

# **THE SPORTS NETWORK DICTIONARY\***

## **Key to Abbreviations**

<i>abbr.</i>	abbreviation
<i>adj.</i>	adjective
<i>adv.</i>	adverb
<i>n.</i>	noun
<i>v.</i>	verb
<i>pl.</i>	plural

**Accommodate** (*v.*) to adjust in response to something; handle; allow for (**accommodated, accommodating, accommodates**)

**Accountant** (*n.*) a person responsible for computing, managing, and preparing the business records of an organization

**Ad** (*n., abbr.*) the shortened form of **advertisement**, a public announcement that persuades people to buy a product or service

**Adapt** (*v.*) to change to make suitable for a specific purpose (**adapted, adapting, adapts**)

**Ad time** (*n.*) in the television industry, the time during a program when advertisements are aired

**Advertise** (*v.*) to publicize a product or service in order to persuade people to buy or use it (**advertised, advertising, advertises**)

**Advertiser** (*n.*) someone who buys broadcast time or print space for the purpose of selling products or services

**Advertising** (*n.*) the promotion of products through paid announcements

**Affiliate** (*n.*) a company closely associated with another company; in the cable industry, a nationwide network has many local affiliates across the country

**Agonizing** (*adj.*) very difficult, painful, or worrisome

**Air** (*v.*) in the television industry, to broadcast to viewers (**aired, airing, airs**)

**Allotment** (*n.*) share; portion

\* *Definitions specifically refer to the way these words and terms are used in the simulation. For broader definitions of these words, please consult a dictionary.*

# MATH HANDBOOK

## Combinations

A combination is a group of items or events that may be arranged in any order. Changing the order does not create a new combination. For example, the basketballs below represent four teams in a basketball league—Reds, Blues, Greens, and Oranges.



To figure out how many possible combinations of teams can play a game, you can make a list of all the combinations:

RB

RG

RO

BG

BO

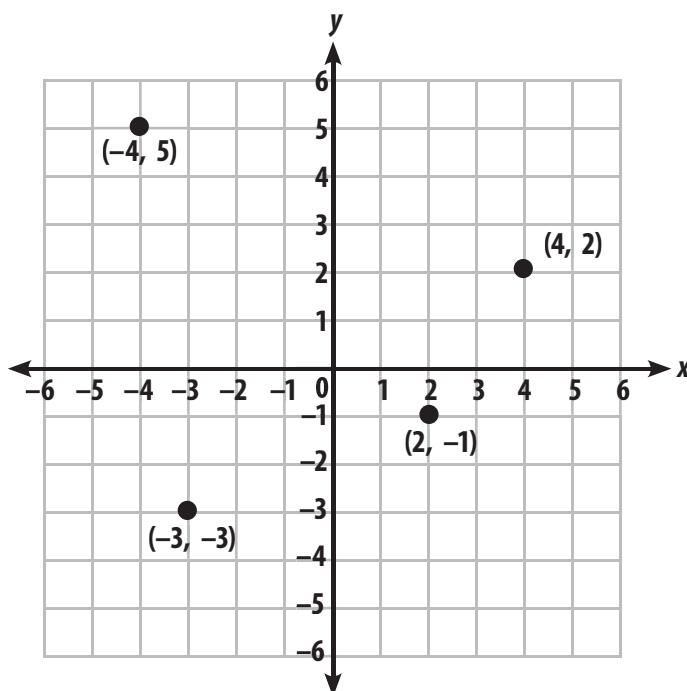
GO

There are six possible combinations of teams.

**Note:** You don't need to write BR, GR, OR, GB, OB, and OG, since these are the same combinations as in the above list.

## Coordinate Grids

A grid is a square pattern of horizontal and vertical lines on which points are plotted. The horizontal line of a grid is called the  $x$ -axis and the vertical line is the  $y$ -axis. You can place points on the grid using a number from the  $x$ -axis and a number from the  $y$ -axis. The points placed on the grid are called **coordinates**. The  $x$ -coordinate is named first, followed by the  $y$ -coordinate. In this example, to find the coordinates  $(4, 2)$ , begin at 0 and follow the  $x$ -axis four places to the right, then follow the  $y$ -axis two places up. To find the coordinates  $(-3, -3)$ , begin at 0 and follow the  $x$ -axis three places to the left, then follow the  $y$ -axis three places down.

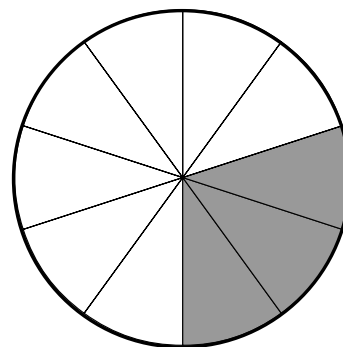


## Equivalent Forms (Fractions, Decimals, Percents)

Fractions, decimals, and percents are all ways to show parts of a whole. The same amount can be shown in three ways.

### Fractions

A fraction represents a part of a whole. The bottom number (denominator) shows how many equal parts the whole is divided into. In  $\frac{3}{10}$ , the 10 represents the number of equal parts in the whole. The top number (numerator) shows the number of parts being named. In the example  $\frac{3}{10}$ , the 3 represents the number of parts being named.



