

NORTH CAROLINA FFA ASSOCIATION
2004 AGRICULTURAL COMMUNICATIONS
CAREER DEVELOPMENT EVENT

Written Test

1. A mock-up or dummy in graphic design is
 - A. a puppet
 - B. a failed project
 - C. a model of the project layout
 - D. an example of what not to do

2. A news story provides information about an event, idea or situation. What does a feature story do?
 - A. Add depth or color to a news story
 - B. Entertain the reader
 - C. Instruct or educate the reader
 - D. All of the above.

3. When referring to typefaces, two styles are most prevalent: serif and sans serif. The difference between these is
 - A. serif is bigger
 - B. sans serif is bold
 - C. serif is decorative and difficult to read
 - D. sand serif does not have “feet”, the small horizontal attachments

4. Radio is an effective means of communication because
 - A. it is fun and static
 - B. it is local and popular
 - C. it is traditional and portable
 - D. it is personal and predictable

5. Reporters use the 5 W’s and an H to develop a news story. H stands for how, what are the 5 W’s?
 - A. which, witch, was, whatever, wonder
 - B. when, who, what, why, where
 - C. who, whom, where, which, water
 - D. who, whom, why, who, whom

6. The first paragraph of a news story is called the _____.
 - A. lead
 - B. introduction
 - C. kicker
 - D. eye-opener

7. Farm magazines today generate most of their income from:
 - A. reader subscriptions
 - B. advertising
 - C. fees paid by public relations companies
 - D. both b and c are correct

8. A press release is more likely to get used if
 - A. it is local, correct and interesting
 - B. it is motivational
 - C. it relates to youth and community
 - D. it is short

9. The classic _____ news writing formula is also the standard for press releases.
 - A. ledger ladder
 - B. inverted pyramid
 - C. dictionary dance
 - D. stylebook shuffle

10. When writing for radio, the goal is
 - A. begging for advertisers
 - B. to promote personal beliefs
 - C. to confuse the listener
 - D. to make listeners “see” what you are saying

11. In photography, SLR refers to:
 - A. standing like a rock
 - B. single lens reflex
 - C. short length reading
 - D. Sony limited recorder

12. The heading of every news release should include:
 - A. the editor of the newspaper name
 - B. a photograph of the writer
 - C. contact information – name and phone number of writer
 - D. security clearance information

13. News is
 - A. anything that affects your head, heart or pocketbook
 - B. only political events
 - C. an educational opportunity for children
 - D. completely opinion based

14. When interviewing a source for a story, which of the following should you do?
- A. Ask the source whether it's OK to call him or her later if you have other questions
 - B. Ask the source to confirm the correct spelling of his or her name
 - C. Use a tape recorder without asking the source's permission
 - D. A and B are correct
15. Which of the following sentences contains no spelling errors?
- A. Their going to the beach tomorrow.
 - B. She asked me to seperate the plants.
 - C. It's time for us to leave.
 - D. The school principle said she would try to accommodate everyone.
16. Your delivery, on radio or TV, is affected by
- A. background noise
 - B. your attitude
 - C. your psychological state
 - D. all of the above
17. Eliminating aspects of a photo or drawing is called
- A. cropping
 - B. design
 - C. cheating
 - D. plagiarism
18. Press releases should be distributed
- A. after every business meeting
 - B. one a year
 - C. on the CEO's birthday
 - D. prior to and following major local events
19. Readability of writing is improved when the news writer
- A. uses technical jargon
 - B. refers the reader to the dictionary
 - C. uses short, simple words
 - D. writes in paragraphs
20. The shutter speed of a camera controls
- A. the length of the flash
 - B. the speed of the film processing
 - C. the amount of light exposed to the film
 - D. the number of fast pictures taken

21. A typical broadcast news story is
- A. old news
 - B. five minutes long
 - C. less than 30 seconds long
 - D. based on Hollywood rumors
22. Important facts should be at the top of a news story because
- A. the bottom is always boring
 - B. editor chop stories from the bottom to make them fit
 - C. readers only read the first paragraph
 - D. none of the above
23. Which of the following is the most important source of general agricultural information for most farmers today?
- A. television
 - B. farm magazines
 - C. the Internet and World Wide Web
 - D. farm shows and fairs
24. Agricultural communicators can lose credibility with farm and non-farm audiences by:
- A. misspelling people's names
 - B. providing incorrect or outdated information
 - C. failing to report on issues that are interesting and relevant to their audiences
 - D. all of the above
25. Which of the following contains sexist language or usage?
- A. successful farmers today have to be good businesspeople
 - B. Humans have always depended on agriculture
 - C. A good farm manager always takes care of his equipment
 - D. All of the above contain sexist language or usage