|  |  |
| --- | --- |
|  | |
| |  |  | | --- | --- | | 1) | Public relations specialists do all of the following EXCEPT: | |  | A) Plan fundraisers | |  | B) Manage web presence of a company | |  | C) Write Press Releases | |  | D) Sell advertising | |  |
|  | |
| |  |  | | --- | --- | | 2) | Which state has the fewest daily newspapers? | |  | A) Delaware | |  | B) Alaska | |  | C) Montana | |  | D) Rhode Island | |  |
|  | |
| |  |  | | --- | --- | | 3) | What is sensational journalism also called? | |  | A) Yellow journalism. | |  | B) Political journalism. | |  | C) Investigative journalism. | |  | D) Popular entertainment journalism. | |  |
|  | |
| |  |  | | --- | --- | | 4) | Most public broadcasters get the majority of their funding from all of the following EXCEPT: | |  | A) State Government | |  | B) Advertisers | |  | C) Federal Government | |  | D) Donors | |  |
|  | |
| |  |  | | --- | --- | | 5) | The Corporation for Public Broadcasting (CPB) is an independent entity that disperses federal money for public broadcasting and is a: | |  | A) A for-profit corporation owned collectively by media conglomerates for the public good | |  | B) An agency of the Federal Communications Commission | |  | C) An agency of National Public Radio | |  | D) Private non-profit corporation authorized by Congress | |  |
|  | |
| |  |  | | --- | --- | | 6) | An important funding source for journalism and media is advertising revenue. In general, which media source is the MOST expensive for advertisers: | |  | A) Magazine | |  | B) Online | |  | C) Television | |  | D) Newspapers | |  |
|  | |
| |  |  | | --- | --- | | 7) | You just finished interviewing a source. When you log onto Instagram, you notice that they have requested to follow you. You should: | |  | A) Accept. The interview is over, so it's fine if you start a friendship. | |  | B) Ignore the request. | |  | C) Decline. Being friends on social media could make others think that you are biased and gave special treatment to your source. | |  | D) Accept the request and invite them to be a friend of the main media Instagram account too. | |  |
|  | |
| |  |  | | --- | --- | | 8) | According to the AP Style Guide, which of the following is the appropriate abbreviation for "Weightlifting" when writing on Sports events? | |  | A) WGG | |  | B) WLG | |  | C) WEG | |  | D) WEI | |  |
|  | |
| |  |  | | --- | --- | | 9) | In 2016, the Pew Research Center released a statistic that 62% of U.S. adults obtain their news via: | |  | A) newspaper | |  | B) social media | |  | C) online newspaper | |  | D) television | |  |
|  | |
| |  |  | | --- | --- | | 10) | Playing video reports on web pages or print journalists recording interviews for broadcast online is an example in journalism of: | |  | A) Integration | |  | B) Multi-lateral talks | |  | C) Diversification | |  | D) Convergence | |  |
|  | |
| |  |  | | --- | --- | | 11) | All of the following are true about social media impact on news and journalism EXCEPT: | |  | A) Timeliness of social media is an advantage over traditional media | |  | B) Social media is so new to traditional news media that journalists are struggling to understand how to use effectively | |  | C) Facebook and Twitter use as a primary news source is nearly double the Wall Street Journal | |  | D) Social media is an onramp for over 50% of users to refer to the source of news (e.g. website or traditional media) | |  |
|  | |
| |  |  | | --- | --- | | 12) | Which of the following is considered a wire service? | |  | A) The New York Times. | |  | B) Tomorrow's Business Leader | |  | C) The Associated Press. | |  | D) The Los Angeles Times. | |  |
|  | |
| |  |  | | --- | --- | | 13) | What is citizen journalism? | |  | A) A form of journalism that doesn't require government sources. | |  | B) A way for a reporter to abandon traditional journalistic standards and report news like any average citizen. | |  | C) A type of journalism where average citizens collect and report information. | |  | D) A way to integrate journalism into the democratic process. | |  |
|  | |
