

Iowa FFA
Agricultural Communications CDE
April 19, 2005
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. The right of authors to control the reproduction and use of their creative expressions that have been fixed in tangible form is known as
 - a) Copyright
 - b) Production Rights
 - c) Royalties
 - d) Editorial Rights

2. FOIA was originally passed by congress in 1966 and amended periodically since. What does FOIA stand for?
 - a) Freedom of Inquiry Act
 - b) First Opportunity to Information Act
 - c) Freedom of Information Act
 - d) Frequent Opportunity for Ideas Act

3. If the width of the screen used for visuals during a presentation is five feet wide, the distance to the last row of the audience should be
 - a) 20 feet
 - b) 30 feet
 - c) 40 feet
 - d) 50 feet

4. The distortion of an image that occurs when projecting overheads up to a screen is called
 - a) Unbalanced
 - b) Bad Angled
 - c) Keystone
 - d) Distortion

5. The Associated Press is a
 - a) Not-for-profit news corporation
 - b) Not-for-profit news cooperative
 - c) For profit news cooperative
 - d) For profit news corporation
6. When scheduling an appointment to interview someone for a later radio broadcast, it would be safe to tell the person that the interview should last no longer than
 - a) 5 Minutes
 - b) 10 Minutes
 - c) 15 Minutes
 - d) 30 Minutes
7. In developing a public information campaign, which of the following is NOT a media tool that could be used?
 - a) Individual telephone calls
 - b) Press conference
 - c) Direct mailings
 - d) Interview with various media
8. During planning, the most important aspect of communications is to
 - a) Be properly dressed
 - b) Know everything about the topic
 - c) Know your audience
 - d) Be willing to spend a lot of time
9. The nameplate is where the name of a newsletter is located. Another name for the nameplate is
 - a) Flag
 - b) Header
 - c) Design Line
 - d) Barplate
10. 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 from your mouth and at a 45 degree angle from your direct line of speech
 - c) At a distance you feel comfortable with
 - d) Six to 10 inches in front of you and speak directly into it
11. A story that is written with the intent of providing more depth than a typical news story that provides specific details and information about an event is called
 - a) Feature
 - b) Top story
 - c) New article
 - d) Lead story

12. Research has shown that 60% of audience perception of an actor comes from
- a) Nonverbal body language
 - b) A person's accent
 - c) Interaction with other actors
 - d) Sex appeal of actor
13. Researchers estimate that of all the information we obtain as individuals, 83% comes from
- a) Hearing
 - b) Sight
 - c) Taste and smell
 - d) Touch
14. Ideas and facts are never protected by copyright.
- a) False
 - b) True
 - c) Only ideas are protected
 - d) Only facts are protected
15. Basically, libel means
- a) Responsible for your actions
 - b) Injury to reputation
 - c) Caught lying
 - d) Ability to report accurately
16. 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
17. The two golden rules of media relations are
- a) Always use your resources and always proof your materials
 - b) Always tell people what they want to hear and always smile in public
 - c) Always return phone calls promptly and always tell the truth
 - d) Always tell the truth and always look for a way to promote your organization
18. Through which form of media did farmers learn about the Great Depression as it devastated the national economy?
- a) telephone
 - b) radio
 - c) newspaper
 - d) magazine
 - e) television

19. Which statement best defines the golden mean?

- a) folds the page in half
- b) divides a page into thirds
- c) write just in the top third of your paper
- d) put your visual at the top of the page

20. When presenting a broadcast story you should...

- a) use a conversational tone
- b) use big words to sound intelligent
- c) talk in one voice the entire time
- d) talk very loudly and clear so everyone can hear you

21. When presenting a broadcast story, you should

- a) be very formal
- b) be very casual
- c) act like some high profile news anchor
- d) be personable, but not too casual

22. Most readers

- a) only read the headlines
- b) skim the newspaper for information that interests them
- c) only read the advertisements
- d) read the newspaper front to back

