

INTRO TO BBC RADIO

Mainly TRUE OR FALSE – CORRECT THE FALSE STATEMENTS

1. The BBC is a private organisation funded by advertising.
2. PSB stands for Private Service Broadcasting.
3. The BBC is a PSB.
4. The first head of the BBC was Lord [Roth/ Reith/Reid]
5. The main mission of the BBC is (3 words):
6. Another word for mission is: remit / revamp / refit
7. The licence fee is paid by the TV Industry / government/ adults over 18 who want to watch live TV.
8. The wider aim of the BBC is to reflect the of the UK.
9. OFCOM is the UK's broadcast regulator.
10. The BBC has to deliver content that is [partial/ impartial]
11. Another word for objective is
12. There are only four national BBC radio stations.
13. Radio 1's target audience is 15-29 year olds.
14. The trend for older audiences is to move from R1 to
15. Radio 4 caters for young urban black audiences.
16. There are no BBC local radio stations.
17. Apart from Radio London, listeners in the North London area could listen to BBC Two Counties Radio (Herts & Beds).
18. LBC, Capital FM, Heart and Classic FM are all owned by the same company.
19. The BBC only broadcasts from London.
20. *The BBC [does/ doesn't] have to chase audiences in the way that commercial broadcasters do. It is the job of commercial stations to deliver audiences to [producers/advertisers].*
21. *However the BBC cannot ignore audience ratings (measured by) as these are evidence of its success as a broadcaster. So this is a for the BBC.*