

## 2008 Ag Communication Career Development Event Quiz

*Please mark the letter of the best answer to each of the following questions.*

### General Agriculture Knowledge

1. The \_\_\_\_\_ is a modern, streamlined information system that helps producer and animal health officials respond quickly and effectively to animal health events in the United States.
  - a. Farm Animal Information System
  - b. American Registration and Identification System
  - c. National Animal Identification System
  - d. Department of Homeland Security
2. The current Ohio Director of Agriculture is \_\_\_\_\_.
  - a. Bob Taft
  - b. Robert Boggs
  - c. Ed Schafer
  - d. Jim Petro
3. The majority of the USDA budget is spent on \_\_\_\_\_.
  - a. Food and Nutrition programs
  - b. Farm programs
  - c. Forest Service
  - d. Conservation Programs
4. The largest percentage of the average farmer's annual expenses go to \_\_\_\_\_.
  - a. Farm Services
  - b. Supplies, Repair, Construction
  - c. Machinery, Vehicles
  - d. Fertilizers, Seed, Crop Protection Chemicals
5. The \_\_\_\_\_ is an agency within USDA that was founded through the 1994 Department Reorganization Act. Its mission is to advance knowledge for agriculture, the environment, human health and well-being, and communities by supporting research, education and extension programs in the Land-Grant University System and other partner organizations.
  - a. Agricultural Research Service
  - b. National Agricultural Statistics Service
  - c. Cooperative State Research, Education and Extension Service
  - d. Economics Research Service

## News Writing

6. The readability of writing is improved when the news writer:

- a. uses technical jargon
- b. refers the reader to the dictionary
- c. writes long paragraphs
- d. uses short, simple words

7. The content of news writing must:

- a. be factual
- b. be timely
- c. both a and b
- d. none of the above

8. A balanced story is:

- a. a complete story where both sides of an issue are presented
- b. a story as seen by a biased person
- c. a story that contains the reporter's opinion
- d. an editorial

9. Citing a source in a story is called attribution.

- a. true
- b. false

10. Which of the following is the best lead?

- a. At a meeting of ASB officers yesterday, the president resigned because he plans to graduate and enter college early.
- b. ASB President Ken Marshfield resigned yesterday, announcing he plans to graduate early and attend college.

## Public Relations/Press Release

11. A well-written press release can increase sales, expose a company or organization to the masses and enhance the image of a business or products.

- a. True
- b. False

12. At the bottom of a press release many reporters include a \_\_\_\_\_ which contains background information about the company or organization for which the press release is being written.

- a. Contact line
- b. Boilerplate
- c. Date line
- d. Page line

13. Press releases should be distributed:

- a. after every business meeting
- b. once a year
- c. prior to and following major local events
- d. once a week

14. Journalists have a responsibility to protect the leaders of the community in which they work by helping them avoid negative publicity.

- a. True
- b. False

15. Which of the following is the correct way to mark a two-page press release?

- a. Write "more" at the bottom of the first page and -30- on the second
- b. Write -1- on the bottom of the first page and -2- on the second
- c. Write "page one" on the bottom of the first page and ### on the second
- d. Write "more" on the bottom of the first page and "end" on the second

### General Journalism Knowledge

16. The acronym PSA stands for:

- a. public station address
- b. press style announcement
- c. personal station archive
- d. public service announcement

17. Journalists can ethically accept gifts from public figures, as long as they register the receipt of those gifts with the Internal Revenue Service.

- a. True
- b. False

18. A story that focuses on the human interest elements of a situation or event and that may be written to inform or entertain is called a(n):

- a. editorial
- b. feature story
- c. news story
- d. none of the above

19. In taking news pictures, observe these rules:

- a. Get action into your picture. The ideal picture is one that is so self-explanatory that it needs only a brief caption.
- b. Avoid shooting large groups. Many papers limit picture to three or four persons.
- c. Provide proper "left to right" identifications. Clip it to the prints. Don't write on the back of pictures, it will show through.
- d. All of the above.

20. Professional integrity:

- a. Is not necessary in the news business
- b. Is less important than the facts
- c. Is the cornerstone of a communicator's credibility
- d. All of above
- e. None of above

## Graphic Design

21. A cutline is:

- a. a caption below a photo that expands on the story
- b. a sentence taken directly from a story
- c. what an editor removes from a story
- d. the transition from one broadcaster to another

22. Graphics are used to:

- a. fill white space on a page
- b. clarify the message for the reader
- c. replace written stories
- d. convey complicated information in numerical format

23. What are the four process colors?

- a. Cyan, magenta, yellow, black
- b. Cyan, yellow, black, white
- c. White, magenta, yellow, black
- d. White, cyan, magenta, yellow, green

24. The term “Pixel” is short for....
- a. Electronic Dot
  - b. Picture Element
  - c. Point Element
  - d. None of the above
25. Which is not a considered a principle of design:
- a. White Space
  - b. Proportion
  - c. Balance
  - d. Color

### Editing

26. When writing, the second reference to the 2008 National FFA Convention should be listed as...
- a. national convention
  - b. National FFA Convention
  - c. national FFA convention
  - d. Both A and C
27. In news stories, use figures for numbers below 10 and write out numbers for 10 and above.
- a. True
  - b. False
28. Active voice should be used when writing news stories.
- a. True
  - b. False
29. The most frequent use of a colon is at the end of a sentence to introduce lists, tabulations, texts, etc.
- a. True
  - b. False
30. The ampersand (&) should only be used when it is part of a company’s formal name.
- a. True
  - b. False

## Broadcast and Web

31. Your delivery, on radio or TV is affected by:

- a. Background noise
- b. Your attitude
- c. Your psychological state
- d. All of above
- e. None of above

32. When fact-checking a story, a source that professional news writers rely on is [www.wikipedia.com](http://www.wikipedia.com).

- a. True
- b. False

33. A podcast is:

- a. a broadcast that is limited to :60-seconds in length
- b. an internet based editorial posting in which the author shares their thoughts and opinions on a given topic.
- c. a series of audio or video digital-media files which is distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers.
- d. all of the above

34. What is the name of the founder of the ABN Radio, who was formerly a broadcaster at WRFD Radio and has sometimes been referred to as the Dean of Farm Broadcasting in Ohio?

- a. Joe Cornely
- b. Ed Johnson
- c. Walter Cronkite
- d. Orion Samuelson

35. Which of the following is/are common mistakes that beginners make when learning broadcast delivery?

- a. Monotone
- b. The use of fillers such as um, so, or ya know
- c. A sing-song tone when resonating
- d. All of the above

Name: \_\_\_\_\_

Score: \_\_\_/25

School: \_\_\_\_\_

**Agricultural Communications Quiz**  
**Ohio FFA Career Development Event – December 3<sup>rd</sup>, 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