

**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 wrote 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



2018 National FFA CDE Agricultural Communications Communications Quiz

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



2019 National FFA CDE
Agricultural Communications
Communications Quiz

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.

 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
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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?

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For each of the following questions below, please select the option that best answers each question.

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- A. Framing**
- B. Head Room
- C. Arranging
- D. Zooming

 A 20. These are brief descriptions placed under photos or graphs.

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

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- A. 72
- B. 150
- C. 300**
- D. 600



KEY

Contestant Name: _____ Score: _____
FFA Chapter: _____ State: _____

Instructions: Twenty-five statements are provided below. Some are written correctly, while others contain errors. You may find errors related to grammar, punctuation, capitalization, word usage, spelling and other Associated Press style issues. From the options listed for each statement, please select the option that displays the correct way to write each statement. Each question is valued at one point each.

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For each of the following statements below, please select the option that best displays the correct way to write each statement.

1. The United State's policies apply to all citizens.
 - a. The United States' policies apply to all citizens.
 - b. The United States policies apply to all citizens.
 - c. The United States's policies apply to all citizens.
 - d. Correct as is

2. The bookshelf was full of Fred's and Sylvia's individual journals on farming.
 - a. The bookshelf was full of Fred and Sylvia's individual journals on farming.
 - b. The bookshelf was full of Freds and Sylvias individual journals on farming.
 - c. The bookshelf was full of Freds' and Sylvias' individual journals on farming.
 - d. Correct as is

3. The company set February 14 2020 as the target date for the completion of its campaign.
 - a. The company set February, 14 2020 as the target date for the completion of its campaign.
 - b. The company set Feb. 14, 2020 as the target date for the completion of it's campaign.
 - c. The company set Feb. 14, 2020, as the target date for the completion of its campaign.
 - d. Correct as is



4. No sir, I did not see the latest news on the new farm bill.
 - a. No, sir, I did not see the latest news on the new farm bill.
 - b. No sir I did not see the latest news on the new farm bill.
 - c. No, sir I did not see the latest news on the new farm bill.
 - d. Correct as is

5. The President of the United States can only serve for eight years.
 - a. The president of the united states can only serve for eight years.
 - b. The president of the United States can only serve for eight years.
 - c. The President of the united states can only serve for eight years.
 - d. Correct as is

6. She didn't turn the assignment in, so she recieved an 0.
 - a. She didn't turn the assignment in, so she recieved an zero.
 - b. She didn't turn the assignment in, so she received a 0.
 - c. She didn't turn the assignment in, so she received a zero.
 - d. Correct as is

7. A new official FFA jacket is priced at \$55 dollars.
 - a. A new official FFA jacket is priced at fifty-five dollars.
 - b. A new official FFA jacket is priced at \$55.
 - c. A new official FFA jacket is priced at 55 dollars.
 - d. Correct as is

8. I cannot give you a high-five during a pandemic!
 - a. I cannot give you a High-Five during a pandemic!
 - b. I cannot give you a high five during a pandemic!
 - c. I cannot give you a High Five during a pandemic!
 - d. Correct as is

9. Texas Tech University offers a Bachelor's of Science in Agricultural Communications.
 - a. Texas Tech University offers a bachelor's of science in agricultural communications.
 - b. Texas Tech University offers a bachelor of science in agricultural communications.
 - c. Texas Tech University offers a Bachelor of Science in Agricultural Communications.
 - d. Correct as is



10. Kansas City, Mo. is the BBQ Capitol of the world.
 - a. Kansas City, Missouri is the BBQ capital of the world.
 - b. Kansas City, Mo. is the barbeque capitol of the world.
 - c. **Kansas City, Mo. is the barbeque capital of the world.**
 - d. Correct as is

11. The National FFA Organization awards more than \$2.6 million in scholarships each year.
 - a. The National FFA Organization awards more than 2.6 million dollars in scholarships each year.
 - b. The National FFA awards more than \$2,600,000 in scholarships each year.
 - c. The National FFA awards more than \$2.6 million in scholarships each year.
 - d. **Correct as is**

12. On the street, below, the curious gathered to see the parade.
 - a. On the street, below the curious gathered to see the parade.
 - b. **On the street below, the curious gathered to see the parade.**
 - c. On the street below the curious gathered to see the parade.
 - d. Correct as is

13. Due to the pandemic, I read 4 books with 400 pages and 60 magazines in 2020.
 - a. Due to the pandemic, I read four books with four hundred pages and sixty magazines in 2020.
 - b. Due to the pandemic I read 4 books with 400 pages and sixty magazines in 2020.
 - c. **Due to the pandemic, I read four books with 400 pages and 60 magazines in 2020.**
 - d. Correct as is

