

**2015 Agricultural Communications CDE
Communications Quiz**

Contestant Name: _____ Score: _____

FFA Chapter: _____ Contestant No.: _____

Instructions: This quiz covers items from the AP Stylebook such as style, grammar, punctuation, capitalization, spelling and word usage. There are 25 questions, valued at one point each.

Multiple Choice: In the blank to the left of the question number, write the correct letter choice.

___A___ 1. The homecoming parade route was _____ long.

- A. 3-miles
- B. three miles
- C. three-miles
- D. 3 miles

___D___ 2. Which of the following is correct when used in the body of a news story?

- A. Louisville
- B. Louisville, KY
- C. Louisville in Kentucky
- D. Louisville, Kentucky

___A___ 3. The president, _____ spoke at the 2012 conference, received an award

- A. who
- B. that
- C. which
- D. whom

___D___ 4. The winner was a 19-year-old _____

- A. youth
- B. boy
- C. adult
- D. man

___A___ 5. Please select the correct choice.

- A. midnight
- B. 12 p.m.
- C. 12 pm
- D. 12 midnight

- ___D___ 6. On second reference in a story, what is the correct way to refer to the Food and Agriculture Organization?
- A. United Nations agency
 - B. FDA
 - C. Food and Agriculture Organization
 - D. FAO
- ___C___ 7. Which of the following is spelled correctly?
- A. acomodate
 - B. accomodate
 - C. accommodate
 - D. acommodate
- ___A___ 8. The national flag flew at _____ on government buildings to mourn the dead.
- A. half-staff
 - B. half-mast
 - C. half-pole
 - D. half-moon
- ___B___ 9. Which of the following is correct?
- A. The National FFA was formed in Kansas City in November 1928
 - B. The National FFA was formed in Kansas City, Missouri, in November 1928
 - C. The National FFA was formed in Kansas City, Mo, in November 1928
 - D. The National FFA was formed in Kansas City, Missouri, in November, 1928
- ___B___ 10. Which of the following is the correct way to write an Internet Protocol address?
- A. 9555551234
 - B. 95.52.34.78
 - C. 955.523.4785
 - D. 955-523-1234
- ___C___ 11. Which of the following is the correct use of a proper company name?
- A. Conagra Foods
 - B. The Coca-cola Company
 - C. Eli Lilly and Co.
 - D. exxon mobil Corp.
- ___C___ 12. What is the correct abbreviation for the United States of America?
- A. U.S.A.
 - B. US of A
 - C. USA
 - D. US.A

___B___ 13. Which of the following is spelled correctly?

- A. Principapal
- B. Principal
- C. Princaple
- D. Prenciple

___D___ 14. The organization met semimonthly. How often did it meet?

- A. Every other month.
- B. Every month.
- C. Every six months.
- D. Twice a month.

___A___ 15. In general, AP style uses _____ on second reference in a story.

- A. Last name only
- B. First and last name
- C. Courtesy title and last name
- D. First initial and last name

___B___ 16. Which of the following is correct?

- A. The book cost four dollars.
- B. The book cost \$4.
- C. The book cost \$4 dollars.
- D. The book cost \$four.

___D___ 17. The word good is what part of speech?

- A. noun
- B. adverb
- C. verb
- D. adjective

___B___ 18. Which of the following is correct?

- A. Lunch will be served at 12:00 a.m.
- B. Lunch will be served at noon.
- C. Lunch will be served at 12 noon.
- D. Lunch will be served at 12 p.m.

___C___ 19. Which of the following is the correct combination of a singular word and it's plural?

- A. Roof, rooves
- B. Potato, potatos
- C. VIP, VIPs
- D. 1990, 1990's

___A___ 20. Which of the following is preferred on first reference of a military title?

- A. Lieutenant General Luke Davis was the keynote speaker.
- B. The keynote speech was given by Luke Davis, lieutenant general.
- C. Luke Davis, Lieutenant General, was the keynote speaker.
- D. Lt. Gen Luke Davis was the keynote speaker.

___C___ 21. Up to 5 million elephants roamed _____ Africa about 70 years ago.

- A. sub-saharan
- B. Sub-Saharan
- C. sub-Saharan
- D. subsaharan

___A___ 22. Which word is spelled correctly?

- A. inoculate
- B. inocent
- C. intelligance
- D. indespensible

___B___ 23. The Appalachian Mountains are located in _____ North America.

- A. Western
- B. Eastern
- C. Southern
- D. Northern

___D___ 24. Which of the following is NOT a weather term?

- A. flood
- B. tsunami
- C. monsoon
- D. revolution

___D___ 25. Smartphones have created a visual language through photos, videos, and _____.

- A. E-mojis
- B. e-mojis
- C. Emojis
- D. emojis

**2016 Agricultural Communications CDE
Communications Quiz**

Contestant Name: _____ Score: _____

FFA Chapter: _____ Contestant No.: _____

Instructions: This quiz covers items from the AP Stylebook such as style, grammar, punctuation, capitalization, spelling and word usage. There are 25 questions, valued at one point each.