| |  |  | | --- | --- | | 14) | What is sensor journalism? | |  | A) Changing or censoring profanity used by sources in order get picked up by a wire service. | |  | B) A form of journalism that relies on information gathered from sensors. | |  | C) The type of journalism that is used in communities without a daily newspaper. | |  | D) A form of journalism that is never printed due to undue influence from outside sources. | |  |
|  | |
| |  |  | | --- | --- | | 15) | All of the following are examples of funding sources for private media companies EXCEPT: | |  | A) Subscriptions | |  | B) Single-Item Sales | |  | C) Government grants | |  | D) Advertising | |  |
|  | |
| |  |  | | --- | --- | | 16) | Classified and retail advertising still account for: | |  | A) 25% of newspaper business revenue | |  | B) Less than 10% of newspaper business revenue | |  | C) 80% of newspaper business revenue | |  | D) 50% of newspaper business revenue | |  |
|  | |
| |  |  | | --- | --- | | 17) | Journalists whose main purpose is gathering information and news about current events in the economic life of the country are known as: | |  | A) Business journalists | |  | B) Commerce journalists | |  | C) Wall Street Journal reporters | |  | D) Muckraking journalists | |  |
|  | |
| |  |  | | --- | --- | | 18) | News as a product has two important economic features. One feature is that it is "non-excludable" meaning: | |  | A) Successful news reporting is built around exclusive interviews with prominent media | |  | B) Once the news is reported, anyone else can use it, including competitors reporting their version of your news | |  | C) No one can be excluded from the news | |  | D) Once the news is reported, it is copyrighted and no one else can cover that story | |  |
|  | |
| |  |  | | --- | --- | | 19) | Benefits of digital distribution include all of the following EXCEPT: | |  | A) New artists and journalists are able to break onto the scene and gain recognition easier | |  | B) Greater consumer choice | |  | C) Artists and journalists may gain more control over their content | |  | D) Increased sales at traditional big box retailers | |  |
|  | |
| |  |  | | --- | --- | | 20) | The rise of the Internet, cable news, and social media has transformed the economics of journalism and media in by: | |  | A) Increasing competition in the number of options for both receiving news and viewing the news | |  | B) Allowed other countries to control our news by purchasing domestic news outlets | |  | C) Minimizing access to news because the number of players are forced to be exclusive and charge more for online access | |  | D) The Internet, cable news, and social media has had no transformative economic effect on journalism | |  |
|  | |
| |  |  | | --- | --- | | 21) | How many sentences are in most lede paragraphs? | |  | A) Four or five | |  | B) One or two | |  | C) Five or six | |  | D) Three or four | |  |
|  | |
| |  |  | | --- | --- | | 22) | What is media bias? | |  | A) A bias against media outlets, including reporters and editors. | |  | B) The bias of journalists in mass media. | |  | C) A neutral way of looking at print media. | |  | D) Two journalists reporting opposing biased opinions in print or broadcast media. | |  |
|  | |
| |  |  | | --- | --- | | 23) | Which of the following comparisons is correct? | |  | A) Tomorrow we will be participating in activities such as volleyball. | |  | B) She has a watch that looks like mine. | |  | C) The father took time off of work to relax, like reading, watching television, and cooking. | |  | D) Yesterday we had the same lunch, like an apple, salad, and cookie. | |  |
|  | |
| |  |  | | --- | --- | | 24) | According to the AP Style Guide, the following rules for "last" are correct, EXCEPT: | |  | A) When avoiding the use of last as a synonym for latest, the correct form should be as follows: *The latest announcement was at noon.* | |  | B) It is appropriate to use last as a synonym for latest when there has not been an event to follow. *Example: The last time it rained, I forgot my umbrella.* | |  | C) The word last is necessary to convey the notion of most recent when the name of a month is used. *Example: It happened last April.* | |  | D) Avoid the use of last as a synonym for latest.*Example: The last announcement was made at noon.* | |  |
