

Iowa FFA
Agricultural Communications CDE
April 11, 2006
Communications Quiz

Contestant Name: _____

Score: _____

FFA Chapter: _____

Contestant No.: _____

Instructions: This quiz covers basic items related to agricultural communications, such as style, grammar, punctuation, capitalization, spelling, word usage and ethics. There are 25 multiple-choice questions, valued at one point each.

1. When considering the launch of any public-information campaign, the two most crucial components are
 - a) time and message.
 - b) message and importance.
 - c) time and location.
 - d) time and money.

2. Which of the following is not a broadcast tip?
 - a) use a conversational tone
 - b) use short sentences with one idea per sentence
 - c) use active voice
 - d) tape record all broadcasts before airing them

3. When writing a news story, use a quote if it
 - a) backs up the lead.
 - b) is loosely connected to the story.
 - c) is accusing in nature.
 - d) is factual and not disputable.

4. The primary purpose of visuals is to
 - a) tell a story.
 - b) support the message of the design.
 - c) draw attention to the design.
 - d) take up unused space.

5. The stage presence is best defined as
 - a) how you look and sound when you deliver your message.
 - b) the degree to which you are enthusiastic on stage.
 - c) how well you dress and the impression you give during a presentation.
 - d) being present and on time for a scheduled presentation or appearance.

6. The typical body format in the development of a broadcast story is
 - a) introduction, body and conclusion.
 - b) problem, background and solution.
 - c) warm-up, story and closing.
 - d) preamble, narrative and resolution.

7. Two types of interview questions generally used in conducting an interview are
 - a) good and bad.
 - b) multiple choice and essay.
 - c) open-ended and close-ended.
 - d) prepared and unprepared.

8. The three steps in the process of moral reasoning are
 - a) define the ethical dilemma, examine alternatives and justify the decision.
 - b) understand the problem, identify a solution and make a sound decision.
 - c) identify the problem, define the problem and identify a solution.
 - d) define the ethical dilemma, identify the solutions and communicate the decision.

9. The primary purpose of white space in graphic design is to
 - a) draw attention to the design.
 - b) create less work for the designer and reader.
 - c) allow the designer to easily shrink or enlarge the design.
 - d) create a sense of openness.

10. The person in charge of all operations at a radio station is the
 - a) news director.
 - b) program director.
 - c) station manager.
 - d) chief operating officer.

11. The purpose writers use the FORK method is to
 - a) dig up accurate information when writing a story.
 - b) organize their stories before and while they write.
 - c) outline the highlights of the story.
 - d) assist with locating typos and clumsy phrasing.

12. Which of the following is not considered a tip in designing visual aids?
- a) use only colors for coding charts and graphs
 - b) use simple titles and short axis labels
 - c) use a clearly defined legend
 - d) clearly label charts and graphs
13. As a communicator, writing an ethical and accurate story is crucial because
- a) it has an impact on the people or groups in which the story is about.
 - b) people believe nearly anything that is said in the media.
 - c) you are the source of the information presented.
 - d) it jeopardizes the credibility of both you and your organization.
14. As a public relations representative, you should consider a reporter's request for an interview as
- a) an opportunity to tell your story.
 - b) an inconvenience.
 - c) a means to cause problems for the organization.
 - d) a opportunity to make the organization look good.
15. When developing visual aids, a line chart is best used to
- a) visually report information.
 - b) fill up space in a news article.
 - c) show changes in quantitative data over time.
 - d) report information that is difficult to understand.
16. The following is the most appropriate zip code abbreviation for Iowa.
- a) IA
 - b) Ia
 - c) Ia.
 - d) Iowa
17. Words in all caps is hard to read is because
- a) communicators use the wrong font and size.
 - b) all caps is not used enough in mass media.
 - c) the words lack the unique shape found in lower case type.
 - d) the *Associated Press Style Book* is written in lower case type.
18. To avoid errors in reporting information, it is very important to
- a) use only information obtained in writing or taping.
 - b) ask someone to edit the material that has been developed.
 - c) use the World Wide Web to obtain supplemental and supporting information.
 - d) double check facts, names, and other information with the sources before publishing.