14. I asked Siri for directions, and she provided them.
 - a. I asked siri for directions, and she provided them.
 - b. **I asked Siri for directions, and it provided them.**
 - c. I asked siri for directions, and it provided them.
 - d. Correct as is

15. “Write clearly and concisely,” she said.
 - a. “Write clearly and concisely” she said.
 - b. “Write clearly and concisely”, she said.
 - c. “Write clearly and concisely, she said.
 - d. **Correct as is**



16. My head phones started to give me a headache during my six hour flight.
- a. My headphones started to give me a headache during my six-hour flight.
 - b. My head-phones started to give me a headache during my 6 hour flight.
 - c. My Head-phones started to give me a headache during my 6 hour flight.
 - d. Correct as is
17. The animal emojis are my favorite.
- a. The animal emoji's are my favorite.
 - b. The animal emoji are my favorite.
 - c. The animal emojis are my favorite.
 - d. Correct as is
18. He is not very fast for he got eleventh place in the Olympic finals.
- a. He is not very fast, for he got eleventh place in the Olympic finals.
 - b. He is not very fast for he got 11th place in the Olympic finals.
 - c. He is not very fast, for he got 11th place in the Olympic finals.
 - d. Correct as is
19. I will check my email tomorrow.
- a. I will check my e-mail tomorrow.
 - b. I will check my Email tomorrow.
 - c. I will check my E-mail tomorrow.
 - d. Correct as is
20. She planned to nominate Penny, Frank and Milo for the committee.
- a. She planned to nominate Penny Frank and Milo for the comitee.
 - b. She planned to nominate Penny, Frank, and Milo for the comittee.
 - c. She planned to nominate - Penny, Frank, and Milo for the committee.
 - d. Correct as is.
21. The alumnis' contributions funded the scholarship I was awarded.
- a. The alumnis contributions funded the scholarship I was awarded.
 - b. The alumnis's contributions funded the scholarship I was awarded.
 - c. The alumni's contributions funded the scholarship I was awarded.
 - d. Correct as is



22. Her favorite season of course, was Winter.
- Her favorite season of course was Winter.
 - Her favorite season, of course, was winter.
 - Her favorite season of course was winter.
 - Correct as is
23. The form is due at 11:30 P.M. on Saturday.
- The form is due at 11:30 p.m. on Saturday.
 - The form is due at 11:30 PM on Saturday.
 - The form is due at 11:30 pm on Saturday.
 - Correct as is
24. They are working towards a solution for farmers now.
- They are working towards a solution for farmers' now.
 - They are working toward a solution for farmers now.
 - They are working toward a solution for farmers' now.
 - Correct as is.
25. In 2020, the National FFA reported 44 percent of their membership was female and 51 percent was male.
- In 2020, the National FFA Organization reported 44% of their membership was female and 51% was male.
 - In 2020, the National FFA Organization reported 44 percent of their membership was female and 51 percent was male.
 - In 2020 the National FFA reported 44% of their membership was female, and 51% was male.
 - Correct as is



Contestant Name: _____ Score: _____
FFA Chapter: _____ State: _____

KEY

Instructions: Twenty-five phrases are underlined in the news story below. Some are correct and others contain errors. Indicate in the space to the right if the words or phrases are **correct (C)** or **incorrect (I)**. If they are incorrect, correct them using standard editing marks **in the sentence**. You may find errors related to grammar, punctuation, capitalization, word usage, spelling and other Associated Press style issues.

**Bayer invests in future of agriculture through multi-year commitment to 4-H and FFA:
Commitment helps accelerate the skills needed for future of food and agriculture**