|  | |
| |  |  | | --- | --- | | 25) | The phrase "If it bleeds; it leads" means what? | |  | A) Medical stories come first in a newscast. | |  | B) Stories about blood drives always come first. | |  | C) Stories about public service officials always top the newscast. | |  | D) Stories about serious crimes or accidents top the newscast. | |  |
|  | |
| |  |  | | --- | --- | | 26) | Which state abbreviation is incorrect according to AP Style? | |  | A) MA. | |  | B) N.Y. | |  | C) Calif. | |  | D) Utah. | |  |
|  | |
| |  |  | | --- | --- | | 27) | For datelines, which of the following is correct for cities that are NOT widely known? | |  | A) ROME, GA - The Governor of Georgia visited Rome today for the Steeplechase event that brings in thousands of spectators each year. | |  | B) Lexington - In South Carolina today, the weather will be a balmy 70 degrees. | |  | C) ATHENS - The University of Georgia released a statement today that it will remain a drug-free zone. | |  | D) LEBANON - The first Cracker Barrel located in Lebanon, TN, will become a museum for tourists passing through the South. | |  |
|  | |
| |  |  | | --- | --- | | 28) | According to the AP Style Guides, which of the following is NOT the correct use of the months? | |  | A) The United States Independence Day falls on Jul. 4, every year. | |  | B) George Washington's birthday is Feb. 22, 1732. | |  | C) Mother's Day always falls on the second Sunday in May. | |  | D) The coldest day of the year was Jan 2. | |  |
|  | |
| |  |  | | --- | --- | | 29) | When writing in Journalism, it is important to remain professional and stay away from offensive language. Which of the follow is NOT the correct way to refer to a person who is shorter than average height? | |  | A) little person | |  | B) short stature | |  | C) dwarf | |  | D) midget | |  |
|  | |
| |  |  | | --- | --- | | 30) | What does SLR stand for? | |  | A) Single lens repeat | |  | B) Shooting long repeat | |  | C) Single lens reflex | |  | D) Single long reflex | |  |
|  | |
| |  |  | | --- | --- | | 31) | Which of the following is NOT a type of headline? | |  | A) Super Lead | |  | B) Teaser | |  | C) Basic | |  | D) Feature Summary | |  |
|  | |
| |  |  | | --- | --- | | 32) | When writing a story that effects the entire New England area, which states can the story refer to? | |  | A) New York, Boston, Delaware, Vermont, Maine, and Rhode Island. | |  | B) Massachusetts, Maryland, Delaware, Vermont, New Hampshire, and Rhode Island. | |  | C) Pennsylvania, Virginia, Rhode Island, Maryland, Delaware, and New York. | |  | D) Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. | |  |
|  | |
| |  |  | | --- | --- | | 33) | According to the AP Style Guide, which of the following is the correct title for a government official? | |  | A) Pennsylvania governor, Tom Wolf, did not attend the annual Groundhog Day ceremony. | |  | B) The First Lady Michelle Obama started the healthy school lunch initiative. | |  | C) The chair of the federal reserve, Janet Yellen, went to Yale and Brown University. | |  | D) The Secretary of State John Kerry was last seen in Jerusalem for a meeting with the United Nations. | |  |
|  | |
| |  |  | | --- | --- | | 34) | Which of the following uses of language is correct? | |  | A) In rural Louisiana, some residents still speak cajun. | |  | B) People of Jewish decent often spoke yiddish or Hebrew. | |  | C) In South Carolina, there is a small population of gullah speaking natives. | |  | D) The English man was invited to afternoon tea amongst Arabic speaking individuals. | |  |
|  | |
