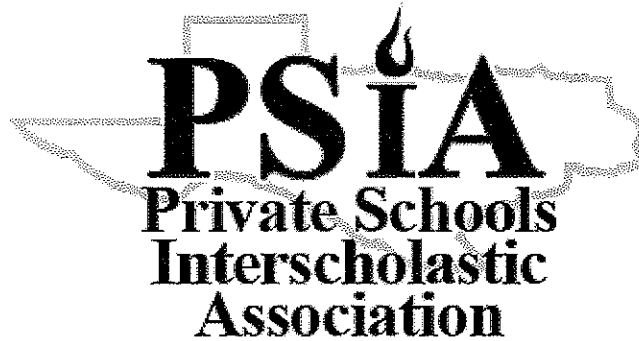


CONTESTANT ID #: _____

GRADE LEVEL : _____

*Place Contestant ID label here BEFORE
Contest Begins*



Listening Skills

District Contest

Grades 4/5 & 6-8



2023

Grader #1 Score: _____

Grader #2 Score: _____

Grader #3 Score: _____

FINAL SCORE: _____

(Please do not open test until the signal is given to begin.)



Listening Skills Contest “Payola” DISTRICT – 2023



- How long have pay-to-play schemes been around?
 - over a century
 - over a decade
 - over a millennium
 - over thirty years
- What magazine was the term “payola” first used in?
 - Life
 - Newsweek
 - Time
 - Variety
- What year was the term “payola” first used?
 - 1938
 - 1942
 - 1948
 - 1959
- Which locations were mentioned as having piano players receive money from publishers?
 - sheet music stores
 - nightclubs
 - restaurants
 - theme parks
- The word “payola” is combination of the words “pay” and what?
 - Granola
 - Victrola
 - Moola
 - Hyperbola
- What item does the answer in question 5 refer to?
 - a manufacturer of turntables
 - the shape of sound waves
 - a delicious, nutty health bar
 - the cash that was exchanged
- Legally speaking, payola is a form of which crime?
 - thief
 - extortion
 - bribery
 - conspiracy
- In which decade were warnings first given to record companies and radio stations to end payola?
 - 1930s
 - 1940s
 - 1950s
 - 1960s
- What name was commonly given to the situation where a record publicist would give records for the DJ to play in exchange for \$50.00?
 - The Fifty-Dollar Surprise
 - The Fifty-Dollar Wink-and-Nod
 - The Fifty-Dollar Shakedown
 - The Fifty-Dollar Handshake
- How much is \$50 in 1959 equivalent to in today’s money?
 - \$2500
 - \$5000
 - \$250
 - \$500
- Congress wanted to have a hearing on payola because of another scandal that rocked the nation in this same time period concerning ...
 - Sputnik.
 - Bay of Pigs.
 - game shows.
 - integration of schools.
- Which House subcommittee convened a hearing into payola in 1959?
 - Subcommittee on Ethics
 - Subcommittee on Legislative Oversight
 - Subcommittee on Transportation and Infrastructure
 - Subcommittee on Appropriations
- Which body conducted a parallel investigation?
 - The President of the United States
 - The U.S. Supreme Court
 - The U.S. Senate
 - The Federal Communications Commission

14. What station did David Maynard work for?
A. KYW B. WBZ
C. KABC D. WABC
15. What city did David Maynard work in?
A. New York B. Cleveland
C. Boston D. Philadelphia
16. How much money did David Maynard receive for playing records at dances?
A. \$4200 B. \$4800
C. \$6800 D. \$7200
17. Which disc jockey mentioned was known as being squeaky-clean?
A. Dick Clark B. Alan Freed
C. Joseph Finan D. David Maynard
18. Which disc jockey coined the term “rock-n-roll”?
A. Joseph Finan B. David Maynard
C. Dick Clark D. Alan Freed
19. How many indie music labels did Dick Clark own?
A. 8 B. 7
C. 6 D. 5
20. How many talent agencies did Dick Clark own?
A. 1 B. 2
C. 3 D. 4
21. Which station did Alan Freed work for?
A. WBZ B. WABC
C. KYW D. KABC
22. Which term best describes Freed’s attitude towards the payola investigations?
A. courteous B. respectable
C. humble D. irreverent
23. What excuse did Freed give for refusing to sign an affidavit that he’d never taken payola?
A. on principle
B. exercising his Fifth Amendment right against self-incrimination
C. he was never asked to sign the affidavit
D. he was never given a chance to sign
24. How many criminal counts was Freed charged with?
A. 33 B. 23
C. 26 D. 60
25. Which of the following did not happen to Freed, following the Payola investigations?
A. He became richer than before the scandal.
B. He was fired by his radio station.
C. He was required to pay fines.
D. He was given a suspended jail sentence.
26. What year did Congress make under-the-table pay-for-play payments illegal if not disclosed?
A. 1966 B. 1962
C. 1964 D. 1960
27. What law was amended to make this change?
A. Federal Broadcasting Act
B. Federal Communications Act
C. Federal Radio Act
D. Federal Ethical Airwave Act
28. In which city did a radio station play a Lou Bega hit as a disclosed payment?
A. Miami B. New York
C. Washington, D.C. D. Cleveland
29. What Limp Bizkit song was mentioned as an example of pay-to-play with a disclosed payment?
A. Mambo No. 5 B. Justify My Love
C. Money for Nothing D. Counterfeit
30. What did the publicists for Lou Bega and Limp Bizkit offer for their songs to be played on air?
A. expensive jewelry B. new cars
C. vacation getaways D. cash



Listening Skills

District 2023

Contestant Answer Sheet

Contestant ID: _____ Grade Level: _____

GRADERS: Write scores and initial.