PR Newswire
August 27, 2019

1	As thousands of farmers gather at the annual Farm Progress Show, <u>Bayer announced a multi-year, multi-million-dollar commitment</u>	1. I Remove hyphen in multimillion
2	to 4-H and the <u>National Future Farmers of America</u> to develop future leaders in food and agriculture for generations to come.	2. I should be National FFA Organization
3	The funds will provide multi-year support for many of the key programs <u>and activities for which the 2 premier youth organizations are known today.</u>	3. I Spell out two
4	These include <u>hands-on science activities for learning, engaging within their communities</u> and <u>developing strong leadership skills among young people.</u>	4. I Remove comma after communities
5	<u>Bayers</u> more than \$6 million commitment is in addition to <u>grants directed to rural school districts, nonprofits and local 4-H clubs and FFA chapters</u>	5. I Add apostrophe ' in Bayer's
6	through the America's Farmers programs, <u>a nationwide effort dedicated to strengthening farm communities across the U.S.</u> sponsored by Bayer Fund.	6. I add periods in U.S.
7	<u>Since 2010, through the America's Farmers programs, participating farmers have directed</u>	7. C
8	<u>more than 53 million dollars</u> to these and other organizations across the U.S.	8. I Remove "dollars", add \$ in before 53
9	"This is an exciting <u>day and</u> I'm proud to play a part in helping to invest in the future of agriculture and the bright minds	9. I Add comma , after day
10	who will make a difference in our industry and <u>world," said Lisa Safarian, North American President of the Crop Science Division of Bayer.</u>	10. I President should not be capitalized
11	<u>'Weather</u> you are from rural America, a large city or somewhere in between, the young people who belong to	11. I Whether is misspelled

12	<u>these two organizations have a tremendous opportunity to make a positive impact on our world through agriculture.</u>	12. C
13	Personally, I can't wait to see what new ideas will <u>come from the leaders these two important organizations help shape.</u>	13. I Add quote marks " to end of sentence
14	Based in Indianapolis, <u>FFA prepares its members for leadership and careers</u> the in <u>science, business and technology of agriculture.</u>	14. I Switch order of "the in" to "in the"
15	For nearly a century, FFA and it's members have been able to <u>stimulate new ideas and unlock the talent of young people through hands-on experiences.</u>	15. I Remove apostrophe ' in its
16	"FFA strives to give our members the tools <u>they need to achieve</u> real <u>world success</u> <u>in agriculture and leadership.</u>	16. I Add hyphen in real-world
17	Our partnership with Bayer has enabled us to provide programming that is central <u>to our mission and vision,"</u> said Mark Poeschl, CEO of the <u>National FFA Organization.</u>	17. C
18	"Our members are making an impact <u>in their communities</u> every <u>day,</u> and through <u>Bayer's renewed commitment,</u> we are able to continue to provide the next generation of leaders."	18. I Everyday should be two words
19	<u>4H,</u> the largest youth development organization in the country, aims to support the <u>development of the next generation</u> of leaders and empower diverse youth from rural, suburban and urban communities with skills to lead for a lifetime.	19. I Add hyphen in 4-H
20	Rooted in nearly every corner of the U.S., <u>4-H is delivered by Cooperative Extension,</u> a community of more than 100 land-grant universities that provide experiences	20. I Replace colon : with a dashe – OR a comma ,
21	where young people learn by doing through <u>adult mentorship, hands-on learning experiences and meaningful leadership opportunities.</u>	21. C
22	"Together, 4-H and Bayer have been able <u>to reach thousands of students with hands-on learning experiences,</u>	22. C
23	igniting their interests in agriculture at an early age," said Jennifer Sirangelo, president and C.E.O. National 4-H Council.	23. I Remove periods from CEO
24	"We're grateful for our partnership with <u>bayer</u> and the ability to continue our efforts in providing engaging	24. I Capitalize Bayer
25	opportunities <u>and critical resources for the next generation of young leaders in agriculture.</u>	25. I Add period . to end of sentence



Contestant Name: _____ Score: _____
FFA Chapter: _____ State: _____

KEY

Instructions: Twenty-five phrases are underlined in the news story below. Some are correct and others contain errors. Indicate in the space to the right if the words or phrases are **correct (C)** or **incorrect (I)**. If they are incorrect, correct them using standard editing marks **in the sentence**. You may find errors related to grammar, punctuation, capitalization, word usage, spelling and other Associated Press style issues.

National FFA Organization and Microsoft announce initiative to bring transformational innovation to over 650,000 students nationwide

