

Iowa FFA
Agricultural Communications CDE
April 17, 2007
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. In communications, a technique that creates smooth transitions and build bridges from one concept to another is called
 - a) Focus.
 - b) Order.
 - c) Repetition of key words.
 - d) Kiss-off.

2. Using basic AP writing style, one should spell out whole numbers below
 - a) 10.
 - b) 20.
 - c) 50.
 - d) 100.

3. When writing quotes, which of the following statement is most correct.
 - a) Place commas and periods inside the quotations marks.
 - b) Attribution in the middle of a quote is unacceptable.
 - c) No more than two speakers should be quoted in a single paragraph.
 - d) Quotes within quotes require double quotation marks.

4. Which is a typical body format for the structure of a broadcast story?
 - a) Beginning, middle, end
 - b) Point 1, point 2, point 3,
 - c) Introduction, body, conclusion
 - d) Problem, background, solution

5. In graphic design, contrast refers to the dominant focus or element on a page and is also known as
 - a) Unity.
 - b) Balance.
 - c) Emphasis.
 - d) Sequencing.

6. According to the Associated Press, photo captions should be
 - a) No more than two concise sentences.
 - b) At least two sentences with relevant information.
 - c) One well-developed, informative sentence.
 - d) A description of the photo.

7. Which of the following types of charts should be used when comparing information?
 - a) Pie chart
 - b) Bar chart
 - c) Line chart
 - d) Table

8. Because most people read headlines and maybe the first paragraph or two of stories that catch their eye, news writers often use the
 - a) Pyramid style.
 - b) Block style.
 - c) Rule of thirds.
 - d) Inverted pyramid style.

9. Which of the following would NOT be considered part of a press release?
 - a) Dateline
 - b) Lead
 - c) Boilerplate
 - d) Conclusion

10. Short spots, usually between 10 and 60 seconds, that provide important, mobilizing information to the listener are called
 - a) Public service announcements.
 - b) Commercials,
 - c) News reports.
 - d) Broadcasts.

11. When preparing to do any type of writing, one of the first issues to consider is
 - a) The target audience.
 - b) The transitions.
 - c) The structure.
 - d) The type of voice (active or passive).

12. A common reason that newspaper editors may reject an article is because
- It lacks local interest or impact.
 - The lead is well written.
 - All information has been confirmed.
 - The writing is tight.
13. Placing the type, headings, and illustrations on a sheet of white paper exactly as you want them to appear in the printed publication is called
- Photo-ready pages.
 - Camera-ready pages.
 - Publishable scripts.
 - Newsprint.
14. A type of newsletter, usually one page, front and back, that includes short articles not more than a paragraph or two in length is called a
- Megaletter.
 - Newsletter.
 - Bullet sheet.
 - Poster.
15. As a general rule, you can figure _____ words equals approximately 30 seconds of air time.
- 45
 - 60
 - 75
 - 90
16. In video production, which of the following is NOT a common transition?
- Cut
 - Dissolve
 - Wipe
 - Blackout
17. At its most basic, libel means
- Injury to reputation.
 - Reporting negative information.
 - Having a liberal tendency in politics.
 - Appreciation for the role of communication.
18. The right of authors to control the reproduction and use of their creative expressions that have been fixed in tangible form is called
- Copyright.
 - Publication.
 - Press release.
 - Copy.