### Decimals

You can also show a part of a whole as a decimal. To convert a fraction to a decimal, divide the numerator by the denominator. For example,  $3 \div 10 = 0.3$ ; 0.3 and  $\frac{3}{10}$  are equivalent, or equal.

Suppose a basketball player made 246 free throws out of 328 attempts. The whole (the total attempts) is 328. The part (the free throws made) is 246. Represented as a fraction, this is  $\frac{246}{328}$ . To get the decimal equivalent, divide the part by the whole ( $246 \div 328 = 0.75$ ).

### Percents

A third way to show a part of a whole is by using a percent. The whole is represented by 100%. To represent a part of a whole as a percent, begin with a decimal and multiply by 100.

**Note:** You may need to convert a fraction to a decimal first, then multiply by 100.

For example,  $\frac{3}{10} = 0.3$ ;  $0.3 \times 100 = 30$ . Then add the percent sign (30%).

If you know a percent of something, you can work backwards to find out the part of the whole. For example, you know that your soccer team won 60% (the part) of its games last season and that it played a total of 40 games (the whole). To find out how many games the team won, change 60% to a decimal by dividing by 100 ( $60 \div 100 = 0.6$ ). Then multiply the decimal by the total number of games played, 40 ( $0.6 \times 40 = 24$ ). The soccer team won 24 games. You could show this as a fraction by showing the part in relation to the whole: 24 winning games to 40 total games, or  $\frac{24}{40}$ . This fraction can be reduced by its lowest common denominator, 8, to  $\frac{3}{5}$ .

## Estimating and Rounding

### Estimating

Often, when you don't need an exact number, it is easier to use a number that is close to it. Estimating is coming up with that close-enough number. It might be an educated guess. It might be a nice, round number. For example, when looking at a graph, you may want to estimate the quantity represented, rather than figure it out exactly. Look at the *Ballpark Capacities* graph. The bar representing the capacity of Tiger Stadium comes to somewhere between 45,000 and 50,000.

# PERSONNEL DIRECTORY

## THE SPORTS NETWORK

*(alphabetical listing)*

### **Managing Director**

- responsible for supervising the work of all TSN departments

### **Blake, Susan**

#### **President**

- responsible for every aspect of TSN and its business
- ultimately responsible for TSN's budget and financial affairs
- responsible for executive decisions

### **Collins, Joe**

#### **Director of Operations**

- oversees day-to-day business involving transmission of programming
- responsible for purchasing and maintenance of equipment
- responsible for arranging for film crews to go wherever needed
- oversees personnel matters

### **Gold, Dolores**

#### **Director of Marketing**

- responsible for getting the maximum number of cable service providers to carry TSN
- responds to customers by researching their needs and tastes and helping to acquire the programs they want
- brings in other companies for joint projects and cross-channel promotions

### **Lawrence, Reggie**

#### **Managing Director's Assistant**

- communicates messages to and from the Managing Director
- delivers important documents to the Managing Director
- keeps track of the Managing Director's schedule
- performs other support services, as needed

### **Lee, Sam**

#### **Director of Public Affairs**

- responsible for maintaining TSN's good working relationship with the public
- creates press releases and articles about newsworthy happenings at TSN
- often represents TSN at public events

# INDUSTRY GUIDE

## TELEVISION OVERVIEW

There are a variety of ways in which a television broadcast can reach a household. They include broadcast television, cable television, direct satellite, broadband Internet, and Digital TV.

**Broadcast Television** Broadcast television networks transmit television signals through the air so that anyone with a TV antenna can pick them up and see the programming. Most broadcast television networks carry a variety of programming, including sports, children's programs, comedy, dramas, talk shows, and movies.

**Cable Television** Cable television networks transmit television signals that are picked up by cable service providers and transmitted through cables to households that subscribe to the service. Only the subscribers to a particular cable service provider can get the programming transmitted through the cables of that provider. Cable providers usually offer many more networks than can be broadcast through the air. Many of these networks carry one particular type of programming, such as sports, cooking, or movies.

**Direct Satellite Television** In direct satellite television, television signals are bounced off satellites and picked up by small satellite dishes attached to people's homes or businesses.

**Broadband Internet** Broadband Internet transmits audio and video signals digitally across the World Wide Web. Using the proper equipment, people can receive telecasts through their personal computers.

**Digital TV (DTV)** In DTV, images and sound are captured using digital technology, which enables broadcasters to offer an enhanced viewing experience as well as multicasting and interactive capabilities. There are several different types of digital TV service, including high-definition TV (HDTV), which provides high-resolution programming in a widescreen format.

## CABLE TELEVISION

### Technology Overview

Cable television reaches its viewing audience through a system of satellites and cables. Here is how it works:

- Cable television networks transmit television signals to satellites high above Earth's surface. The signals bounce off the satellites and head back to Earth, where they can be picked up by satellite dishes all over the country.
- Cable service providers have satellite dishes that pick up the signals of the cable TV networks they carry. The signals are then transmitted through cables that run under streets or above the ground to households or businesses that subscribe to the service.