Multiple Choice: In the blank to the left of the question number, write the correct letter choice.

_____ 1. Which of the following is correct?

- A. An Agricultural Education program is made up of three integrated parts.
- B. An Agricultural education program is made up of 3 integrated parts.
- C. An agricultural education program is made up of 3 integrated parts.
- D. An agricultural education program is made up of three integrated parts.**

_____ 2. Which state name is never abbreviated in a news story?

- A. Massachusetts
- B. **Iowa**
- C. Illinois
- D. New York

_____ 3. What is the correct definition of epidemic?

- A. The rapid spreading of disease in a certain population.**
- B. The point of the Earth's surface above the focus of an earthquake
- C. A disease named after a geographical area.
- D. A virus that causes a severe and often fatal illness

_____ 4. Which sentence is INCORRECT?

- A. The students could use either door.
- B. There were students on both sides of the door.
- C. There were students on each side of the door.
- D. There were students on either side of the door.**

_____ 5. Abbreviations or acronyms should be _____.

- A. always used
- B. only used if it is a government agency
- C. only used in headlines
- D. rarely used**

- _____ 6. Denise said she had an _____ with Joanne.
- A. arguemint
 - B. argument**
 - C. argumant
 - D. arguement
- _____ 7. Which of the following is spelled correctly?
- A. **consensus**
 - B. concensus
 - C. consencus
 - D. consenssus
- _____ 8. The Loch Ness monster is believed to be a dinosaur that is still in _____.
- A. existanc
 - B. existance
 - C. **existence**
 - D. existanse
- _____ 9. Please select the correct sentence.
- A. **Tom Vilsack is the 30th Secretary of Agriculture.**
 - B. Tom Vilseck is 30th Secretary of agriculture.
 - C. Tom Vilsack is the thirtieth secretary of agriculture.
 - D. Tom Vilsack is the 30th Secretary of Agriculture.
- _____ 10. Emma Morano of Italy, the oldest woman in the world, is _____.
- A. 116
 - B. 116-years-old**
 - C. One hundred and sixteen years old
 - D. 116 years of age
- _____ 11. Sarah traveled _____ than Steve to attend the convention
- A. longer
 - B. further
 - C. wider
 - D. farther**
- _____ 12. The awards ceremony will be held _____.
- A. Friday**
 - B. on Friday
 - C. at Oct. 23
 - D. over Friday

- _____ 13. With the rise of photos, _____ and video snippets, “visual” has become a language of its own embraced by companies.
- A. E-mojis
 - B. e-mojis
 - C. emojis**
 - D. Emojis
- _____ 14. Which country is NOT part of the Middle East?
- A. Afghanistan
 - B. Egypt
 - C. Italy**
 - D. Syria
- _____ 15. Which sentence is correct?
- A. National FFA Association President Taylor McNeel is from Ark.
 - B. Taylor McNeel, National President of the FFA Association, is from Arkansas.
 - C. National ffa president Taylor McNeel is from Arkansas.
 - D. National FFA Association President Taylor McNeel is from Arkansas.**
- _____ 16. How is United States of America abbreviated?
- A. Never abbreviate United States of America
 - B. USA**
 - C. U.S.A
 - D. US of A.
- _____ 17. How many local FFA chapters currently exist?
- A. 7757
 - B. Seven thousand, seven hundred, fifty-seven
 - C. 7,757**
 - D. Over seven thousand
- _____ 18. What is b-roll?
- A. A gradual increase in sound.
 - B. Supporting video shots used to provide context.**
 - C. Broadcast delivered in real time.
 - D. Snippet of sound of someone talking.
- _____ 19. Which sentence is correct?
- A. The team, that finished first, was from Ohio
 - B. The team which finished first was from Ohio
 - C. The team what finished first was from Ohio
 - D. The team, which finished first, was from Ohio**

_____ 20. Select the correct spelling

- A. foreign**
- B. foriegn
- C. foregn
- D. foreign

_____ 21. What is NATO an abbreviation for?

- A. North American Trade Organization
- B. North Atlantic Treaty Organization**
- C. New Association for Trade Opportunities
- D. North Africa Tourist Opportunities

