2018 North Dakota FFA Agricultural Communications
CDE Communications Quiz

Contestant's name ______________________________ Score ____________

FFA chapter ______________________________________

Circle the letter of the best answer for each question. The quiz has 25 questions, and each is worth one point. Your team's top three scores count toward the team score.

1. A written news release should include:
   A. Writer's opinions
   B. Predictions
   C. Passive verbs
   D. Who, what, where, when, why and how

2. You should use this type of graphic when comparing percentages:
   A. Bar chart
   B. Pie chart
   C. Word cloud
   D. Line chart

3. Photo captions should:
   A. Identify people from right to left
   B. Be written in past tense
   C. Be written in present tense
   D. Be written all in uppercase

4. Public relations is about:
   A. Selling a product
   B. Building relationships
   C. Creating goodwill
   D. B and C

5. Broadcast stories should be written in a style that is:
   A. Technical
   B. Conversational
   C. Lyrical
   D. Educational

6. The primary purpose of photos/illustrations is to:
   A. Fill space
   B. Emphasize important elements
   C. Provide lots of information in a small space
   D. Make the page look more modern

7. Broadcast stories should:
   A. Use long sentences when explaining complicated topics
   B. Be simple
   C. Contain lots of facts and figures
   D. Be longer than print stories

8. In a news story, the writer's opinion:
   A. Should be stated clearly
   B. Should be at the end of the story
   C. Should be at the beginning of the story
   D. Never should appear in the story

9. For best design, photos should meet all these criteria except:
   A. Avoid busy backgrounds
   B. Be shot at a high digital resolution
   C. Be a combination of horizontal and vertical
   D. Follow the rule of fourths

10. If you make a mistake in a news story, what should you do?
    A. Ignore it
    B. Apologize to your sources
    C. Apologize and write a correction
    D. Argue with your sources that they gave you the wrong information

11. What do communications campaigns use to help an organization establish its public identity?
    A. Logo
    B. Slogan
    C. Highlight phrase
    D. Boilerplate

12. News stories should be written in what format?
    A. Circle
    B. Inverted pyramid
    C. Rectangle
    D. Square
13. What is the term for efforts to build relationships with news media to get positive news coverage?  
A. News relations  
B. Community relations  
C. Media relations  
D. Public relations  

14. You should send a news release to local media:  
A. Immediately after your chapter takes part in a competitive event  
B. Immediately after your chapter does well in a competitive event  
C. A week or two after your chapter takes part in a competitive event  
D. Only if your chapter does well in a competitive event  

15. Which practice is considered unethical?  
A. Using information from a news release  
B. Paraphrasing a source’s quotes  
C. Using a recording device  
D. Accepting a gift from a source  

16. Which sentence is most appropriate for a broadcast new story?  
A. According to Watford City producer James Carson, farmland in his area has sold for nearly 25-hundred dollars an acre.  
B. According to Watford City producer James Carson, farmland in his area has sold for $2,482 an acre.  
C. Farmland in the Watford City area has sold for $2,482 an acre, according to producer James Carson.  
D. Farmland in the Watford City area has sold for nearly 25-hundred dollars an acre, according to producer James Carson.  

17. Which sentence is correct for print AP style?  
A. 37 people attended all 3 days of the conference.  
B. Thirty-seven people attended all three days of the conference.  
C. Three-seven people attended all 3 days of the conference.  
D. 37 people attended all three days of the conference.  

18. How can you make news stories more readable?  
A. Include acronyms, abbreviations and jargon  
B. Write long paragraphs  
C. Use complex words  
D. Use short sentences  

19. Which sentence has the correct punctuation?  
A. “When does this concert end”? Bob asked. “I hope it’s soon; I’m tired of sitting”.  
B. “When does this concert end?” Bob asked. “I hope it’s soon; I’m tired of sitting.”  
C. “When does this concert end?” Bob asked. “I hope it’s soon, I’m tired of sitting”.  
D. “When does this concert end”? Bob asked. “I hope it’s soon, I’m tired of sitting.”  

20. A reporter’s duty is to:  
A. Tell just one side of a story  
B. Organize a staged news event if it will help inform the public  
C. Print information even though the reporter and the source have agreed the information is off the record  
D. Provide a fair and comprehensive account of events and issues  

21. Two principles of graphic design are:  
A. Balance and proportion  
B. Light and dark  
C. Large and small  
D. Space and time  

22. A PSA is a:  
A. Public service announcement  
B. Program session agenda  
C. Press style announcement  
D. Public station address  

23. A news release should include the following except:  
A. Contact information  
B. Background information about the organization or company  
C. 10 pages of additional background information  
D. Date  

24. Should a graphic designer manipulate a photo digitally?  
A. Only if it improves the photo’s quality and doesn’t change the original concept  
B. Yes because software improvements have changed the “rules”  
C. Only with permission from the people in the photo  
D. Never  

25. In broadcast writing, spellings included for words and names that are difficult to pronounce are called:  
A. Sound-bytes  
B. Direct quotes  
C. Sound-likes  
D. Phonetic spellings