

Name: _____ Date: _____ Block: _____

Television Broadcast Vocabulary

Define the following terms

Call sign:

Network:

Affiliate:

Cable(n):

Anchor(n):

Correspondent:

Footage:

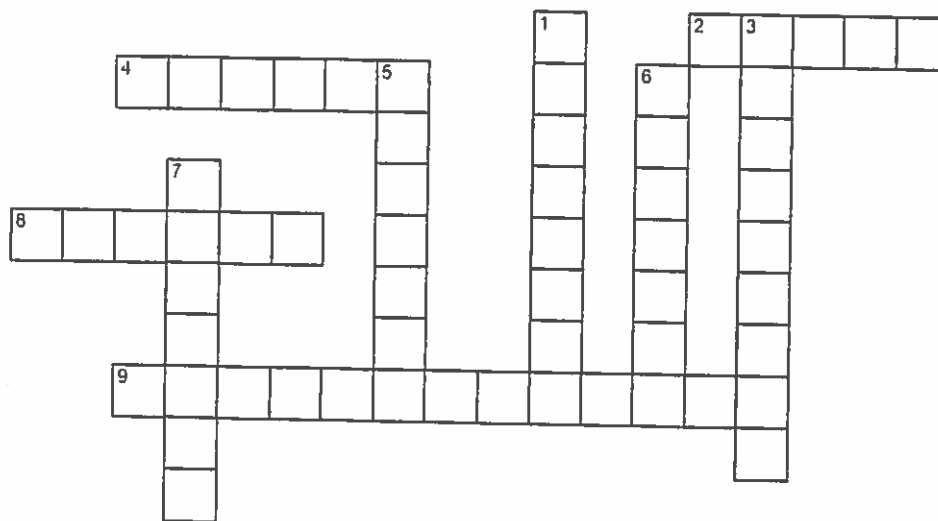
Insert(n):

Ratings:

Word Bank

- Call Sign
- Network
- Affiliate
- Cable
- Anchor
- Correspondent
- Footage
- Insert
- Ratings

Television Broadcast Related Vocabulary



ACROSS

- 2 much like a telephone company, cables link customers to programming rather than using the airwaves
- 4 the person who provides the studio focus for the news but call upon others for weather, sports, local and on-the-scene reporting
- 8 transmission tape inserted into the studio broadcast to add immediacy and scope to the news presentation
- 9 a news writer/reporter, based in another area (or country) who gives regular reports on a developing story

DOWN

- 1 the letters assigned to identify the television station
- 3 a local station owned by the parent company, or an independent stations, both subscribing to some network programming and producing their own local content
- 5 information solicited by survey companies indicating to the advertisers the size of the audience for a particular program, including new broadcasts
- 6 a segment produced outside the studio or a satellite
- 7 a chain of many stations owned and operated by a parent company or government agency