

## LECTURE QUESTIONS (NETWORKS)

1. In general, what advantages does network affiliation pose to a licensee?
2. According to the FCC definition, how many hours of prime time programming must you air per week and what percent of television households nationwide must you reach to qualify as a network?
3. What were the three basic types of networks we identified?
  - a. How do cable/DBS networks differ from traditional broadcast networks?
4. What are the dual roles of networks?
5. What are the three means by which networks are regulated?
6. Understand these points in the history of network development in the U.S.:
  - a. AT&T
    - i. What was the first network broadcast?
    - ii. Who did ATT sell to?
  - b. GE/RCA/NBC
    - i. What were the NBC Red, Blue and Pacific networks?
  - c. CBS
    - i. Why was CBS begun?
    - ii. Who were the original members of that network?
  - d. ABC
    - i. Why did ABC come into existence (consider here the Chainbroadcasting Rules)?
    - ii. Which of the NBC networks became ABC?
  - e. PBS
    - i. How does it differ form commercial broadcasting?
    - ii. How does it differ from traditional broadcast networks in terms of programming supply and delivery?
  - f. FOX
    - i. What corporation/individual began FOX?
    - ii. In contrast to the Big 3 Networks, what type of TV station constituted the FOX network?
    - iii. What were the three programs that established FOX's foothold as a major network player?
  - g. WB/UPN/the CW/myNetwork TV
    - i. Who were the players/partnerships who got WB and UPN networks running?
    - ii. Where did the CW come from? myNetwork TV?

- h. PaxNet/ION
    - i. Know the originator of this network and how its programming system differed from the other commercial networks.
  - i. Telemundo
    - i. basically what did this begin from in its earliest incarnation, and who owns it now?
  - j. Univision
    - i. Know Univision's earliest beginnings in Texas and how it became the Spanish International Network.
    - ii. What was the commercial entity that eventually bought the SIN network and renamed it to Univision?
7. What is reverse compensation in network/affiliate relations?
- a. How does it differ from how networks historically conducted themselves with their affiliates?
8. What is the purpose of the Prime Time Access Rule?
- a. What was it meant to accomplish?
9. What are Network Non-Duplication Rules?
- a. What are they intended to accomplish?
10. What are Fin/Syn Rules?
- a. What were they intended to accomplish?
  - b. What is their present status?
11. What are Syndex Rules?
- a. What were they intended to accomplish?
  - b. What is their present status?