

Iowa FFA
Agricultural Communications CDE
April 8, 2003
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. One primary reason radio is a powerful marketing tool is because
 - a) There are two frequency bands – AM and FM
 - b) Nearly everyone has a radio
 - c) Nearly everyone has adequate hearing for radio
 - d) Radio commercials are cheaper to produce than television

2. The nameplate is where the name of a newsletter is located. Another name for this is
 - a) Header
 - b) Design Line
 - c) Flag
 - d) Barplate

3. When preparing video for broadcast, it is important that one knows
 - a) How to make people look natural
 - b) The target audience
 - c) How to frame the picture or video
 - d) What the producer wants

4. The proper way to hold a microphone is to hold it
 - a) On your chin and speak over the top of it
 - b) Six to 10 inches in front of you and speak directly into it
 - c) At a distance you feel comfortable with
 - d) Six to 10 inches from your mouth and at a 45 degree angle from your direct line of speech

5. What are the two most important things to consider related to color when printing a newsletter?
 - a) The paper and the ink
 - b) The photos and the printer
 - c) Printing requirements and the audience
 - d) Your preference and the audience's preference

6. A poster designed before shooting video that outlines and describes each scene is called
 - a) Posting
 - b) Segmenting
 - c) Storyline
 - d) Storyboard

7. To give an audio tape a clean silent leader and close, don't speak for _____ seconds at the beginning and end of the tape.
 - a) 5
 - b) 10
 - c) 15
 - d) 20

8. A story that is written with the intent of providing more depth than a typical news story which provides specific details and information about an event is called
 - a) Top story
 - b) New article
 - c) Feature
 - d) Lead story

9. Research has shown that 60% of audience perception of an actor comes from
 - a) A person's accent
 - b) Nonverbal body language
 - c) Interaction with other actors
 - d) Sex appeal of actor

10. In television news, shots used to cover portions of an interview or carry voice over segments within a piece is called
 - a) Double take
 - b) Footage
 - c) Dub-master
 - d) B-roll

11. In an effort to avoid some of the more common grammatical mistakes when writing news stories, one should follow the KISS formula. The KISS formula stands for
 - a) Keep it simple, stupid
 - b) Knowing information stops stories
 - c) Keep it sweet and simple
 - d) Knowledge, ideas, and street smart

12. A visual that would best visually explain a complex process would be a(n)
 - a) Pie chart
 - b) Bar graph
 - c) Organizational chart
 - d) Flow chart

13. Which is not a major advantage of television news
 - a) Television has a high credibility with its viewers
 - b) Television provides a visual impact
 - c) Television has more entertainment value
 - d) Television allows viewers to have an emotional connection

14. As a reporter, one of the best ways to ensure a variety of stories is to
 - a) Establish and maintain a list of contacts
 - b) Read several newspapers and watch television news programs
 - c) Listen to the police scanner
 - d) Visit often with your fellow reporters

15. Researchers estimate that of all the information we obtain as individuals, 83% comes from
 - a) Sight
 - b) Hearing
 - c) Taste and smell
 - d) Touch

16. A process of developing products or services the consumer desires, and providing these products or services in a place and at a price the consumer is willing to accept is called
 - a) Management
 - b) Marketing
 - c) Advertising
 - d) Promotion

17. Ideas and facts are never protected by copyright.
 - a) True
 - b) False
 - c) Only ideas are protected
 - d) Only facts are protected

18. There are four basic strategies which an organization can use in dealing with a crisis. Which is not a crisis strategy
- a) Do nothing
 - b) Block and delay
 - c) Contact the appropriate government agency
 - d) Respond and defend
19. There are many problems in communicating risk that interfere with how people perceive hazards and respond to risk. Which of the following is not an issue in communicating risk:
- a) Complexity
 - b) The language barrier
 - c) The role of science
 - d) Biography
20. Basically, libel means
- a) Responsible for your actions
 - b) Caught lying
 - c) Injury to reputation
 - d) Ability to report accurately
21. To most people, when an interviewee says “no comment,” it infers
- a) An unwillingness to answer the question
 - b) A lack of knowledge
 - c) Guilt
 - d) That you have a poor individual for an interview
22. A process of transmitting information to the public about risk assessment finding and risk management decisions is called
- a) Risk Communication
 - b) Ethical Communication
 - c) Management Communication
 - d) Moral Communication
23. As a public relations representative, when a reporter interrupts you or tries to rush you, you should
- a) Ask to finish your statement and begin what you were saying again
 - b) Politely stop and answer the next question
 - c) Finish your answer to that question before answering the next question
 - d) Be sure to get your point across to the audience