PR Newswire
July 26, 2018

1	The National FFA Organization and Microsoft Corporation on Thursday announced their collaboration to bring innovative technology, science, research and entrepreneurship to the classrooms of the more than 650,000 FFA student members nationwide through an initiative known as Blue 365.	1. I Abbreviate Corporation to Corp.
2	FFA members are the future of the food industry, which is relying on this generation to meet unparalleled challenges to feed a growing world population.	2. I Remove hyphen in unparalleled
3	In a modern world where the food and agriculture industries are reliant on precision agriculture, big data, cloud technology, robotic systems, advanced communications and other sophisticated technologies, Blue 365 will serve as a catalyst for evolving sustainability, innovative efficiency and preparing the future leaders who will solve the world's critical agricultural challenges.	3. C
4	At an event in Fargo today, National FFA CEO Mark Poeschl and Microsoft's Brad Smith and Mary Snapp were joined by North Dakota Governor Doug Burgum, USDA State Director Clare Carlson, and North Dakota State FFA President Brianna Maddock.	4. I Remove periods from CEO
5	"Today's FFA members our are future industry leaders," Poeschl said.	5. I Switch order of our and are to are our
6	"The future relies on connecting diversity of innovational approach, solutions-orientation and cuttingedge technology.	6. I Add hyphen in cutting-edge
7	We are excited that Microsoft shares our vision of Blue 365.	7. C
8	Through agriculture education and FFA, our members are evolving their skill sets for the 21 st century demands; they will be the change in our industry.	8. I Wrong word – agricultural not agriculture
9	Blue 365 can be the spark needed to create the next big idea in agriculture."	9. I Add period . at end of sentence
10	Blue 365 will be unveiled in Indianapolis, IN, this October at the 91 st National FFA Convention & Expo, the nation's largest student convention.	10. I Spell out Indiana
11	With the vision and commitment of title sponsors Microsoft and AgriNovus Indiana, The Blue Room, a 17,000 square foot interactive space, will showcase the cutting-edge technology, research and innovation happening across the spectrum.	11. I Add hyphens - in 17,000 square foot

12	Through experiential learning and specific focus on the most critical challenges facing <u>our communities</u> (from respecting the planet to the urgent matter of feeding the world) . The Blue Room experience serves to inspire and equip students to activate their potential.	12. I Replace parentheses () with dashes – OR commas ,
13	"While digital technology is transforming every part of the American economy, not everyone <u>is acquiring the skills to thrive.</u> " ^ Brad Smith, president, Microsoft. ^ <small>said</small>	13. I Insert said before Brad
14	"As a company, we're focused on <u>insuring</u> everyone, regardless of their geography or circumstance, has access to the digital skills they need to compete and prosper.	14. I Wrong word - ensuring not insuring
15	And our <u>partnership with the National FFA will expand this work, helping students across the country</u> prepare for digital jobs and the farms of the future."	15. C
16	Microsoft's participation in <u>Blue 365</u> is part of it's commitment to helping people who may be impacted by technological advances and builds on its TechSpark initiative launched last year.	16. I Remove apostrophe ' in it's
17	<u>TechSpark is a civic program fostering greater opportunity and job creation in smaller metropolitan areas.</u>	17. C
18	The initiative is in six regions, <u>including in North Dakota, and focuses on five program areas</u> ^ digital transformation, digital skills and computer science education, career pathways, rural broadband connectivity, and support for nonprofits.	18. I Colon : instead of semicolon ; after areas
19	"Technology is changing every job, every <u>industry and every organization, and agriculture is no exception,</u> " Burgum <u>said.</u>	19. C
20	Today's announcement from Microsoft and FFA will provide a valuable tool for our educators as they work to equip students with <u>the skills necessary to succeed in a 21st</u> C entury economy.	20. I C in Century should be lowercase
21	Given FFA's long and storied history in North Dakota and Microsoft's commitment to investing in the future of our <u>young people, Blue 365's</u> potential to support student learning is undeniable."	21. I Add apostrophe ' in 365's
22	"FFA students across America <u>will lead the food and agriculture industry in</u> to the future.	22. I Into should be one word
23	They must have opportunities to integrate digital skills into both their classroom studies <u>and project-based learning,</u> " said Mary Snapp, C orporate V ice P resident and <u>lead</u> for Microsoft Philanthropies.	23. I C, V, and P should be lowercase in Snapp's title
24	"Our partnership will help ensure that curriculum is up to date so that these young leaders can use technology to <u>drive innovation in farms of the future, sustain and renew our planet, and enrich their communities.</u> " ^	24. I missing closing quotation marks "
25	The National FFA Organization provides leadership, personal growth and career success training through agricultural education to 669,909 student members who belong to <u>one of 8,630 local FFA chapters throughout the US, Puerto Rico and the US</u> ^ Virgin Islands.	25. I add periods in both U.S.

National FFA 2017 CDE

Agricultural Communications Editing Quiz - KEY

Contestant Name: _____ Score: _____

FFA Chapter: _____ Contestant Number: _____

Instructions: Twenty five words or phrases are underlined in the news story below. Some are correct and others contain errors. Indicate in the space to the right if the words or phrases are correct (C) or incorrect (I). If they are incorrect, correct them using standard editing marks in the sentence. You may find errors related to grammar, punctuation, capitalization, word usage, spelling and other Associated Press style issues.