19. As a communicator, it is crucial that each story is
- Realistic and personable.
 - Based on relationships and easy to read.
 - Consistent and interesting.
 - Ethical and accurate.
20. When two or more words are combined to form a compound adjective, a _____ is usually required.
- Comma
 - Hyphen
 - Dash
 - Colon
21. In print media, the informal look of columns that are ragged on the right is called
- Justified.
 - Unjustified.
 - Columnar.
 - Centered.
22. The two things to consider with color in a newsletter are
- The paper and the ink.
 - The nameplate and the paper.
 - The blurbs and the ink.
 - The paper weight and the size of print.
23. Which of the following is NOT a basic idea you should remember when working with radio?
- Know your audience
 - Use creativity
 - Be yourself
 - Be authoritative
24. Principals of design include:
- Balance and Unity.
 - Contrast and White Space.
 - Proportion and Repetition.
 - All of the above are correct.
25. The international association of communication professionals who disseminate knowledge concerning natural resources, agricultural, and the food industry is called
- Agricultural Communicators of Tomorrow (ACT).
 - American Association of Agricultural Communicators (AAAC).
 - Agricultural Communicators in Education (ACE).
 - International Agricultural Communicators Association (IACA).

2007 Key (Multiple Choice)

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

Iowa FFA
Agricultural Communications CDE
April 17, 2007
Editing Quiz

Contestant Name: _____

Score: _____

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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.

February 13th, 2007

Contacts:¹

Robert Martin, Agricultural Education and Studies, (515) 294-0896,
drmartin@iastate.edu
Ed Adcock, Communications Service, (515) 294-2314,²
edadcock@iastate.edu

Summit on Agricultural Education to Discuss Teacher Shortage

AMES, Iowa⁻³ The Governor's Council on Agricultural Education will hold its Summit on Agricultural Education⁴ in Iowa March eighth⁵ in part to discuss ways to counter a shortage of teachers in the state.

"The purpose of this summit⁶ is to provide a forum for leaders and stakeholders to share a vision of the role of education in the future of agriculture," said Martin Robert,⁷ chair of the Governor's Council Agricultural Education⁸ and chair of the agricultural education and studies department at Iowa State University.⁹ The theme of the summit is "Creating Life-changing Opportunities through Agriculture, Food & Natural Resource Education."

1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____

Martin said enrollment in teacher education programs in agriculture is at an all-time low, just when the retirement of baby boomers is¹⁰ beginning to impact the need for teachers in agriculture and other related areas, such as science, math and consumer sciences. This shortage comes at a time¹¹ when the demand for well-educated agriculturalists in all areas of the industry is at an all time high, he added.¹²

"Iowa State typically has 20 student teachers¹³ in agriculture each year and this year we have fewer than half that number. We will not be able to fill all the open positions, and other states are experiencing similar challenges," he said. "the summit will focus¹⁴ on how to recruit more young people to be teachers of agriculture and develop strategies to expand educational programs into¹⁵ urban schools."

The Governors' Council on Agricultural Education¹⁶ is an advisory council established by the Iowa Legislature to study and make recommendations for the improvement of¹⁷ agricultural education in Iowa. Its first summit was held in 2000 and focused on how to activate "The Grand Plan for Agricultural Education in Ia,"¹⁸ a document outlining goals to improve agricultural education.

The sum mit will take place¹⁹ at the Iowa Farm Bureau Federation,²⁰ 5400 University Ave., in West Des Moines. Registration

opens at 8:30 a.m.²¹ and the program begins at 9:30 a.m. There is no cost for²² attending the conference.

Those interested in attending may²³ register no later than March 1²⁴ by contacting Cheryl Abrams at (515) 294-5872 or cabrams@iastate.edu.

-30-²⁵

Source: http://www.ag.iastate.edu/aginfo/news_detail.php?var1=302 retrieved on March 9, 2007.

- 10. _____
- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____
- 16. _____
- 17. _____
- 18. _____
- 19. _____
- 20. _____
- 21. _____
- 22. _____
- 23. _____
- 24. _____
- 25. _____

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1. Incorrect
2. Correct
3. Correct
4. Correct
5. Incorrect
6. Correct
7. Incorrect
8. Incorrect
9. Correct

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24. Correct
25. Correct



Aaron Putze, APR
Executive Director & Public Relations Officer
Coalition to Support Iowa's Farmers

Aaron Putze serves as Executive Director and Public Relations Officer for the Coalition to Support Iowa's Farmers.

