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[E5_AD_A6_E8_8B_B1_E8_c84_570089.htm](https://www.100test.com/kao_ti2020/570/2021_2022__E5_A4_A7_E5_AD_A6_E8_8B_B1_E8_c84_570089.htm) One of the three major

commercial networks, CBS were organized 1. _____ in 1928 which its

founder, William Paley, acquired 2. _____ ownership of a group of

radio stations. As the Columbia Broadcasting System expanded its

operations, soon become the largest radio network in the 3.

_____ United States, it precociously recognized the potential for the

rapidly evolved television broadcasting 4. _____ technology. On July

13th, 1931, it began experimentally 5. _____ television broadcasting in

New York, and ten years later began regular black and white week

broadcasts over 6. _____ its WCBW TV station in the same city, that

became 7. _____ WCBSTV in November 1946. With Television

City in Hollywood, CBS launched the industry ' s first full scale

production studio. Today CBS owns television stations, radio

stations, and home video production and distribution interests. The

CBS \ Broadcasting Group composed of six 8. _____ divisions :

television network, entertainment, sports, news, local television

stations, and radio. For most of commercial television history,

CBS has been the leader in primetime ratings, having the highest rated

shows in almost every year from the mid 1950s through the mid 1980s.

During the late 1980s, however, CBS lost its top position from NBC.

9. _____ CBS has traditionally been strong in the TV news area. The

network began the first regular TV news program in 1948 with

Douglas Edwards as anchor, Journalism legends such as Edward R.

Murrow and Walter Cronkite gave CBS its reputation as quality 10. _____ news broadcaster. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com