Score 1: _____

Score 3: _____

Score 2: _____

FINAL: _____

INSTRUCTIONS: Place the PRINTED CAPITAL letter of each answer choice (A, B, C, or D) in the blank corresponding to the test item number. SCORING: +5 for each correct answer; -2 for each incorrect answer; no deduction for skipped or unanswered items. Visible erasures and mark-outs constitute a 2-point deduction ONLY if a correct answer is not written in the answer space.

- | | |
|-----------|-----------|
| 1. _____ | 16. _____ |
| 2. _____ | 17. _____ |
| 3. _____ | 18. _____ |
| 4. _____ | 19. _____ |
| 5. _____ | 20. _____ |
| 6. _____ | 21. _____ |
| 7. _____ | 22. _____ |
| 8. _____ | 23. _____ |
| 9. _____ | 24. _____ |
| 10. _____ | 25. _____ |
| 11. _____ | 26. _____ |
| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |



Listening Skills District 2023

ANSWER KEY

SCORING: +5 for each correct answer; -2 for each incorrect answer; no deduction for skipped or unanswered items. Visible erasures and mark-outs constitute a 2-point deduction ONLY if a correct answer is not written in the answer space.

- | | |
|--------------|--------------|
| 1. A | 16. C |
| 2. D | 17. A |
| 3. A | 18. D |
| 4. A | 19. B |
| 5. B | 20. B |
| 6. A | 21. B |
| 7. C | 22. D |
| 8. C | 23. A |
| 9. D | 24. C |
| 10. D | 25. A |
| 11. C | 26. D |
| 12. B | 27. B |
| 13. C | 28. C |
| 14. B | 29. D |
| 15. C | 30. D |

Have you ever wondered how songs are chosen to be played on the air at a radio station? One would hope that the best music that appeals to the station's audience would be selected for broadcast. Perhaps that is the case, but it hasn't always been. Pay-to-play schemes have been around for over a century. The term "payola" was first used by Variety magazine in 1938 to refer to the gifts, favors, and cash given by publishers to people to play their songs. Its origin goes back even further to vaudeville shows and piano players in sheet music stores. Publishers would offer money to pianists in the stores to play their songs to promote sales of their sheet music. In the 1930s and 40s, cash was slipped to orchestra leaders to play certain songs in nightclubs. By the 1950s and the advent of Rock-n-Roll, payola had made its way into radio.

The term payola is a combination of the words "pay" and "Victrola". Victrola was a leading manufacturer of turntables, used to play vinyl records and was originally called the Victor Talking Machine Company. To be clear, payola is now illegal and is considered a form of bribery. But for a while, it was often an overlooked and accepted part of doing business in the music industry.

Warnings were made in the early 1950s. Record companies and radio stations alike were told that they needed to end the practice of payola before the public loses confidence in musical selections, or worse, the government stepped in with regulation.. The practice continued. One example of payola was called the "fifty dollar handshake." A publicist would show up to the radio station with a stack of vinyl records, give them to the DJ to play on the air, ending with a handshake, passing the \$50-bill to the disc jockey. Fifty dollars seems to be the low end of the gifts received. For context, \$50 in 1959 is equivalent to \$500 in today's money.

In 1959, the U.S. Congress House Subcommittee on Legislative Oversight convened a hearing into payola after learning how rampant the practice is through their investigation of the game show scandals of the era. The U.S. Senate conducted a parallel investigation. Several high-profile disc jockeys were called upon to testify, including Alan Freed, Dick Clark, and others. Disc jockey David Maynard from WBZ Boston, for example, testified that he received \$6800 over two years for playing records at dances, but not on the air. Another DJ, Joseph Finan of KYW Cleveland testified that he had received money from record companies, but that it was only for listening to the records they published and to give them a fair shot at being broadcast. Dick Clark was known as a squeaky-clean, handsome young man, and was also the host of the TV show American Bandstand on ABC. Due to his clean-cut, respectable nature, Clark came out of the scandal relatively unharmed. He had his hands in other areas of the record business, including part ownership of 7 indie music labels, 6 publishers, 3 record distributors, and 2 talent agencies. Clark claimed he never took money for play.

The face of the payola scandal turned out to be Alan Freed, a disc jockey for WABC New York. Freed was an influential disc jockey and even coined the term "rock-n-roll". Freed most likely took the fall for the scandal because of this irreverent attitude and disrespectful nature. Freed refused to sign an affidavit stating he'd never taken payola "on principle." Freed was fired by WABC and charged with 26 counts of commercial bribery. He was required to pay fines and given a suspended jail sentence. He died five years later, penniless and forgotten.

In 1960, Congress amended the Federal Communications Act so that under-the-table payments were outlawed, and broadcasters are required to disclose if airplay for a song has been purchased. This new "disclosure of payment" clause is what was used to justify taking money to play. In the 1990s, a Washington D.C. radio station played Lou Bega's "Mambo No. 5" and a Portland, Oregon station played the song "Counterfeit" by Limp Bizkit, both for cash.