The Coalition was launched in 2004 and assists farm families in growing their livestock farms responsibly and successfully. It is a collaborative effort of six Iowa farm and commodity organizations including the cattle, corn, soybean pork and poultry associations and Farm Bureau.

Putze oversees the organization's daily efforts, directing farmer services initiatives and strategic communications, public relations and media relations activities. He works with a variety of constituencies to help farm families exceed regulations, find good locations for new livestock farms and enhance neighbor relations. He also facilitates greater consumer awareness and understanding of livestock farming and touts its importance to Iowa's economy and quality of life.

Prior to his appointment as CSIF executive director, Putze served 10 years as a member of the Iowa Farm Bureau marketing and communications team, including eight years as Public Relations Director.

He grew up on a grain and livestock farm near West Bend in north central Iowa, was active in FFA and graduated with honors from the University of Northern Iowa with a degree in communications & public relations. While at UNI, he served as executive editor of the campus newspaper and Student Government vice president.

Putze received his accreditation in public relations from the Public Relations Society of America in 2001. He currently serves as Immediate Past President of the West Side Kiwanis Club of West Des Moines and is active in the Knights of Columbus. Hobbies include golfing, reading, traveling and monitoring political issues.

Aaron, wife Crystal and sons Garrett and Grant reside in West Des Moines.



Coalition to Support Iowa's Farmers
Growing Communities... One Farmer at a Time



About the Coalition to Support Iowa's Farmers

The Coalition to Support Iowa's Farmers (CSIF) was founded in May 2004 by the Iowa Cattlemen's Association, Iowa Corn Growers Association, Iowa Farm Bureau, Iowa Pork Producers Association, Iowa Poultry Association and Iowa Soybean Association.

The Coalition's mission is to enhance the prosperity of rural communities and Iowa by helping livestock farmers grow their farms responsibly and successfully. Since its launch, the Coalition has provided assistance to nearly 700 families in the areas of exceeding regulations, identifying good locations for new farms and enhancing relationships with neighbors and communities. CSIF also sponsors educational forums for farmers and provides on-line resources that assist families in siting new livestock facilities.

In addition, the Coalition conducts strategic communications and public relations activities to enhance consumer awareness and understanding of modern livestock farming and empower farm families to become confident spokespersons for their profession.

The Coalition to Support Iowa's Farmers is a not-for-profit organization comprised of three full-time staff. It does not develop policy, have a membership base or lobby. CSIF is directed by a six-member board of directors and funded by its six founding organizations, individual farmers, county farm organizations and allied partners. The Coalition does not charge for its service to farm families.

For more information about the Coalition, call 1-800-932-2436 or log on to www.supportfarmers.com for the latest livestock news and information.



Coalition to Support Iowa's Farmers
Growing Communities One Farmer and One Neighbor at a Time



Family Biographies

Troy & Jenny Wheeler – *Lorimor*



Troy Wheeler is the fourth-generation owner of his family farm, which was started in Madison County by his great-grandfather. This farm has been in existence for more than 100 years, and Troy even lives in the house his grandparents built in 1967. He began running the farm in 1990, but Troy has always helped his family with farming responsibilities.

Between his own farm and his parents' land, the Wheelers own about 1,000 total acres. They grow corn and soybeans, and also raise hogs and 150 head of cattle. Troy also just constructed a new barn on his land.

Troy and his wife Jenny have two daughters, second-grader Mattie and one-year-old Abbie, and have another baby on the way.

Wayne Ritscher – *Keystone*



Wayne Ritscher has been farming his entire life with his grandfather and father. He started on his own as the third generation in 1982, when he purchased a hog operation. On their family farm, Wayne's grandfather and father still own 1,300 acres of land, and he rents 200 acres for his own farming purposes.

One of Wayne's recent farming accomplishments is the upgrading of his hog operation. He built two new finishing facilities — one was built six years ago and the other was completed last year.