23. When gathering a news story, what are the most important facts to attain before writing?

- a) who, what, where
- b) how, when, who, where
- c) why, when, what, who, how
- d) how, who, where, when, why, what

24. Principles of design include:

- a) Balance and Unity
- b) Contrast and White Space
- c) Proportion and Repetition
- d) All of the above are correct

25. An organized process of writing a new story includes the FORK method. Which of the following does the "K" stand for?

- a) Know-how
- b) Knowledge
- c) Know your audience
- d) Kiss-Off

2005 Key (Multiple Choice)

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

Iowa FFA
Agricultural Communications CDE
April 19, 2005
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.

01-31-05¹

Contacts:

Catherine Woteki, College of Agriculture, (515) 294-2518

Rich Bundy, ISU Foundation, (515) 294-9088²

Barbara McBreen, Ag Communications, (515) 294-0707

Teddi Barron, News Service, (515) 294-4778

Agriculture college will benefit from \$1.5 million gift for student

entrepreneurship program

AMES, Iowa -- a \$1.5 million gift³ from Roger and Connie Underwood, Ames,

will establish an entrepreneurship program⁴ for students in the College of

Agriculture at Iowa State University.

Roger Underwood, ceo of Becker-Underwood⁵ in Ames, said the College of

Agricultures focus on entrepreneurship⁶ is one he and his wife, Connie, support.

Both is Iowa State graduates.⁷ They were inspired to donate the gift after the

entrepreneurship idea was proposed by Catherine Woteki,⁸ agriculture dean, at a

meeting of the College of Agriculture Advisory Council.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

The program will encourage entrepreneurs visiting⁹ to share their expertise, provide internships and fellowships, and emphasize the entrepreneurial message¹⁰ in undergraduate courses. The gift will be used to create an environment that encourages innovative and entrepreneurial thinking. Iowans will benefit as graduates pursue business opportunities that diversify and strengthen¹¹ the business and agricultural communities.

Underwood, an 1980 Iowa State¹² agricultural business graduate, chairs the advisory council and said he appreciates Wotiki's vision¹³ and the council's focus on entrepreneurship. The council consists of thirty-three people¹⁴ from across the nation who are representative of the college's curricula, fields in which graduates work and sectors served by the college's research and extension programs.

"Incorporating more entrepreneurship leaning¹⁵ into the college's overall curriculum will have a positive impact on Iowa's economy because it will produce graduates who are ready to pursue entrepreneurial activities,"¹⁶ Underwood said.

Wotiki said the gift is an investment in the future because¹⁷ it enhances opportunities for students and promotes entrepreneurship.

"We are very thankful for Connie and Roger's generous gift because it will provide our students with extraordinary opportunities, Wotiki said.¹⁸ "This donation fits the college's vision as a vital force for opportunity and change. It also helps ensure that Iowa State is where students go to pursue their dreams." Underwood is CEO and chairman of Becker-Underwood, an international¹⁹ specialty chemical company that provides a wide range of products to the agricultural, seed treatment, golf horticulture,²⁰ forestry and aquatic markets.

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. _____

20. _____

Becker-Underwood currently has 261 employees and sells products in 54 countries and has nine offices or plants in seven countries on four continents.²¹

Underwood also is a member of the ISU Foundation²² board of directors and chair of the development committee. Connie is a 1984 Iowa State²³ graduate with a political science degree.

This gift was made through the ISU Foundation²⁴ -- a private, non-profit corporation dedicated to securing and managing gifts and grants that benefit Iowa State University.

-30-²⁵

21. _____

22. _____

23. _____

24. _____

25. _____

Source:

<http://www.iastate.edu/%7enscentral/releases/2005/jan/underwood.shtml>
retrieved on March 15, 2005.

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9. Incorrect

10. Correct

11. Correct

12. Incorrect

13. Incorrect

14. Incorrect

15. Incorrect

16. Correct

17. Incorrect

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