



Fox Broadcast Network, The WB Architect Was 77

Description

Television executive Jamie Kellner, a key figure in the creation of Fox and WB networks, sadly passed away at the age of 77. He died at his home in California after fighting cancer.

At the peak of success with WB, Kellner was given additional tasks with TBS, TNT, and CNN. However, he only served for two years before retiring. With a natural talent for television, Kellner was the president of Orion Entertainment Group when he was hired by Rupert Murdoch in 1986 to build a Fox network to rival CBS, NBC, and ABC.

With a clear vision of what the network needed to succeed, Kellner stated that they would only produce shows that their rivals would not. This helped Fox stand out and led to successful TV shows like "The Simpsons" and "Married...With Children".

After leaving Fox, Kellner joined Warner Brothers and helped create a fifth major network, The WB. The network was home to popular shows like "Buffy the Vampire Slayer" and "7th Heaven". Kellner's influential work shaped the TV landscape and he will be sorely missed.

Vocabulary List:

1. **Executive** /ɪgˈzɛk.jʊ.tɪv/ (noun): A person with senior managerial responsibility in a business.
2. **Influential** /ˌɪn.fluˈɛn.ʃəl/ (adjective): Having a significant effect on someone or something.
3. **Vision** /ˈvɪʒ.ən/ (noun): The ability to think about or plan the future with imagination or wisdom.
4. **Rival** /ˈraɪ.vəl/ (noun): A person or entity competing with others for the same objective.
5. **Landscape** /ˈlænd.skeɪp/ (noun): The visible features of an area of land often used metaphorically for a field of activity.
6. **Home** /hoʊm/ (noun): The place where one lives permanently especially as a member of a family or household.

Comprehension Questions

Multiple Choice

1. Which network did Jamie Kellner help create in addition to Fox?

Option: ABC



Option: The WB
Option: CBS
Option: NBC

2. Which popular TV show was associated with Fox during Jamie Kellner's tenure?

Option: Friends
Option: The Simpsons
Option: Grey's Anatomy
Option: Stranger Things

3. In which year did Jamie Kellner retire from his additional tasks with TBS TNT and CNN?

Option: 1998
Option: 2005
Option: 2012
Option: 2018

4. Which individual hired Jamie Kellner to build the Fox network?

Option: Steve Jobs
Option: Rupert Murdoch
Option: Larry Page
Option: Oprah Winfrey

5. Which major network did Jamie Kellner aim to rival with Fox?

Option: HGTV
Option: CNBC
Option: ABC
Option: Disney Channel

6. Which successful TV show was associated with The WB during Jamie Kellner's time there?

Option: Breaking Bad
Option: Buffy the Vampire Slayer
Option: House of Cards
Option: The Office

Answer

Multiple Choice: 1. The WB 2. The Simpsons 3. 1998 4. Rupert Murdoch 5. ABC 6. Buffy the Vampire Slayer

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. What is the name of the full moon that occurs in June?
Option: Strawberry moon
Option: Harvest moon
Option: Blue moon
Option: Blood moon
2. Which profession is known for performing in movies and theaters?
Option: Actor
Option: Chef
Option: Scientist
Option: Doctor
3. What is a general term used to describe a person's poor health condition?
Option: Illness
Option: Wealth
Option: Happiness
Option: Success
4. What term can be used to describe the act of making or producing something?
Option: Creation
Option: Destruction
Option: Consumption
Option: Maintenance
5. Which term best describes someone who is willing to give or share with others?
Option: Generous
Option: Greedy
Option: Stingy
Option: Indifferent
6. Which term denotes the achievement of a desired aim or purpose?
Option: Success
Option: Failure
Option: Stagnation
Option: Regression
7. What term describes something that is one of a kind or unlike anything else?
Option: Unique
Option: Common
Option: Ordinary



Option: Familiar

8. Which term is used to describe a person or thing with the capacity to impact or sway opinions and decisions?

- Option: Influential
- Option: Irrelevant
- Option: Insignificant
- Option: Inconsequential

9. What term is used to describe the gathering of ripe crops as an agricultural process?

- Option: Harvest
- Option: Sowing
- Option: Fertilizing
- Option: Pruning

10. What term is used for a formal public statement giving information or news?

- Option: Announcement
- Option: Whisper
- Option: Gossip
- Option: Rumor

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The _____ marks the longest day of the year.
12. The singer received a _____ award for her outstanding contributions to music.
13. She decided to wear a _____ dress to the gala event.
14. His _____ decision to start his own business paid off in the long run.
15. Her dedication and hard work allowed her to _____ all expectations.
16. The company _____ the launch date of its new product.
17. The hikers finally reached the _____ of the mountain after a challenging climb.
18. The two companies have been fierce _____ in the market for years.
19. She expressed her _____ to everyone who supported her during the difficult times.



20. The company appointed a new _____ to lead its international expansion efforts.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Special events such as weddings and graduations are often marked by formal observances known as .
22. The farewell gift she received from her colleagues was very to her.
23. Leonardo DiCaprio is a well-known in the Hollywood film industry.
24. Each snowflake is said to be with no two being exactly alike.
25. The scientist made a discovery that revolutionized the field of physics.
26. She showcased her artistic through a series of stunning paintings.
27. He his deepest emotions through the heartfelt lyrics of his songs.
28. Hard work and perseverance are crucial elements for achieving in any endeavor.
29. Nelson Mandela was an figure in the fight against apartheid in South Africa.
30. Farmers gather the ripened crops during the season to ensure a bountiful yield.

Answer

Multiple Choice: 1. Strawberry moon 2. Actor 3. Illness 4. Creation 5. Generous 6. Success 7. Unique 8. Influential 9. Harvest 10. Announcement

Gap-Fill: 11. Summer solstice 12. Notable 13. Daring 14. Bold 15. Surpasses 16. Confirmed 17. Peak 18. Rival 19. Gratitude 20. Executive

Matching sentence: 1. Ceremonies 2. Meaningful 3. Actor 4. Unique 5. Notable 6. Talent 7. Expressed 8. Success 9. Influential 10. Harvest

CATEGORY

1. Entertainment - LEVEL2

Date Created

2024/06/23

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