Wayne has been married nearly 25 years to his wife Kelsey. He has two daughters, Lacey and Ellie. Lacey, 20; is a junior at Central College in Pella, Iowa. Ellie is 17 and a high school senior. In addition, Wayne's grandfather, who began their family farm, recently celebrated his 100th birthday!

Nick & Sue Hunt – *Atlantic*



Nick Hunt is the fourth generation of farmers in his family, as his great-grandfather started their farm in 1868. He and his brother took over renting land from their relatives in 1978, and Nick now farms alone due to his brother's retirement in 2004.

The main enterprise of the Hunt farm is cattle feeding, although they also grow corn, soybeans and alfalfa. Nick owns a couple of feed yards; the main one was just approved by the DNR after final construction was completed last year.

A recent accomplishment of Nick's is being selected as the National Cattlemen's Beef Association Region III Award. On February 1, 2007, he will compete on the national level with all seven regions.

Nick married his wife Sue in 1980 and they have two daughters. His older daughter, Elizabeth, is a second Lieutenant in the U.S. Army, and his younger daughter, Carolyn, is a freshman at Texas Christian University.

Kevin & Julie Van Manen – *Kellogg*



Kevin Van Manen has been farming full-time since 1981 but purchased his first pigs in 1975. He is the fourth generation of farmers in his family, which has raised livestock since the 1920s. Kevin now farms in partnership with his parents, and he rents land from their 800 acres.

In 2001, the Van Manen family moved to their current home. They recently built a 24-head finisher to modernize their operation. Furthermore, an 11-year-old nursery grower was changed into a finisher to look like the other new building.

The remodeling projects were all completed by the family, including the Van Manen children.

The Van Manens are also well known in the area for their sweet corn business. They distribute to local grocery stores as well as sell it from home.

Kevin and his wife Julie, who is a substitute teacher, have been married since 1988. They have two children who are both involved in 4-H. Their son, Jacob, 14, is a freshman in high school, and their daughter, Emily is 11 and a sixth grader.

Kevin & Lisa Rasmussen – *Hardy*



Kevin Rasmussen has always been a farmer. He is a third-generation producer, raising 500 acres of corn and soybeans on the same cropland his grandfather and father farmed. Kevin has always raised hogs, beginning with a purebred Landrace herd while he was still in high school. He expanded to a 300 sow A-house operation in the early 1980s, then made a major business transition by constructing a farrow-to-finish 700 sow unit in 1994. This past summer, Kevin added two new finishing barns to his operation.

Kevin believes in agriculture and the opportunities it holds for our future. He is active on a local electrical cooperative board and is president of a bio-diesel project.

Kevin has been married for 22 years Lisa. They are very proud of their three children and have been blessed to raise them in a farming environment. Joel, 20, is a second-year student at Wartburg College in Waverly, Iowa. He is a distance runner for the Wartburg Knights and is studying business. Adam is 18 and a first-year student at Iowa State University, majoring in electrical engineering. Sarah is in sixth grade at Humboldt Middle School.



Experts

Dr. Steven Hoff



Dr. Steven Hoff is a Registered Professional Engineer and professor in the Agricultural and Biosystems Engineering department at Iowa State University. His teaching focus is environmental climate control for animal housing, sensor development, controller development and air emission measurement and control technologies for animal production systems. In 2005, he received the Superior Engineering Teaching Award from the College of Engineering at Iowa State.

Dr. John Tyndall



Dr. John Tyndall, of the Natural Resource Ecology and Management department at Iowa State University, is a social scientist with broad interests in environmental and natural resource economics, policy and sociology, as well as sustainable agriculture. Specifically, his research to date has emphasized: 1) Socio-economics of sustainable agriculture and technology; 2) Sociology and economics of natural resource and environmental quality management, particularly in rural/urban interfaces and in agricultural settings; 3) Consumer theory and environmental consumer behavior/outcomes with regards to “green marketing”; (4) Contingent valuation studies involving environmental quality enhancement and/or protection in agricultural settings; and 5) Forestry issues in regions that have limited yet vital forest resources.