_____ 22. The inauguration took place on the steps of the _____.

- A. capital
- B. capitol
- C. Capital
- D. Capitol**

_____ 23. The committee decided to withdraw _____ agenda item.

- A. its**
- B. their
- C. it's
- D. they're

_____ 24. The _____ is a decentralized, worldwide network of computers and devices that can communicate with each other.

- A. intranet
- B. internet**
- C. Google
- D. Facebook

_____ 25. _____ was the keynote speaker at the conference.

- A. Mrs. Janet Wazowski, who has a doctorate in psychology,
- B. Ms. Wazowski, a psychology doctor,
- C. Janet Wazowski, who has a doctorate in psychology.**
- D. Miss. Wazowski, doctorate,

**2017 Agricultural Communications CDE
Communications Quiz - KEY**

Contestant Name: _____ Score: _____

FFA Chapter: _____ Contestant
No.: _____

Instructions: This quiz covers items from the Ag Communications CDE reference list and the AP Stylebook. There are 25 questions, valued at one point each.

Multiple Choice: In the blank to the left of the question number, write the correct letter choice.

_____ 1. Effective writing uses _____.

- A. **Active voice.**
- B. Conversational voice.
- C. Professional voice.
- D. Passive voice.

_____ 2. Hurricane Irma hit the Florida coast in September. _____ winds exceeded 160 mph.

- A. Her
- B. His
- C. **Its**
- D. Their

_____ 3. What color does not make up CMYK colors?

- A. yellow
- B. black
- C. **maroon**
- D. cyan

_____ 4. The _____ led American forces into Iraq.

- A. US Army
- B. **U.S. Army**
- C. USA Army
- D. Army

_____ 5. Please select the correct sentence.

- A. National FFA Association Secretary Victoria Harris is from Florida.
- B. Victoria Harris, National Secretary of the FFA Association, is from Florida.
- C. National ffa secretary Victoria Harris is from Florida.
- D. **National FFA Organization Secretary Victoria Harris is from Florida.**

_____ 6. What is the purpose of a lead?

- A. To keep the line spacing consistent
- B. To add flowery language to the story
- C. **To hook the reader**
- D. To find a topic to write about

_____ 7. The television station _____ the public service announcement yesterday.

- A. **broadcast**
- B. broadcasted
- C. broadcastored
- D. broad-casted

_____ 8. Why is the inverted pyramid used in news writing?

- A. **It allows readers to leave at any point in the story.**
- B. It keeps the reader engaged by placing the most important information at the end of the story.
- C. It allows for more organized storytelling when multiple sources are quoted.
- D. It is easier to incorporate the story into a visual layout.

_____ 9. Boldface, reasonable letter size, and bullet points all increase the _____ of visual aids.

- A. **Readability**
- B. Read
- C. Readibility
- D. Readebility

_____ 10. Please select the correct sentence.

- A. The final general session of the National FFA Convention will begin at 1:30 PM EST.
- B. **The final general session of the National FFA Convention will begin at 1:30 p.m. EST.**
- C. The Final general session of the National FFA Convention will begin at 1:30 PM EST.
- D. The Final General Session of the National FFA Convention will begin at 1:30 PM.

_____ 11. Bias is permissible in _____.

- A. news writing
- B. feature writing
- C. **promotional writing**
- D. all forms of media writing

_____ 12. JPG is short for _____.

- A. Justified Picture Enhanced Graphic
- B. **Joint Photographic Experts Group**
- C. Juxtaposed Photo Graphic
- D. Joint Pixel Grouping

- _____ 13. Stories written for _____ use a more conversational tone.
- A. magazines
 - B. press releases
 - C. newspapers
 - D. **radio**
- _____ 14. It is important to consider _____ while writing.
- A. Audience, channel and media
 - B. **Audience, key message and channel**
 - C. Demographics, psychographics and thesis statement
 - D. Demographics, psychographics and infographics
- _____ 15. _____ is an effective strategy to keep readers engaged.
- A. Short paragraphs
 - B. Use of direct quotes
 - C. Varied sentence length
 - D. **All of the above**
- _____ 16. Taylor Rogers, _____, is a senior studying agricultural communications.
- A. twenty-two years old
 - B. twenty-two-years-old
 - C. **22**
 - D. twenty-two-year-old
- _____ 17. The abbreviation _____ means that a copy of the letter is being sent to another person.
- A. encl.
 - B. **cc**
 - C. att.
 - D. P.S.
- _____ 18. Please select the correct sentence.
- A. The American flag is red, white, and blue.
 - B. The American Flag is red, white, and blue.
 - C. The American flag is Red, White and Blue.
 - D. **The American flag is red, white and blue.**
- _____ 19. Stories written for _____ are typically the shortest.
- A. Newspapers
 - B. **Television**
 - C. Blogs
 - D. Magazines

