

Name: _____

Score: ____/25

Agricultural Communications Quiz
Ohio FFA Career Development Event – December 2nd, 2006

For the following items, circle the letter of the best answer.

Broadcast

1. This publicly traded company recently announced purchase by a private entity and announced plans to sell over 400 radio stations.

- A. Salem Media of Ohio
- B. Infinity Broadcasting
- C. Radio Broadcast, Inc.
- D. Clear Channel Communications**

2. Who of the following people are current farm broadcasters in Ohio? :

- A. Heather Vaubel Hetterick
- B. Andy Vance
- C. Lindsay Hill
- D. Dale Minyo
- E. All of the above**

3. Which of the following is a source that farm broadcasters and farmers alike commonly use to gather market information?

- A. DTN**
- B. AP
- C. DP&L
- D. Reuters

4. Name the agency that issues a weekly crop progress and weather condition report.

- A. Environmental Protection Agency
- B. National Ag Statistics Service
- C. American Soybean Association**
- D. American Farm Statistics Assoc.

5. This term is used to describe a broadcast that is offered via the Internet and can be downloaded using iTunes or other similar programs.

- A. blog
- B. webload
- C. webinar
- D. podcast**

Public Relations

6. This summer western produce farmers faced a PR challenge when bagged spinach was

contaminated with which of the following pathogens?

- A. Escherichia coli O157:H7**
- B. Listeria monocytogenes
- C. Bovine spongiform encephalopathy
- D. Emerald Ash Borer

7. This Ohio egg farm, formerly called Buckeye Egg, is once again facing violations from the Livestock Environmental Permitting Program (LEPP), which could eventually result in closure of the facility.

- A. Weaver Brothers Poultry
- B. Happy Egg Farm
- C. Ohio Fresh Egg**
- D. Perdue Eggs

8. When writing a press release you should...

- A. Call each recipient to make sure they plan to run it.
- B. Include your contact information.
- C. Keep it to one page in length.
- D. All of the above.
- E. Both B and C**

9. A term used to describe advertising that is not paid for is...

- A. Free press
- B. Gratis advertis
- C. Non-profit releases
- D. Earned media**

10. PSA is an abbreviation for what term:

- A. publisher's source anonymous
- B. private sector announcement
- C. public service announcement
- D. public service acknowledgement

NEWS

11. When writing a news story, objectivity is important. Objectivity is best defined as:

A. reporting facts by interviewing several sources and reporting in the third person.

- B. interviewing a single source for the story to ensure you do not take away from their statements
- C. adding extra details to ensure clarity within a story
- D. taking a position and following it through to the end of the story

12. The inverted pyramid style of news writing can best be described as:

- A. Opening a story with great detail to build suspense, and placing the basic facts at the end.
- B. Open with a quote, build into the story and close with the pay-off
- C. Beginning with the essential elements of the story, with supporting information following in order of diminishing importance.**
- D. Open with few details, offer clues throughout the body of the article and close with a complete summary.

13. Attribution should be used in a news story unless a fact is commonly known or the information itself strongly implies the source.

- A. True
- B. False

14. Choose the most appropriate option for the following quote:

- A. Johnson said, ‘We currently have no suspects.’**
- B. “We currently have no suspects,” Johnson said.
- C. “We currently have no suspects.” Johnson said.
- D. Johnson said. “We currently have no suspects.”

15. There is no comma between time, date and place.

Example: The accident occurred at 4:32 a.m. Monday one-half block north of Central Dairy on Third Street South.

- A. True**
- B. False

VISUALS

16. When would be an appropriate time to use kerning:

- A. To trim the background out of a picture.
- B. To highlight a specific word or phrase by darkening it.
- C. To adjust an irregular space between letters that may occur because of the shapes of the letters.**
- D. To stretch an image to fit within a certain space.

17. The combination of inside margins of two facing pages is called the:

- A. gutter
- B. alley
- C. river
- D. pica

18.

18. A standard color-matching system used by printers and graphic designers for inks, papers, and other materials is:

- A. PMS (Pantone Matching System)**
- B. CES (Color Enhanced Systems)
- C. ACT (Advanced Chromographic Technology)
- D. PAT (Pictorial Artwork Transfer)

19. A sans serif typeface is one:

- A. with a counterstroke on letterforms, projecting from the ends of the main strokes. Example: Times New Roman
- B. without a counterstroke on letterforms, projecting from the ends of main strokes. Example: Arial**

20. True or False: Never use ALL CAPS for body copy.

- A. True**
- B. False

HOT TOPICS IN AGRICULTURE

21. Ohio was one of several states where the topic of raw milk created a great deal of controversy this year. Raw milk is:
- A. Milk that has not been processed via pasteurization or homogenization before consumption by humans**
 - B. Milk that has not been processed into products such as cheese or ice cream.
 - C. Milk coming only from cows in their first lactation.
 - D. Milk from cows raised without bovine somatotropin or other growth-enhancing hormones
22. The price of corn has recently become elevated due to which of the following reasons?
- A. The increased activity of speculative funds in the market.
 - B. The rapid expansion of the ethanol industry.
 - C. A tightening global corn stocks figure.
 - D. Both A and C
 - E. All of the above.**
23. The current U.S. Secretary of Agriculture is:
- A. Ann Veneman
 - B. Mike Johanns**
 - C. Fred Dailey
 - D. Tom Harkin
24. *The most common blend of ethanol and gasoline in the United States is E-10 Unleaded—10 percent ethanol and 90 percent ordinary unleaded gasoline.*
True or False: Every major automaker in the world approves the use of E-10 Unleaded in their vehicles.
- A. True**
 - B. False
25. In 2007, which major piece of legislation will be up for renewal?
- A. Crop Insurance Protection Act of 1987
 - B. Energy Bill
 - C. EPA Budget Amendment
 - D