Dr. Mark Imerman



Dr. Mark Imerman heads the applied research and public assistance projects for the Department of Economics community and regional outreach efforts at Iowa State University. Mark has extensive knowledge of secondary data sources, direct surveys, focus groups and economic/statistical modeling tools. Mark grew up on an Iowa farm and spent much of his youth feeding livestock and doing fieldwork. He financed his college education by working at farmers' cooperatives and on road construction crews.

COALITION TO SUPPORT

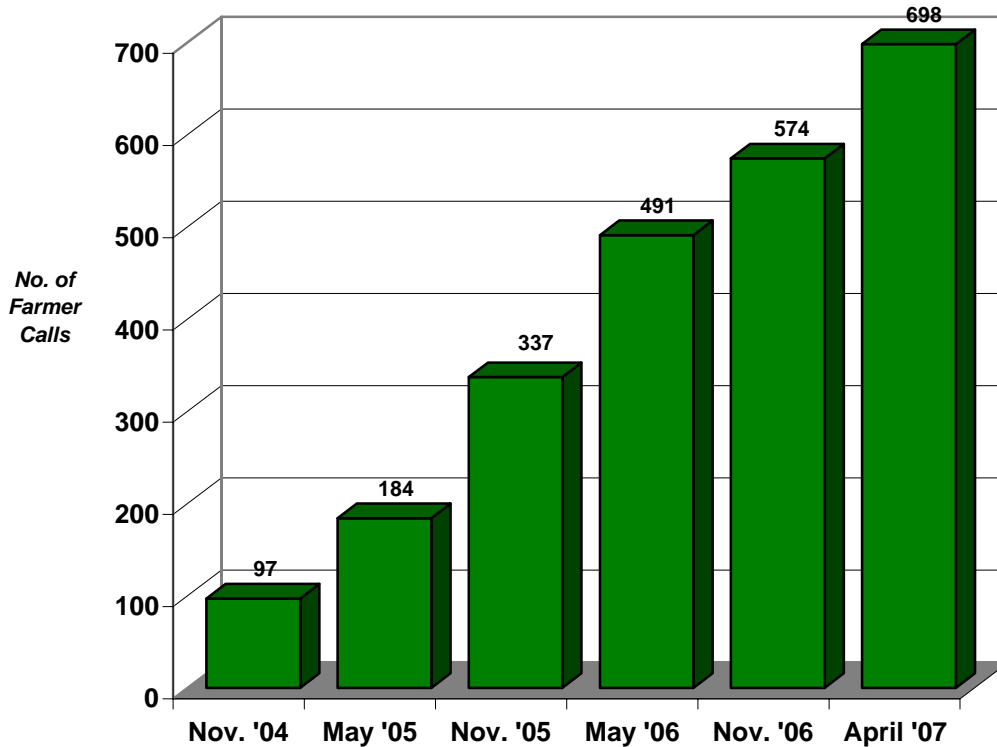


IOWA'S
FARMERS





Serving Iowa's Livestock Farmers 2004 - 2007



Ag Communications CDE

Quotes

The quotes on this page are not for circulation beyond this CDE.

“This is a great program that will really help Iowa’s farmers to stay the great producers they are.”

- **John Producer, SE Iowa Farmer**

“The resources in this DVD will be beneficial to ensuring that the consumer understands the safe and nutritious food supply available to them.”

- **Sally Professor, University Researcher**

“The connection between sound agricultural production practices and the environment will be on the forefront of the issues affecting this state in the next decade.”

- **Joe Administrator, Government Natural Resources Official**

“We deeply believe in supporting a program such as this because of the positive impact this program will make on the connection between producers and consumers in the Midwest.”

- **Jane Sponsor, Business & Industry Sponsor**