Wildfire Recovery Bill Introduced

Excerpts from
High Plains Journal

1	U.S. Senators Michael Bennet, D-CO and <u>Ron Wyden, D-OR</u> , recently introduced the Wildfire Mitigation Assistance Act to provide resources to assist communities recovering from damaging wildfires.	1. I – no comma
2	The <u>bill treat's wildfires</u> in the same manner as other natural disasters by making disaster assistance funding available to states affected by catastrophic wildfires.	2. I – no apostrophe
3	“Wildfires have catastrophic effects across <u>the West</u> , Bennet said. “We can dramatically reduce the severity and damage from these wildfires through prevention.”	3. I – insert quotation
4	“Wildfires have unfortunately proven once again to be <u>the west's natural disasters</u> ,” Wyden said. “This is urgent business that requires an equally urgent and comprehensive response.”	4. I – capitalize West
5	This bill will help people recover from the devastation of wildfires by providing funding to local <u>governments to reduce</u> flooding and erosion after fires.	5. C
6	<u>Additionally, the Bill</u> has funding for preventative measures, such as monitoring stream and habitat health and assisting residents in clearing brush from around their homes and businesses.	6. I – don't capitalize bill
7	Currently, states can receive hazard mitigation funding to lessen the effects of a future disaster only <u>after the President declares</u> a major disaster.	7. I – don't capitalize president
8	However, unlike <u>in the case of huricanes</u> , floods, or tornados, most wildfires do not receive a major disaster declaration.	8. I - spelling
9	This bill will allow states affected by <u>wildfires</u> to access the <u>Hazard Mitigation Grant Program</u> to implement measures that reduce the risk of flooding and erosion and take actions to prevent future wildfires.	9. C
10	Bennet first introduced this measure as part of the PREPARE Act in 2015 following <u>several years of drouth</u> in his home area.	10. I - spelling

11	Last week, Bennet and Wyden attended a briefing with <u>U.S. agriculture secretary</u> Sonny Perdue to press the issue.	11. I – capitalize agriculture secretary
12	The meeting was successful as Bennet introduced the <u>Wildfire Disaster Act of 2017</u> last month.	12. C
13	As part of the introduction, he sent a bipartisan letter urging Senate Leaders Mitch McConnell, R-KY, and <u>Charles Schumer, D-NY</u> , to include a wildfire funding fix in any future disaster aid legislation.	13. C
14	“I have seen firsthand the impact that catastrophic wildfires have on our <u>communities</u> ,” Bennet said. “Folks impacted by wildfire need assistance long after the flames stop burning.”	14.C
15	The key element of this bill <u>is prvention, and</u> this bill offers some innovative solutions in areas that do not normally garner attention following a disaster.	15. I - spelling
16	“Massive wildfires destroy homes, businesses and ecosystems <u>in the eleven western</u> states, just like catastrophic hurricanes destroy communities in coastal regions, and this will help local governments,” Wyden said.	16. I - 11
17	“Wildfires have unfortunately proven once again to be the West’s natural disasters,” Bennett said. “In my home state of <u>Colo.</u> , it <u>is</u> happening far too often.”	17. I – spell out Colorado
18	Bennett added that the bill is urgent business that requires an equally urgent and comprehensive response. This bill marks a key piece of that response to help people recover from the <u>devastation of wild-fires</u> .	18. I – no hyphen
19	Once passed, the bill would allow local governments to apply for grants to help their communities. Communities can receive up to <u>one million dollars each</u> .	19.I – \$1 million
20	Bennett and Wyden plan for local governments <u>to have 100% control</u> over the funds they receive.	20. I – spell out percent
21	Following the announcement of the bill, several community <u>Fire Departments</u> and local governments voiced support.	21. I – don’t capitalize
22	“I thank Senators Bennet and Wyden for introducing this important legislation,” said Thomas Jenkins, <u>president and chairman</u> of the Board of International Association of Fire Chiefs.	22. C
23	The IAFC said it would send some of <u>its members to congress</u> to publicly voice support for the legislation.	23. I – capitalize Congress
24	To voice concern or support for this bill, <u>contact your Representative</u> .	24. I – don’t capitalize representative
25	The number for the main switchboard in <u>Washington, D.C.</u> is <u>(202) 202-2222</u> .	25. I – no parenthesis in phone number



2022 National FFA CDE Agricultural Communications Communications Quiz

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). For each question, please select the answer choice you feel best answers each question. Each question is valued at one point each.

