



Contestant Name: \_\_\_\_\_ **KEY** \_\_\_\_\_ Score: \_\_\_\_\_  
FFA Chapter: \_\_\_\_\_ State: \_\_\_\_\_

**Instructions:** This quiz covers items related to agricultural communications from Agricultural Communication in Action: A Hands-On Approach (Telg & Irani, 2011). Each question is valued at one point each.

For each question, please circle the answer you feel best answers each question AND write the corresponding letter of your answer choice in the blank provided to the left.

- B**   1. What camera angle creates a photograph where everything appears minimized or diminished?
- A. Eye-level shot
  - B. High-angle shot**
  - C. Low-angle shot
  - D. Reverse-angle shot
- A**   2. How long should a news release generally be?
- A. One to two pages**
  - B. One page maximum
  - C. Two to three pages
  - D. Half a page to one page
- A**   3. What is the opening in the lens through which light passes to the camera sensor?
- A. Aperture**
  - B. F-stop
  - C. Monochrome
  - D. Viewfinder
- D**   4. All of the following are events that crisis communication addresses EXCEPT:
- A. A salmonella outbreak linked to your product
  - B. A severe injury in the workplace
  - C. Death of a customer
  - D. An accident that could happen in the future**

- D   5. What kind of feature is the most common and tells the story about a person?
- A. Descriptive
  - B. Historical
  - C. Informative
  - D. Profile
- A   6. A \_\_\_\_\_ is a series of drawings with captions that describe video shots and their accompanying audio or narration.
- A. storyboard
  - B. shot outline
  - C. script
  - D. screenplay
- C   7. In which person should news stories be written?
- A. First person
  - B. Second person
  - C. Third person
  - D. Fourth person
- B   8. A good lead paragraph should have no more than how many words?
- A. 10
  - B. 25
  - C. 50
  - D. 100
- B   9. All of these should be avoided when conducting an interview EXCEPT:
- A. Questions with “yes” and “no” answers
  - B. Using open-ended questions
  - C. Saying “uh-huh” or “I see” while the person is talking
  - D. Compound questions
- C   10. What are the key components of any news story?
- A. Three Ws and Y
  - B. Four Ys and H
  - C. Five Ws and H
  - D. Five Hs and W

- A** 11. Which of the following is an image file commonly used on the web?
- A. **JPG**
  - B. M4V
  - C. PNG
  - D. TIFF
- B** 12. Libraries, reference works, bibliographies, periodicals/databases, and public and government records are all examples of \_\_\_\_\_.
- A. primary sources for research
  - B. secondary sources for research**
  - C. evaluative sources for research
  - D. punitive sources for research
- B** 13. \_\_\_\_\_ means passing off someone else's work as your own.
- A. Reference citations
  - B. Plagiarism**
  - C. Attribution
  - D. False implications
- B** 14. Which is NOT a criterion for news value?
- A. Human Interest
  - B. Observation**
  - C. Proximity or Location
  - D. Conflict
- C** 15. For print, you should have color photographs that are \_\_\_\_\_ pixels per inch.
- A. 72
  - B. 150
  - C. 300**
  - D. 600
- A** 16. Which is NOT one of the five P's of marketing?
- A. Packaging**
  - B. Place
  - C. Promotion
  - D. Product

D 17. Which of the following is correct?

- A. National FFA
- B. National Future Farmers of America
- C. National Future Farmers of America Organization
- D. National FFA Organization

B 18. Early audiences targeted by agricultural communicators were \_\_\_\_\_. More recently, however, \_\_\_\_\_ are now a major audience for agricultural communicators.

- A. farmers / ranchers
- B. farmers / consumers
- C. ranchers / gardeners
- D. consumers / general public

B 19. What is marketing that focuses directly on the end users?

- A. Sales Promotion
- B. Direct Marketing
- C. Internet Marketing
- D. Brand Marketing

A 20. What does ROI stand for?

- A. Return on Investment
- B. Revenue on Investments
- C. Retail on Investment
- D. Relations of Investments

B 21. What best describes public relations?

- A. Paid communication that is delivered through mass media and attempts to persuade
- B. The attempt to promote goodwill and garner publicity on behalf of a company, organization, or individual through earned (non-paid) media
- C. Identifies the problem and provides a background and rationale for the suggested campaign elements
- D. The process of developing and implementing a set of integrated campaign elements that utilize common and consistent themes across multiple elements.

**D** 22. What is NOT a step in developing a crisis communication plan?

- A. Provide guidance to the public
- B. Control the flow of information
- C. Keep track of media calls and requests
- D. Respond to the news media on your own time**

     **D** 23. What is agricultural communications?

- A. Talking to cows
- B. Transferring information from a sender to a receiver with the use of a medium
- C. Producing food, feed, and fiber.
- D. Exchange of information about agriculture and/or natural resources through effective and efficient media.**

     **D** 24. Anything that reduces the integrity or clarity of a message is \_\_\_\_\_.

- A. Channel
- B. Encoder
- C. Message
- D. Noise**

     **A** 25. What are the high and low sounds of your voice considered?

- A. Pitch**
- B. Rate
- C. Articulation
- D. Variability