19. In television, a shot sheet is a
- roadmap for the individual field taping session.
 - snapshot of the first picture the viewers will see.
 - list of individuals who will be involved in the video.
 - transcript of the audio associated with the video.
20. The first collegiate agricultural journalism course was taught at
- Kansas State University.
 - Iowa State University.
 - Texas A&M.
 - University of Wisconsin.
21. As a public relations representative, what should you do if a reporter asks a question that you don't understand?
- ask the reporter for the next question
 - ask the reporter for clarification
 - respond to the question by restating the main talking points that were prepared prior to the interview
 - state that the question was inappropriate and ask for the next question
22. When taking notes as part of an interview, the reporter should
- save the notes in case any questions arise once the story is published.
 - write as quickly as possible so as to not disrupt the flow of the interview.
 - ask the same question several different ways in order to get the real answers.
 - recite the notes back to the interviewee at the end of the interview.
23. The following is not a basic camera move
- zooming.
 - queuing.
 - tilting.
 - panning.
24. It is important for agricultural communicators to provide timely and accurate information on current issues and events because
- a large percentage of the population lacks agricultural understanding.
 - people are looking for the latest information.
 - information is only news when people hear it for the first time.
 - only dramatic news can sell newspapers and magazines.
25. When working in media relations, one should never respond to a question by saying "no comment" because
- it does not provide any information.
 - it frustrates the reporters and people who are interested in the answer to the question.
 - it causes people to ask even more difficult questions.
 - to most people it means guilty.

2006 Key (Multiple Choice)

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

Iowa FFA
Agricultural Communications CDE
April 11, 2006
Editing Quiz

Contestant Name: _____

Score: _____

FFA Chapter: _____

Contestant No.: _____

Instructions: Twenty-five words or phrases are underlined in the news release below. Some are correct and others contain errors. Indicate in the corresponding spaces to the right if the words or phrases are correct or incorrect. **Do this by writing the appropriate word (“correct” or “incorrect”) on the line.** If they are incorrect, correct those using standard editing marks or other clear marks indicating your edits. You may find errors related to grammar, punctuation, word usage, spelling, or other Associated Press Stylebook issues.

IOWA STATE UNIVERSITY
College of Agriculture

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3/14/06¹

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NONFARM STUDENTS GET TO HANDS-ON² EXPERIENCE IN IOWA AGRICULTURE

1. _____

AMES, Iowa -- For some students in the Iowa State University College of Agriculture, visiting an Iowa farm for the first time is a big deal.

2. _____

For the first time 15 college students³ will learn what life is really like on an

Iowa farm during the second Agricultural weekend Experience (AWE)⁴ April

3. _____

7-9.

4. _____

Some of the students in have homes⁵ halfway across the globe while others are Iowa natives looking⁶ to discover what their state’s agriculture industry has to offer. Participants range from a freshman to a graduate student and⁷ from pre-veterinary majors to an entomology major.

- 5. _____
- 6. _____
- 7. _____

The one thing all of the students have in common is their limited farm experience.

“More than half of⁸ all ISU College of Agriculture students did not grow up on a farm,” said Alicia Clancy, Agricultural Weekend Experience coordinator. “This weekend experience is an opportunity⁹ to learn about farm management, livestock care, spring planting and more.

- 8. _____
- 9. _____

“AWE offers students’ a chance¹⁰ to apply their classroom knowledge to real operations and to be more¹¹ knowledgeable as they enter the ag industry after¹² graduation,” she added.

- 10. _____
- 11. _____
- 12. _____

Half of the students will stay spend April 8 and 9 with farm family hosts in the northern Iowa communities¹³ of osage, Nashua and Shell Rock.¹⁴ The other half will travel to Crawford County April 7, 8 and 9 to stay¹⁵ with farm families in Vail, Westside and Denison.

- 13. _____
- 14. _____
- 15. _____

Both student groups will tour local agriculture businesses, such as ethonol plants and dairies,¹⁶ as well as becoming knowledgeable¹⁷ about the day-to-day operations of a farm¹⁸

- 16. _____
- 17. _____

AWE is co-sponsored¹⁹ by the Agriculture of College and²⁰ the Iowa State University Agricultural Endowment with cooperation of several Iowa Farm Bureau county offices.

- 18. _____
- 19. _____
- 20. _____

Founded in 1937, the Iowa State University²¹ Agricultural Endowment provides opportunities for the College of Agriculture to support the people and infrastructure vital to the future of IA agriculture.²² The ISU Agriculture

- 21. _____
- 22. _____

- Endowment provides scholarships to Iowa State students; support for student activities internships; ²³ grants for ISU research and demonstration projects; 23. _____
- and support for other College of Agriculture programs that advance Agriculture in Iowa. ²⁴ 24. _____
- To learn more about the 2005 Agricultural Weekend Experience ²⁵ student 25. _____
- participants visit <http://www.ag.iastate.edu/agendowment/awe.html>.

-30-

Source:

<http://www.ag.iastate.edu/aginfo/news/2006releases/awe06.html>

Retrieved on March 22, 2006.

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4. Incorrect

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-30-

Source:

<http://www.ag.iastate.edu/aginfo/news/2006releases/awe06.html>

Retrieved on March 22, 2006.