| |  |  | | --- | --- | | 35) | Which is the best lede for a story about a local charity event? | |  | A) On Tuesday, the community gathered together to help raise money for Charity Event. | |  | B) $5,000. That is how much Charity Event raised this year to help sick children and their parents afford care to help them get well. | |  | C) For a brief moment, Juno Lance stood at the top of the slide. "Here I come!" she said before conquering the slide for the first time in her life. The moment wouldn't have happened without Charity, which held its annual event Tuesday at Local Place. | |  | D) On Tuesday, $5,000 was raised for sick children supported by Charity Event. | |  |
|  | |
| |  |  | | --- | --- | | 36) | What does it mean to be objective? | |  | A) Use personal pronouns in a story. | |  | B) Reporting with a goal or aim in mind. | |  | C) Include an opinion in a story. | |  | D) Just report the facts. | |  |
|  | |
| |  |  | | --- | --- | | 37) | A "nutgraph" is defined how? | |  | A) Attempts to sway the reader | |  | B) Establishes a point of view | |  | C) A graphic that provides a "nugget" of information | |  | D) Tells the reader exactly what the story is about | |  |
|  | |
| |  |  | | --- | --- | | 38) | Information about a surprise event or breaking news whether on or off the record is known as a: | |  | A) "off the record" | |  | B) "foul tip" | |  | C) "tip-off" | |  | D) "tip-of-the-hat" | |  |
|  | |
| |  |  | | --- | --- | | 39) | When a report is later found to be inaccurate or incorrect, a news organization will often print a: | |  | A) retraction | |  | B) retooled report | |  | C) retelling of the story | |  | D) retroactive report | |  |
|  | |
| |  |  | | --- | --- | | 40) | The definition of hard news is? | |  | A) News involving "the sciences" like math, economics, physics, and weather | |  | B) News about subjects that are challenging for reporters to write about | |  | C) News about subjects that are complex or difficult for readers to understand | |  | D) Factual News | |  |
|  | |
| |  |  | | --- | --- | | 41) | An article of inordinate and suffocating length produced to gratify the author and/or aspirations of the news agency is known as a: | |  | A) Box of Rocks | |  | B) Goat-Choker | |  | C) Bag of Sand | |  | D) Sheep Herder | |  |
|  | |
| |  |  | | --- | --- | | 42) | Which type of software can translate scanned text into editable text that journalists can use in their reporting? | |  | A) Database | |  | B) Optical character recognition | |  | C) Computer-aided drafting | |  | D) Spreadsheet | |  |
|  | |
| |  |  | | --- | --- | | 43) | When you use a shallow depth of field, which of the following is true? | |  | A) Isolates your subject from the background | |  | B) Eliminates a distracting background | |  | C) Foreground and background is blurred | |  | D) All of these are true. | |  |
|  | |
| |  |  | | --- | --- | | 44) | What is the definition of composition as it relates to photojournalism? | |  | A) A selection of photographs arranged as a collage | |  | B) The cutline | |  | C) The Center of Interest is interesting | |  | D) Pleasing arrangement of subject matter elements | |  |
|  | |
| |  |  | | --- | --- | | 45) | What is the rule called that dictates your subjects' placement in a photograph? | |  | A) Common sense | |  | B) Percentage of Image | |  | C) Rule of Fourths | |  | D) Rule of Thirds | |  |
|  | |
| |  |  | | --- | --- | | 46) | What does cold copy or rip and read mean? | |  | A) The anchor/reporter never writes their own scripts. | |  | B) Copy this is poorly written. | |  | C) The anchor/reporter has never seen the script before and goes live with it. | |  | D) Copy that is pulled from a wire service. | |  |
|  | |
| |  |  | | --- | --- | | 47) | What is a spot? | |  | A) A commercial. | |  | B) Something on your clothes. | |  | C) A place where you stand to deliver a stand up. | |  | D) A place you look while delivering the news. | |  |
|  | |
| |  |  | | --- | --- | | 48) | In television, when you have two images on the same screen at the same time, that is called a what? | |  | A) Chromakey | |  | B) Split Screen | |  | C) Horizontal Wipe | |  | D) Vertical Wipe | |  |
|  | |
| |  |  | | --- | --- | | 49) | In journalism, the term "add" means: | |  | A) Short for "advocacy" | |  | B) Additional copy, to be added to a story already written | |  | C) Short for "advertorial" or an advertisement written like a news story | |  | D) An interchangeable term for "ad" or advertisement | |  |