24. Pictures and captions can also give rise to claims of libel.
- a) True
 - b) False
 - c) Only pictures are subject to claims of libel
 - d) Only captions are subject to claims of libel
25. The two golden rules of media relations are
- a) Always use your resources and always proof your materials
 - b) Always return phone calls promptly and always tell the truth
 - c) Always tell people what they want to hear and always smile in public
 - d) Always tell the truth and always look for a way to promote your organization

2003 Key (Multiple Choice)

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

Iowa FFA
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April 8, 2003
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 them 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
 University Extension

**Extension
 Communications**
 3614 Administrative
 Services Building
 Ames, Iowa 50011-
 3614
 (515) 294-9915

1/29/03

Contacts:

Dennis DeWitt, Dickinson County Extension, (712) 336-3488,
dewitt@iastate.edu

Sherry Hoyer, Iowa Pork Industry Center, (515) 294-4496, shoyer@iastate.edu

Using Corn Co-products in Swine and Beef Diets

1. _____
2. _____
3. _____
4. _____
5. _____

BANCROFT, Iowa -- Swine and cattle producers invited¹ to a half-day seminar on efficeintly and feasibly² including corn co-products in existing livestock diets. The program, "Feeding Corn Co-products to Beef and DDGS to Swine," will be held Bancroft³ at the Bancroft City Office Monday, Feb. 24. It will feature a morning session for pork producers⁴ and an PM session⁵ for beef

producers on management and cost issues related to adding distillers dried grains⁶ with solubles (DDGS) to livestock diets, according to program coordinator Dennis DeWitt, Iowa State University (ISU)⁷ Extension livestock field specialist The⁸ pork session runs from 9:45 a.m. to 1 PM⁹ and the beef session runs from noon to 3:30 p.m.

6. _____
7. _____
8. _____
9. _____

DeWitt said recent research¹⁰ shows swine producers can capture some benefits by feeding DDGS.

10. _____

"DGDS can be¹¹ a cost-reducing alternative to feeding corn, can improve finishing health and can reduce the phosphorus concentration in manure in an environmentally friendly way, DeWitt said.¹² "If the product saves money, improves health and is good for the environment, why not feed it to swine?"

11. _____
12. _____
13. _____

The swine session will feature University of Minnesota¹³ swine nutrition specialist Jerry Shurson and the beef session features Dan Loy, ISU Extension beef specialist. Shurson will talk about the feeding value of "New Generation"¹⁴ DDGS for swine and will emphasize the critical issues of feeding management and nutritional formulation. His research¹⁵ shows some benefit when feeding DDGS in preventing ileitis by reducing stomach lesions.¹⁶

14. _____
15. _____
16. _____

ISU Extension agricultural engineer Kohl Kris¹⁷ will outline changes in nutrient content of manure when using corn co-products¹⁸ in livestock diets. DeWitt will present information on factors in pricing DDGS and a cost analysis of corn co-products in livestock diets.

17. _____
18. _____

Cost is 10 dollars per person¹⁹ for either or both sessions, which includes lunch. Preregistration is strongly encouraged by Feb. 21.²⁰ To preregister, send your name, address, phone number, choice²¹ of session you will attend (beef, pork or both) and a check (payable to Kossuth County Extension)²² to Kossuth County Extension,²³ 1121B Hwy 18 E, Algona, Iowa 50511²⁴. For more information, contact Kossuth County Extension at (515) 295-2469.

19. _____
20. _____
21. _____
22. _____
23. _____

The program is sponsored by Iowa Pork Industry Center, IA Beef Center²⁵, ISU Extension and Midwest Grain Processors.

24. _____
25. _____

Source: <http://www.extension.iastate.edu/newsrel/2003/jan03/jan0317.html>
retrieved on February 17, 2003.

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1. Incorrect
2. Incorrect
3. Incorrect ^{Efficiently}
4. Incorrect
5. Incorrect

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-30-

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6. Incorrect

7. Correct

8. Incorrect

9. Incorrect

10. Correct

11. Incorrect

12. Incorrect

13. Correct

14. Correct

15. Correct

16. Correct

17. Incorrect

18. Correct

19. Incorrect

20. Correct

21. Correct

22. Correct

23. Correct

24. Incorrect

25. Incorrect