to save time.**
- C. Focus only on spellings and ignore dates.**
- D. Rely on the author to verify all facts.**

In copy editing, the goal is to produce writing that is clear, accurate, and consistent by following a structured workflow. Start with fact-checking key details—names, dates, places, and other claims—against reliable sources. This step guards against misstatements that could mislead readers or damage credibility. Next, review grammar and punctuation to remove ambiguity and improve readability, ensuring sentences are precise and conform to standard usage. Then assess style and tone to match the publication’s voice and audience expectations, so the piece feels cohesive rather than patchwork. Finally, verify alignment with the style guide—covering spelling, capitalization, formatting, citations, and other conventions—and flag items that require further verification or input from a fact-checker or the author. This last step keeps the workflow efficient and ensures nothing slips through the cracks. Adding new facts without sources bypasses verification and can introduce misinformation. Focusing only on spellings while ignoring dates or other factual details misses elements that shape understanding. Relying entirely on the author to verify all facts is a risky approach, as editors are responsible for catching errors and ensuring overall quality. By combining factual verification, grammar and punctuation checks, style and tone alignment, and style-guide consistency with a process for flagging items, the workflow reliably supports clarity, accuracy, and consistency.

7. Reginald Fessenden is credited with which accomplishment?

- A. Wireless telephony, first to transmit the human voice in 1906**
- B. Establishing CBS in 1927**
- C. Leading the FM revolution**
- D. Invention of the Audion tube**

This question tests knowledge of early radio history and who did what. Reginald Fessenden is known for wireless telephony—the first time a human voice was transmitted over radio, in 1906. He demonstrated audio transmission from Brant Rock, including a spoken message and music, showing that sound could travel via radio waves, not just Morse code. This distinguishes him from others who are linked to different milestones: establishing CBS happened later under a different founder; leading the FM revolution is associated with Edwin Armstrong; and the Audion tube was invented by Lee de Forest. So the best fit is Fessenden's first transmission of the human voice in 1906.

8. The Telecommunications Act of 1996 primarily changed what aspect of media law?

- A. Allowed individuals and companies to acquire as many radio stations as they want, with relaxed restrictions on the number of stations in the same city**
- B. Restricted the number of radio stations a single broadcaster could own in the same city**
- C. Banned ownership of radio stations by non-U.S. entities**
- D. Restricted internet streaming rights**

The main idea being tested is how the Telecommunications Act of 1996 liberalized ownership rules for broadcasting. It marked a shift away from tight, in-market limits and allowed larger groups and individuals to own more radio stations, even within the same market, leading to greater consolidation in the industry. This change reflects the era's push to promote competition and efficiency by reducing ownership caps. The other options don't fit because the act did not impose stricter in-market limits, did not ban foreign ownership outright, and did not focus on internet streaming rights.

9. The phrase "everything you can touch" is associated with which production category?

- A. Below-the-line production**
- B. Above-the-line production**
- C. Post-production**
- D. Pre-production**

This phrase points to tangible, on-set elements of making a film—the physical, hands-on parts you can see and touch. In production budgeting and practice, those tangible elements fall under below-the-line, which covers the crew, equipment, sets, props, costumes, lighting, cameras, and other real-world assets needed to shoot. In contrast, above-the-line refers to the creative leadership and talent—writers, directors, producers, and actors—whose contributions are more intangible decisions and performances rather than physical assets. Pre-production and post-production describe phases of work rather than the physical assets involved, so they don't match the idea of things you can touch. So, the phrase aligns with below-the-line.

10. Ratings measure what?

- A. The percentage of households watching the show**
- B. The number of social media posts**
- C. The amount of ad revenue**
- D. The duration of the program**

Ratings tell you how many households are watching a program at a specific time, expressed as a percentage of all households with a television. This shows the share of the potential audience that is tuning in, rather than the raw viewer count, online chatter, money earned, or how long the show runs. So the best description is the percentage of households watching. The other options relate to different measures—social media activity, ad revenue, and program length—not audience size.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://rutgersintrotomedia.examzify.com>

We wish you the very best on your exam journey. You've got this!

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