|  | |
| |  |  | | --- | --- | | 50) | An "angle" is the newsworthy part of the story a journalist chooses to highlight and develop. Another term for "angle" is: | |  | A) Background | |  | B) Hook | |  | C) Atoms | |  | D) Banner | |  |
|  | |
| |  |  | | --- | --- | | 51) | A reporter asks an interviewee, "What can you tell me about the judge's decision?" This is an example of a(n): | |  | A) Probing Question | |  | B) Open Question | |  | C) Authentic Question | |  | D) Closed Question | |  |
|  | |
| |  |  | | --- | --- | | 52) | The name of a newspaper in a banner in special, distinctive type at the top of the front page is called a(n): | |  | A) header | |  | B) headline | |  | C) mastline | |  | D) masthead | |  |
|  | |
| |  |  | | --- | --- | | 53) | All of the following are true about "off the record" interviews EXCEPT, | |  | A) Information given to a journalist for use in a story on condition that the source will not be identified. | |  | B) A competent and highly regarded journalist should not include off the record information in stories. | |  | C) Information given to a journalist as background on condition that it will not be used in a story. | |  | D) "off the record" is also called "non-attributable" information. | |  |
|  | |
| |  |  | | --- | --- | | 54) | A microphone which picks up sound from all directions is called a: | |  | A) omnidirectional mic | |  | B) unidirectional mic | |  | C) cardiod mic | |  | D) bidirectional mic | |  |
|  | |
| |  |  | | --- | --- | | 55) | The term used to cancel or delete all or part of a story is called is: | |  | A) retract | |  | B) dink | |  | C) snub | |  | D) kill | |  |
|  | |
| |  |  | | --- | --- | | 56) | Which of the following is NOT part of the First Amendment? | |  | A) Freedom of press. | |  | B) Freedom of religion. | |  | C) Separation of church and state. | |  | D) Petition the government. | |  |
|  | |
| |  |  | | --- | --- | | 57) | What is libel? | |  | A) Reporting factual events. | |  | B) Reporting a false statement that harms someone's reputation. | |  | C) The right to print a negative article as long as it is true. | |  | D) Censorship of a reporter's articles. | |  |
|  | |
| |  |  | | --- | --- | | 58) | Who was John Peter Zenger? | |  | A) A journalist and publisher whose libel lawsuit established the principle that truth is a defense against libel. | |  | B) The publisher and founder of the Penny Press model of journalism. | |  | C) The first photojournalist to win a Pulitzer Prize. | |  | D) The creator of the printing press. | |  |
|  | |
| |  |  | | --- | --- | | 59) | What information should NOT be included in a news story? | |  | A) Libelous information. | |  | B) Community reactions to an event. | |  | C) Factual information. | |  | D) When the event took place. | |  |
|  | |
| |  |  | | --- | --- | | 60) | Which Amendment to the U.S. Constitution prohibits the making of any law abridging the freedom of speech or infringing on freedom of the press? | |  | A) The First Amendment | |  | B) The Second Amendment | |  | C) The Fifth Amendment | |  | D) The Fourteenth Amendment | |  |
|  | |
| |  |  | | --- | --- | | 61) | A plaintiff in a libel suit involving a statement published in the mass media usually must prove six things: (1) identification, (2) publication, (3) falsity, (4) injury, (5) fault, and (6) | |  | A) defamation | |  | B) manipulation | |  | C) slander | |  | D) intent | |  |
|  | |
| |  |  | | --- | --- | | 62) | Defamation by written words or by communication in some other tangible form is known as: | |  | A) slander | |  | B) libel | |  | C) falsity | |  | D) yellow journalism | |  |
|  | |
| |  |  | | --- | --- | | 63) | In most libel legal cases, which kind of plaintiff (injured party) does NOT have to show such a heavy burden of proof; they only have to prove that the defendant (journalist/media company) acted with negligence in reporting: | |  | A) Public Figures | |  | B) Public Officials | |  | C) Private Individuals | |  | D) Private Foundations | |  |