_____ 20. A news lead is typically comprised of _____.

- A. Larger and bolder text than the rest of the story
- B. A referral for someone to interview
- C. Who, what, where, when, how and why**
- D. A series of questions

_____ 21. Which is NOT a demographic characteristic?

- A. Lifestyle (interests and activities)**
- B. Age
- C. Gender
- D. Geographic location

_____ 22. Promotional writing should always _____.

- A. Include a call to action**
- B. Include a direct quote
- C. Include multiple sources
- D. Be written in third person

_____ 23. Please select the correct sentence.

- A. Forty-five freshmen will attend the football game tonight.**
- B. 45 freshmen will attend the football game tonight.
- C. Forty-five freshman will attend the football game tonight.
- D. 45 (forty-five) freshmen will attend the football game tonight.

_____ 24. What is the current membership of the National FFA Organization?

- A. 649355
- B. 649,355**
- C. Over one half million
- D. Six hundred forty-nine thousand and three hundred fifty-five

_____ 25. AP in journalism stands for what organization

- A. American Press
- B. Advanced Placement
- C. Agricultural Press
- D. Associated Press**



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



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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.

 A 1. This is _____ communication between two people.

- A. Interpersonal**
- B. Mass
- C. Public
- D. Small group

 D 2. 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**

 C 3. The number of members of your target audience who are reached one time by the media vehicles you have chosen is _____.

- A. Cost per point
- B. Frequency
- C. Reach**
- D. All of the above are correct

 A 4. The means through which a message is sent is the _____.

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

- D** 5. Which of the following is an image file commonly used on for print?
- A. JPG
 - B. M4V
 - C. PNG
 - D. TIFF**
- B** 6. This is technical language and generally to be avoided in new writing so the message is easily understood:
- A. Gobbledygook
 - B. Jargon**
 - C. Jibberish
 - D. Falsities
- B** 7. Writing for broadcast should be _____ so that it is the way you talk.
- A. First person
 - B. Conversational**
 - C. Formal
 - D. Technical
- D** 8. This is a graphic design term that means the area not taken up with text or images:
- A. Grey Area
 - B. Graphic Area
 - C. Positive Space
 - D. White Space**
- B** 9. _____ means passing off someone else's work as your own.
- A. Reference citations
 - B. Plagiarism**
 - C. Attribution
 - D. False implications
- D** 10. All of the following are characteristics of news values EXCEPT:
- A. Importance
 - B. Proximity
 - C. Timeliness
 - D. All of the above are correct**

- C 11. In which person should news stories be written?
- A. First person
 - B. Second person
 - C. Third person
 - D. Fourth person
- C 12. Equipment for radio and/or audio podcasts includes all of the following EXCEPT:
- A. Audio recorder
 - B. Computer
 - C. Lighting
 - D. Microphone
- D 13. The strategy of working with the news media in order to get out information about an organization's events and activities is _____.
- A. Campaigns
 - B. Crisis Communications
 - C. Fake News
 - D. Media Relations
- A 14. For the web, you should have color photographs that are at least _____ pixels per inch.
- A. 72
 - B. 150
 - C. 300
 - D. 600
- D 15. A _____ is the act of conducting a study to collect data using a questionnaire.
- A. Content Analysis
 - B. Focus Groups
 - C. Interviews
 - D. None of the above is correct
- A 16. What is the opening in the lens through which light passes to the camera sensor?
- A. Aperture
 - B. F-stop
 - C. Monochrome
 - D. Viewfinder

B 17. Allowing the writer's opinions, prejudices, and biases to enter a story is called _____.

- A. Fake news
- B. Editorializing**
- C. Journalism
- D. Writing

B 18. Most HTML editors have a publish function called FTP. What does FTP stand for?

- A. File, Trade, Publish
- B. File Transfer Protocol**
- C. Follow True Publishing
- D. None of the above are correct

A 19. 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

C 20. These fonts have "feet" or "tails", such as the ones used for this quiz.

- A. Justified
- B. Sans Serif
- C. Serif**
- D. Script

A 21. Which of the following is a characteristic about audience members that is hard to change, such as gender, age, income, education, and place of residence?

- A. Demographics**
- B. Metrographics
- C. Psychographics
- D. All of the above are correct

A 22. Which of the following is the way various elements within a video screen are arranged?

- A. Framing
- B. Head Room
- C. Nose Room
- D. Zooming

 B 23. These types of questions provide longer answers.

- A. Close-ended
- B. Open-ended
- C. Yes/no
- D. All of the above are correct

 A 24. These are brief descriptions placed under photos or graphs.

- A. Captions
- B. Headlines
- C. Serif fonts
- D. Resolutions

 D 25. 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. Exchanging information about agriculture and/or natural resources through effective and efficient media.