All answer choices must be recorded on the electronic scan sheet provided in Google Classroom. This is the only way your quiz answers will be accepted for scoring. Please double check your answers carefully to ensure you have correctly marked the answer you would like to submit for each question on the electronic scan sheet. Once this scan sheet has been submitted, all answer choices will be final and can longer be changed.

For each of the following questions below, please select the option that best answers each question.

D _____ 1. _____, or dyadic, communication is between two persons, such as a couple, friends, neighbors, or family members.

- a. Public Communication
- b. Small-Group Communication
- c. Extemporaneous Communication
- d. Interpersonal Communication

A _____ 2. Communication, both written and oral, has to be _____, that is, put in a specific form by the sender, using language, symbols, and metaphors.

- a. Encoded
- b. Transposed
- c. Decoded
- d. None of the above are correct

B _____ 3. The _____ Communication Transmission Model provides an easy-to-understand illustration of the communication process, in which a source of information transmits a message through a channel to a receiver who decodes the message.

- a. Smith-Lever
- b. Shannon-Weaver
- c. Kolmogorov-Smirnov
- d. Kruskal-Wallis

D

4. Which of the following might be important for you to know about your audience?

- a. Their age
- b. What they like
- c. What they need
- d. All of the above are correct

B

5. _____ is anything that reduces the integrity or clarity of the message.

- a. Gobbledygook
- b. Noise
- c. Channel
- d. Feedback

C

6. In _____ research, all or a sample of the material is analyzed by a researcher or group of researchers who look through each line of text or every second of video for common themes.

- a. Focus Group
- b. Psychophysiology
- c. Content Analysis
- d. Message Testing

D

7. One of the goals in business writing is to “catch” the reader’s attention. Which of the following is not one of the steps in writing a business letter?

- a. Write clearly
- b. Write a draft
- c. Know your purpose
- d. Use a large font

D

8. Which of the following is not a type of business letter?

- a. Response letter
- b. Request letter
- c. Cover letter
- d. All of the above are types of business letters.

B

9. In which of the following sections of the inverted pyramid should you extend on the 5 W's and H?

- a. Lead
- b. Secondary Information
- c. Background Information
- d. Additional Information

A

10. The _____ is the first paragraph in the news story.

- a. Lead
- b. Thesis Statement
- c. Headline
- d. Editorial

C

11. A(n) _____ is a group of words that does not express a complete thought.

- a. Comma splice
- b. Run-on sentence
- c. Sentence fragment
- d. None of the above are correct

A

12. A(n) _____ is a recorded quotation, the exact words spoken by someone in their own voice.

- a. Soundbite
- b. Slug
- c. Package
- d. B-roll

A

13. When conducting an interview, a _____ question allows the interviewer to follow up on something the interviewee has said.

- A. Probe
- B. Leading
- C. Mirror
- D. Close-ended

B

14. When designing a document, _____ refers to the dominant focus or element on a page.

- a. Order
- b. Contrast
- c. Proportion
- d. Unity

D

15. _____ graphics are images composed of mathematically defined shapes created by illustration programs.

- a. Raster
- b. Process
- c. TIFF
- d. Vector

D

16. _____ speeches are given to reinforce people's belief about a topic, to change their beliefs about a topic, or to move them to act.

- a. Informative
- b. Special Occasion
- c. Extemporaneous
- d. Persuasive

A

17. When taking a photo, a _____ shot looks up at the object of interest. This angle creates a dramatic look, where everything appears magnified.

- a. Low angle
- b. High angle
- c. Eye-level
- d. None of the above are correct

B

18. _____ refers to the portion of the scene in focus in the camera.

- a. Aperture
- b. Depth of field
- c. Composition
- d. Caption

A

19. In the video production process, this phase consists of in-depth research on the topic that will be covered in the video.

- a. Preproduction
- b. Production
- c. Audience and Program Analysis
- d. Postproduction

C

20. In video shot composition, _____ refers to the way the various elements within the video screen are arranged.

- a. Continuity
- b. Shot sequencing
- c. Framing
- d. Jump cut

D

21. Which of the following should be asked when designing a website?

- a. What is the purpose of the website?
- b. What needs to be communicated?
- c. Who is the target audience?
- d. All of the above are correct.

B

22. In web design, _____ link from one part of a Web page to another part of the same page.

- a. Object links
- b. Anchors and targets links
- c. External links
- d. Text links

D

23. Which of the following is not one of the criteria news directors and editors use to determine newsworthiness?

- a. Prominence
- b. Timeliness
- c. Conflict
- d. All of the above are criteria used.