|  | |
| |  |  | | --- | --- | | 64) | What do shield laws protect? | |  | A) All sources | |  | B) Reporter | |  | C) Public Officials | |  | D) Editor | |  |
|  | |
| |  |  | | --- | --- | | 65) | The FCC's Candidate Access Rule is an administrative rule that requires stations: | |  | A) requires all stations to broadcast state and federal debates | |  | B) to provide to candidates for any elected office "reasonable" access to buy advertising time at the lowest available rate | |  | C) to provide to candidates for federal office "reasonable" access to buy advertising time at the lowest available rate | |  | D) requires all stations to report on the outcome of state and federal elections | |  |
|  | |
| |  |  | | --- | --- | | 66) | In *Perry Educ. Assoc. v Perry Local Educators Assoc.*, the Supreme Court distinguished three categories of public property for public forums. Which of the following is NOT included as a category: | |  | A) Limited public forums | |  | B) Private property forums | |  | C) Non-public forums | |  | D) Public forums | |  |
|  | |
| |  |  | | --- | --- | | 67) | All of the following are considered non-public forums and the government is permitted to impose content-based restrictions on free speech EXCEPT: | |  | A) Government-owned buildings | |  | B) Military bases | |  | C) Airports | |  | D) The side of a city-owned bus open to advertising | |  |
|  | |
| |  |  | | --- | --- | | 68) | In 1975 the FCC passed the media cross-ownership rule. This ban prohibits the ownership of: | |  | A) Internet service providers, radio, satellite, and cable properties in the U.S. | |  | B) a daily newspaper and any full-power broadcast station served by the same community | |  | C) ownership of more than three daily newspapers | |  | D) more than one owner of a broadcast stations in multiple markets | |  |
|  | |
| |  |  | | --- | --- | | 69) | You are just about to send your article to your editor when you get a call from your source. She said that her boss told her to get a copy of the article before it goes to print so they could make sure that the quotes were correct. You: | |  | A) Send her the article. It's OK if she wants to check the quotes. | |  | B) Don't send her the article. Ask your editor about your newsroom's policy first. | |  | C) Go to print. | |  | D) Send the article to the source's boss to make sure you're as accurate and objective as possible. | |  |
|  | |
| |  |  | | --- | --- | | 70) | There is a major controversy in town over whether an apartment building should be built on an old park. The group who wants to revitalize the park calls you to tell you about how they are working with a national organization to help bolster their case. Which sources should you call to flesh out your story? | |  | A) Government officials involved in the zoning decision. | |  | B) The national organization, government officials involved in the decision, and the group that wants the apartment building. | |  | C) Government officials and local citizens impacted by the proposed building to get their opinion. | |  | D) The national organization. | |  |
|  | |
| |  |  | | --- | --- | | 71) | Using confidential information or anonymous sources can be controversial for reporters to use in their report, but can be very helpful in: | |  | A) making the case for an editor to place the article higher on the page | |  | B) uncovering related facts or sources who are willing to speak "on the record" | |  | C) getting the news desk to extend the copy deadline | |  | D) retracting a news story | |  |
|  | |
| |  |  | | --- | --- | | 72) | How many sources should a story have? | |  | A) At least one. | |  | B) At least two. | |  | C) None if you're writing a story based on a press release. | |  | D) At least three. | |  |
|  | |
| |  |  | | --- | --- | | 73) | A source gave you a great quote over email, but he misspelled some words. What shouldn't you do to the quote? | |  | A) Completely re-write the quote so it is spelled correctly. | |  | B) Make a minor change to the quote's spelling by inserting the correct word in brackets. | |  | C) Write [sic] near the incorrectly spelled words. | |  | D) Print it as it was written. | |  |
