



MRCC 2003 Holiday Quiz!

Name: _____
Company: _____

You'll see that this year's quiz is industry-related . . . there's a mix of questions dealing with radio, magazine, newspaper, and TV. We even threw in some advertising slogan/logo trivia!

Hope you find it challenging as well as entertaining! Good Luck!

Broadcast Trivia

1. The first commercial aired on radio was for this product:
 - a) Real Estate
 - b) Furniture
 - c) Toothpaste
 - d) Automobiles
2. What was first used by NBC on November 29, 1929?
 - a) Use of the term, "We interrupt this program . . ."
 - b) The "Three Chimes" ID
 - c) A live remote
 - d) Use of a previously recorded broadcast
3. In what year did CBS last show NBA games?
 - a) 1988
 - b) 1990
 - c) 1992
 - d) 1986
4. Which of the following TV gigs did Hugh Downs NOT do during his historic career?
 - a) Host "Concentration" on NBC
 - b) Anchor "20/20" on ABC
 - c) Host "60 Minutes" on CBS
 - d) Host "Over Easy" on PBS
5. The portion of the FM dial between 88 and 92 MHz is usually reserved for what type of station?
 - a) Educational
 - b) Religious
 - c) Rock
 - d) Jazz
6. What does it mean if a radio station is 'clear channel'?
 - a) It has at least 50,000 watts
 - b) It is the only station in the country to broadcast at that frequency
 - c) It has the strongest signal in the area
 - d) It broadcasts in stereo
7. On "WKRP in Cincinnati", how did nerdy newsman Les Nessman sign off his daily radio reports?
 - a) "And that's the way it is . . ."
 - b) "We'll see you tomorrow!"
 - c) "And so it goes."
 - d) "Good day and may the good news be yours."

8. This was the first regular network service, formed on January 4, 1923:
- a) RCA
 - b) AT&T
 - c) CBS
 - d) NBC
9. Which of the following was NOT one of the NBC network 'colors'?
- a) Green
 - b) Blue
 - c) Red
 - d) Orange
10. In the first US presidential election broadcast on commercial radio, who was declared the winner?
- a) Calvin Coolidge
 - b) Warren G. Harding
 - c) Herbert Hoover
 - d) Theodore Roosevelt
11. Why was "Gilligan's Island" ultimately cancelled?
- a) Low ratings
 - b) The production company went bankrupt
 - c) Complaints from TV critics
 - d) To make room for "Gunsmoke"

Print Trivia

12. When was Vogue first published in America?
- a) 1892
 - b) 1921
 - c) 1905
 - d) 1909
13. This magazine has a long history dating back to 1728 when it was called the Pennsylvania Gazette. It has featured original works of authors such as Edgar Allen Poe, Harriet Beecher Stowe and Agatha Christie. Do you know what it is?

Saturday Evening Post

14. What newspaper do the Flintstones read?
- a) The Daily Rock
 - b) The Weekly Slate
 - c) The Daily Boulder
 - d) The Daily Slate
15. This magazine was first published in 1931 as a free in-store menu and recipe planner for A&P supermarkets. Over the years it has expanded to include articles on many issues relating to the daily life of women. Do you know what it is?

Woman's Day

16. What is Britain's oldest Sunday newspaper?
- a) The Sun
 - b) The Star
 - c) The Tribune
 - d) The Observer
17. Julius Caesar launched the first newspaper, in 60BC by sending messengers trekking across Europe with the 'news' from Rome, to make sure all his generals and governors knew what to think and do wherever they were.
- a) True
 - b) False

18. The first edition of this notorious magazine hit the newsstands in December 1953. The cover shot, a now famous calendar photo of a beautiful blonde, was produced in the creator's kitchen table in his South Side apartment. Do you know this world-famous magazine?

Playboy

19. Until what year was it illegal for the British media to report on happenings in Parliament?

- a) 1971
- b) 1967
- c) 1939
- d) 1936

20. The 1949 Cadillac was the first car to be given an unofficial title that is now a sought-after award of every auto manufacturer. What magazine issues this yearly award?

Motor Trend

Advertising Trivia

21. What animal served as the official mascot for Elmers Glue?

- a) Bull
- b) Deer
- c) Rabbit
- d) Tiger

22. Cap'n Crunch is a favorite breakfast cereal. But what good is a captain without his ship. What is the name of his?

- a) S.S. Elsie
- b) S.S. Sharkie
- c) S.S. Guppy
- d) S.S. Water-logged

23. What was Colonel Sanders' first name?

- a) Harland
- b) Harvey
- c) Harold
- d) Herschel

24. Long before Ronald, McDonald's relied on another icon. What was the name of this hamburger-headed character?

- a) Meatie
- b) Speedee
- c) Quickee
- d) Fattie

25. Who has never used a clown to promote its brands?

- a) United States Rubber Company
- b) PEZ
- c) Safe-T Ice Cream Cones
- d) Burger King

Extra Credit!

Below are fractured advertising jingles and slogans, mostly from the 70s. Write down the English version of the slogan as well as the advertiser. It helps if you say the fractured phrases aloud!

Example: "Dare grrrrape!" = "They're Grrrrreat!" (Advertiser: Frosted Flakes)

a) Riser roadie, descend from disco tweed!

Deciphered jingle: **Rice a Roni, the San Francisco Treat!**

Advertiser: **Rice a Roni**

b) Bad visor, licking a pierce.

Deciphered slogan: **Budweiser, The King of Beers**

Advertiser: **Budweiser**

c) Judy serve a braid buffet

Deciphered slogan: **You deserve a break today**

Advertiser: **Mc Donald's**

d) Muffin stays love-in light sum thin frumpy often

Deciphered slogan: **Nothin' says lovin' like something in the oven**

Advertiser: **Pillsbury**

e) Crummy gland doves guy brew otters

Deciphered slogan: **From the land of sky blue waters**

Advertiser: **Hamm's**