B

24. _____ is the attempt to promote goodwill and garner publicity on behalf of a company, organization, or individual through earned media.

- a. Marketing
- b. Public Relations
- c. Public Opinion
- d. Strategic Communication

D

25. _____ involves a variety of tools and techniques to develop incentives to create a perception of greater brand value, while encouraging immediate acceptance or adoption of a product, good or service by a consumer or businessperson.

- a. Direct marketing
- b. Web marketing
- c. Cause-related marketing
- d. None of the above are correct

2022 National FFA Agricultural Communications CDE Editing Exercise

Using the online scantron, select the correct option.

1. Much of the American west is suffering from a megadrought, making it a good time to understand how to deal with a dwindling water supply.
 - a. The sentence is correct as written.
 - b. Much of the American west is suffering from
 - c. Much of the ~~American~~ west is suffering from
 - d. Much of the American west is suffering from
2. Answers dealing with drought vary nationwide, but professors from Texas Tech University's Davis College of Agricultural Sciences & Natural Resources believe using the right techniques and technologies can benefit everyone from the average homeowner looking to maintain a lawn to the farmer looking to maximize crop output.
 - a. The sentence is correct as written.
 - b. greatly nationwide, ~~but~~ professors from Texas Tech
 - c. greatly nationwide, but professors from Texas Tech
 - d. greatly nationwide, but ~~professors~~ from Texas ~~Tech~~
3. "I think the priority is deep and infrequent irrigation, said Joey Young, an associate professor of turfgrass science in the Department of Plant and Soil Science. "So, trying to really wet the whole profile and then let it go until it starts to dry out. That helps develop a deeper root system."
 - a. The sentence is correct as written.
 - b. and infrequent irrigation, said Joey Young, an associate
 - c. and infrequent irrigation, ~~said~~ Joey Young, an associate
 - d. and infrequent irrigation, ~~said~~ Joey Young, an associate
4. A problem Young sees is watering at the wrong time of day. He recommends watering before 9 am.
 - a. The sentence is correct as written.
 - b. He recommends watering before 9 am.
 - c. He recommends watering before 9 ~~am.~~
 - d. He recommends watering before 9 am.
5. Plant and Soil Science Department Chair Glen Ritchie agrees, and believes the current water restrictions in the Lubbock area should be standard practice even when drought conditions are not present.
 - a. The sentence is correct as written.
 - b. agrees, and believes the current water ~~restrictions~~ in the Lubbock area
 - c. agrees, ~~and~~ believes the current water restrictions in the Lubbock area
 - d. agrees, and believes the current water restrictions in the Lubbock area

6. According to both Young and Ritchie, one key aspect of smart irrigation is making sure the water hits its intended target and is not being wasted as runoff onto streets and sidewalks.
- The sentence is correct as written.
 - the water hits its intended target and is not being wasted
 - the water hits its intended target and is not being wasted
 - the water hits its intended target and is not being wasted
7. Young also says that using technology, such as irrigation controllers, work alright when used properly.
- The sentence is correct as written.
 - technology, such as irrigation controllers, work alright when used properly.
 - technology, such as irrigation controllers, work alright when used properly.
 - technology, such as irrigation controllers, work alright when used properly.
8. Young believes investing in a freeze sensor to protect the irrigation system against damage in the Winter months.
- The sentence is correct as written.
 - freeze sensor to protect the irrigation system against damage in the Winter
 - freeze sensor to protect the irrigation system against damage in the Winter
 - freeze sensor to protect the irrigation system against damage in the Winter
9. Having the ability to adjust is key. Make sure automatic systems do not continue watering during rainfall or freezing temperatures.
- The sentence is correct as written.
 - watering during rainfall or freezing temperatures.
 - watering during rainfall or freezing temperatures.
 - watering during rainfall or freezing temperatures.
10. At the beginning of the pandemic, when supply chain issues led to bare shelves in the supermarkets, Richard McPherson, Rio Rico FFA advisor, started getting calls from concerned community members.
- The sentence is correct as written.
 - Richard McPherson, Rio Rico FFA advisor, started getting
 - Richard McPherson, Rio Rico FFA advisor, started getting
 - Richard McPherson, Rio Rico FFA advisor, started getting
11. "They were hearing about the beef shortage in the news and wanted to know if we could raise Cattle for them," McPherson recalls.
- The sentence is correct as written.
 - raise Cattle for them," McPherson recalls
 - raise Cattle for them," McPherson recalls
 - raise Cattle for them," McPherson recalls.