|  | |
| |  |  | | --- | --- | | 74) | A source tells you that she knows what's really happening behind the scenes of local government, but she won't talk about it unless it's off the record. You meet with her and discover that she knows about a government scandal that is costing the taxpayers hundreds of thousands of dollars. What do you do? | |  | A) Write a story based on what your source says without naming her. | |  | B) Contact your other sources, but don't tell them anything about your source. | |  | C) Write a story based on what your source says, but name her in the article. | |  | D) Start contacting other sources who will go on the record and tell them who your source is and what she told you. | |  |
|  | |
| |  |  | | --- | --- | | 75) | A source gave you a great quote, but it is grammatically correct. What shouldn't you do to the quote? | |  | A) Print it as it was said. | |  | B) Make a minor change to the quote's grammar by inserting the correct word in brackets. | |  | C) Write [sic] near the grammatically incorrect part of the quote. | |  | D) Completely re-write the quote so it is grammatically correct. | |  |
|  | |
| |  |  | | --- | --- | | 76) | You are the public safety reporter. An editor in the newsroom is arrested for stealing a car and injuring another person. You find out about the arrest at the police station. Do you report it? | |  | A) No. You have a duty to protect your colleagues. | |  | B) You cannot report on it until due process and legal proceedings are complete. | |  | C) Yes. It is news, and you would report it if it was someone else. | |  | D) Yes, after checking with the managing editor. | |  |
|  | |
| |  |  | | --- | --- | | 77) | You are a reporter at a local newspaper. It is Election Night, and you have the night off. You want to go to your favorite city council candidate's headquarters to await the election results. Should you go? | |  | A) No. You will not appear objective if you go. | |  | B) No. It is a conflict of interest to go because you are friends with the political reporter. | |  | C) Yes. You don't normally cover politics, so it won't be a conflict of interest. | |  | D) Yes. You are not working, so it is OK to go. | |  |
|  | |
| |  |  | | --- | --- | | 78) | You finally save up to buy a nice used car. The first thing you do is put some bumper stickers on it. Which types of stickers should you avoid if you are a reporter? | |  | A) Political bumper stickers. | |  | B) Religious bumper stickers. | |  | C) Rude bumper stickers. | |  | D) Funny bumper stickers. | |  |
|  | |
| |  |  | | --- | --- | | 79) | Which two newspapers were involved in the ethical and legal dilemma known as "The Pentagon Papers": | |  | A) The New York Post and Washington Post | |  | B) The Washington Post and New York Times | |  | C) CNN and CSPAN | |  | D) The Wall Street Journal and New York Times | |  |
|  | |
| |  |  | | --- | --- | | 80) | "The Pentagon Papers" is an example of which kind of ethical dilemma journalists face: | |  | A) Personal integrity | |  | B) Public interest and the public's right to know | |  | C) Conflict between management and reporters | |  | D) Conflicts between editors | |  |
|  | |
| |  |  | | --- | --- | | 81) | The most common areas of study for journalism are: | |  | A) Broadcast, print, and public relations | |  | B) Photojournalism, broadcast, online journalism | |  | C) Online journalism, print, and public relations | |  | D) Broadcast, Photojournalism, and print | |  |
|  | |
| |  |  | | --- | --- | | 82) | Congratulations on becoming the movie reviewer! To prepare for your first review, you should: | |  | A) Make sure you have enough pens and paper to take good notes. | |  | B) Call the movie theater and let them know that you are coming. | |  | C) Record clips of the movie with your phone to ensure accuracy in quoting the movie's main lines. | |  | D) Send a note to the movie's studio to ask if you can speak with someone for quotes after you watch the movie. | |  |
