

Name: _____

Score: ___/25

School: _____

Agricultural Communications Quiz
Ohio FFA Career Development Event – December 3rd, 2005

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

Broadcasting

1. Which radio station cancelled its daily farm program this year after 58 years?
 - A. WRFD
 - B. WLW
 - C. WNCI
 - D. WHKO
2. Name the professional organization of farm broadcasters:
 - A. The National Farm Broadcasters Group
 - B. The National Organization of Farm Radio
 - C. Farm Broadcasters, Inc.
 - D. The National Association of Farm Broadcasting
3. Which farm broadcaster was inducted into the National Farm Broadcasters Hall of Fame this November?
 - A. Roy Battles
 - B. Joe Cornely
 - C. Ed Johnson
 - D. Emery Kleven
4. True or False: More than half of an AM Radio Station's Antenna is underground.
 - A. True
 - B. False
5. Which media company is the largest owner of radio stations in the country?
 - A. Infinity Broadcasting
 - B. Salem Communications
 - C. Clear Channel Radio
 - D. Frontier Broadcasting

Public Relations

6. Which of the following organizations does not use federally mandated "check-off" funds to conduct PR campaigns?
 - A. Ohio Beef Council
 - B. Ohio Soybean Council
 - C. Ohio Pork Producers Council
 - D. Ohio Aquaculture Council
7. Which of the following is most likely to rely on PR more than advertising?
 - A. Ohio Department of Agriculture
 - B. Seed companies
 - C. Equipment dealers
 - D. Ag lending institutions
8. When writing a press release you should..
 - A. Include as many details as possible, regardless of the length.
 - B. Include the relevant information, but try to keep it to one page.
 - C. Call the intended recipient and ask them what to include.
 - D. Always include a quote from yourself.
9. When including quotes in a press release you should...
 - A. Make them up yourself to ensure they are well-written.
 - B. Make sure you have permission from the person you are quoting.
 - C. Verify to be sure that the quotations are accurate.
 - D. Both B and C
 - E. All of the above.

10. Which of the following should be included in a press release:
- A. Contact, phone number, release date, and headline
 - B. Date you want it published and instructions on who to send a copy of the published article to
 - C. Both A and B
 - D. Neither A or B

NEWS

11. The first sentence in the body of a news story is typically referred to as the _____.
- A. Feature sentence
 - B. Headline
 - C. Caption
 - D. Lead
12. News articles are typically written in what format?
- A. AP pyramid
 - B. Inverted pyramid
 - C. Converted pyramid
 - D. mp3
13. What style of writing is generally preferred for news stories?
- A. PWS- Press Writers Style
 - B. JP- Journalists Preferred style
 - C. AP- Associated Press style
 - D. NNW- Nat. News Writers style
14. In the inverted pyramid style of news writing, the most important facts are placed at the end of the story to keep the reader interested.
- A. True
 - B. False
 - C. I don't know, but they always say choose C.

15. When conducting an interview, it is considered **inappropriate** to:
- A. Ask the source to spell their name.
 - B. Ask permission to use a recording device.
 - C. Ask if you can call later with further questions.
 - D. All of the above are acceptable.

VISUALS

16. Using charts and tables to accompany a news story is always unnecessary and considered to be a waste of space.
- A. True
 - B. False
17. Editing a photo by reducing its size to focus on a specific element is called _____.
- A. Cropping
 - B. Airbrushing
 - C. Crimping
 - D. Capturing
18. When selecting photos for a story it's best to choose photos taken at a distance to avoid drawing the reader's attention to a specific focal point.
- A. True
 - B. False
19. The most desirable length for a photo caption is:
- A. No more than three words
 - B. No fewer than three lines
 - C. As long as possible in the space allotted.
 - D. About two lines.
20. In a TV segment, the visual footage aired with the story is referred to as:
- A. B-roll
 - B. Storyboard
 - C. Kicker
 - D. Chyron

ETHICS

21. It is OK for a journalist to accept money from a source or a company which they are reporting on as long as:

- A. The reporter tells the truth
- B. The reporter receives the money after the story is published or aired.
- C. Both A and B
- D. None of the above.

22. Earlier this year, what TV news network was accused of forging documents to substantiate a story?

- A. Fox news
- B. CNN
- C. CBS
- D. MSNBC

23. Which of the following is the most accurate statement?

- A. A broadcast reporter should never edit an interview.
- B. When editing a broadcast interview, the reporter must be careful to not change the meaning from the original statements.
- C. All interviews should be edited to no longer than 30 seconds.
- D. All of the above statements are accurate.

24. A bribe given to an influential person in exchange for promotion of a product or service is called _____.

- A. Loyala
- B. Payola
- C. Incentive
- D. Strong-arming

25. When writing a news story, it is acceptable to use quotes from another story without attribution to the source as long as they are no more than one sentence in length.

- A. True
- B. False

Answer Key:

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