12. The FFA chapter in Rio Rico, Ariz. was eager to help.
- The sentence is correct as written.
 - The FFA chapter in Rio Rico, Ariz.
 - The FFA chapter in Rio Rico, Ariz.
 - The FFA chapter in Rio Rico, Ariz.
13. The chapter officer team spent several weeks running numbers and working out the logistics to launch a cattle operation at the high school farm. The result; a student-led commercial feeding operation.
- The sentence is correct as written.
 - school farm; The result; a student-led
 - school farm. The result; a student-led
 - school farm. The result; a student-led
14. Residents purchase feeder cattle from local ranchers and importers, and students raise them to market weight, which takes about seven months.
- The sentence is correct as written.
 - them to market weight, which takes about seven months. Fe
 - them to market weight, which takes about seven months.
 - them to market weight, which takes about seven months. Fe
15. Students divide the responsibilities, taking turns feeding, watering, and monitoring the health of the cattle.
- The sentence is correct as written.
 - taking turns feeding, watering, and monitoring the health of the cattle.
 - taking turns feeding, watering, and monitoring the health of the cattle.
 - taking turns feeding, watering and monitoring the health of the cattle.
16. When it's time to process the animals, usually in Feb. or Mar., they're transported from the high school farm to local processing facilities, including the meat processing program at Gilbert High School.
- The sentence is correct as written.
 - usually in Feb. or Mar., they're
 - usually in Feb, or Mar, they're
 - usually in Feb. or Mar., they're
17. The FFA chapter doesn't own the cattle or sell the beef, simplifying the operation. Community members purchase the cattle and pay Rio Rico FFA for the feed and care.
- The sentence is correct as written.
 - beef, simplifying the operation. Community members
 - beef, simplifying the operation, Community members
 - beef, simplifying the operation. Community members

18. Since 2020, Rio Rico FFA has raised and processed 12 head of charolais cattle for the local community.
- The sentence is correct as written.
 - and processed 12 head of charolais cattle for the
 - and processed 12 head of charolais cattle for the
 - and processed 12 head of charolais cattle for the
19. Funds from the feeding operation are used to cover the cost of feed and vet care. The remaining revenue is split between the chapter expenses, such as FFA jackets, travel and competition fees.
- The sentence is correct as written.
 - split between the chapter expenses, such as FFA jackets, travel and
 - split between the chapter expenses, such as FFA jackets, travel and
 - split among the chapter expenses, such as FFA jackets, travel and
20. "It's a real-life scenario, one that will take them farther in life than many other school experiences," McPherson says.
- The sentence is correct as written.
 - real-life scenario, one that will take them farther in life
 - real-life scenario, one that will take them farther in life
 - real-life scenario, one that will take them farther in life
21. Even though he comes from a ranching family, Rio Rico FFA Member Gerardo Verdugo appreciated the opportunity to expand his understanding of cattle management practices and behavior.
- The sentence is correct as written.
 - ranching family, Rio Rico FFA Member Gerardo Verdugo
 - ranching family, Rio Rico FFA Member Gerardo Verdugo
 - ranching family, Rio Rico FFA Member Gerardo Verdugo
22. "Taking care of cows and watching them grow up takes a lot of knowledge," Verugo says. He says this is a huge responsibility for someone only 15-years-old.
- The sentence is correct as written.
 - He says this is a huge responsibility for someone only 15-years-old.
 - He says this is a huge responsibility for someone only 15-years-old.
 - He says this is a huge responsibility for someone only 15-years-old.
23. Rio Rico FFA member Jesus Mohinea has a part-time job at a local cattle ranch and understands what it takes to get beef from farm-to-table.
- The sentence is correct as written.
 - understands what it takes to get beef from farm-to-table.
 - understands what it takes to get beef from farm-to-table.
 - understands what it takes to get beef from farm-to-table.

24. "It's very important that student's know where their food comes from," Mohinea said.
- a. The sentence is correct as written.
 - b. that student's know where their food comes from," Mohinea
 - c. that student's know where their food comes from," Mohinea
 - d. that student's know where their food comes from," Mohinea

25. "Raising cattle on the school farm teaches them about the beef industry and how much goes into producing the food on there tables," he said. He appreciates that other FFA members are learning about the beef industry too.
- a. The sentence is correct as written.
 - b. food on there tables," he said. He appreciates that
 - c. food on there tables," he said. He appreciates that
 - d. food on there tables," he said. He appreciates that

2022 ACOM CDE Editing Exercise KEY

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