|  | |
| |  |  | | --- | --- | | 83) | A news reporter's job description is best described by: | |  | A) gathering information to further develop a story that is newsworthy for all citizens. | |  | B) interviewing a person or representative of an organization to tell a unique story. | |  | C) creating a storyboard for the upcoming newscast. | |  | D) gathering sources to check facts on previously gathered information. | |  |
|  | |
| |  |  | | --- | --- | | 84) | An underwriter's job description is best described as: | |  | A) gathering information to further develop a story that is newsworthy for all citizens. | |  | B) shadowing a prominent figure to write their life's story. | |  | C) gathering sources to check facts on previously gathered information. | |  | D) interviewing a person or representative of an organization to tell a unique story. | |  |
|  | |
| |  |  | | --- | --- | | 85) | Which editor has the lowest rank in the newsroom? | |  | A) Copy editor. | |  | B) Assistant night editor. | |  | C) Managing editor. | |  | D) City editor. | |  |
|  | |
| |  |  | | --- | --- | | 86) | Which type of editor may assign you an article to write? | |  | A) Layout editor. | |  | B) News editor. | |  | C) Copy editor. | |  | D) Opinion editor. | |  |
|  | |
| |  |  | | --- | --- | | 87) | On average, which career in journalism would earn the highest salary: | |  | A) Journalists in radio and television broadcasting | |  | B) Journalists in newspaper, magazine and print publishers | |  | C) Freelancers | |  | D) Writers in the motion picture and video industries | |  |
|  | |
| |  |  | | --- | --- | | 88) | Historically, managers at a newspaper would consider raising subscription prices if any of the following costs increased substantially EXCEPT: | |  | A) Distribution and circulation department personnel costs increases | |  | B) Packaging | |  | C) Cost of printing | |  | D) Loss of advertisers | |  |
|  | |
| |  |  | | --- | --- | | 89) | The primary expense components factored into subscription and single-copy sales prices are all of the following EXCEPT: | |  | A) Packing (like inserting and bundling) | |  | B) Editing | |  | C) Cost of printing (like pre-press work) | |  | D) Distribution and Circulation | |  |
|  | |
| |  |  | | --- | --- | | 90) | An example of an above-the-line media expense is: | |  | A) Wardrobe | |  | B) Make-Up | |  | C) Graphics | |  | D) Script | |  |
|  | |
| |  |  | | --- | --- | | 91) | Which category of speech is NOT protected by the First Amendment? | |  | A) Obscenity. | |  | B) Indecent speech online. | |  | C) Nudity. | |  | D) Curse words. | |  |
|  | |
| |  |  | | --- | --- | | 92) | At what age does the First Amendment officially begin to protect a person's free speech rights? | |  | A) The first Amendment sets no age limit but the 21st Amendment changed that to 21 | |  | B) The first Amendment sets no age limit but the 26th Amendment changed that to 18 | |  | C) The first Amendment sets the age limit at 16 | |  | D) The first Amendment sets no age limit | |  |
|  | |
| |  |  | | --- | --- | | 93) | Who was the editor of the first United States newspaper, Publick Occurrences Both Forreign and Domestick? | |  | A) John Peter Zenger | |  | B) Benjamin Franklin | |  | C) Benjamin Harris | |  | D) Frederick Douglass | |  |
|  | |
| |  |  | | --- | --- | | 94) | You and a photographer go to a lake to cover an accident. Unfortunately, the mayor drowned. The photographer takes a picture of the person on a stretcher. Should the photograph be printed? | |  | A) Maybe. It depends on both the shock value and news value of the photograph. | |  | B) Maybe. It depends on if the mayor's next of kin allowed release of the photo. | |  | C) No. It a picture of the mayor and it would be inappropriate to put them in the newspaper. | |  | D) Yes. It was taken during a news event and it illustrates what happened. | |  |
|  | |
| |  |  | | --- | --- | | 95) | News reporters being attached to military units in armed conflict is known as: | |  | A) Investigative journalism | |  | B) Embedded journalism | |  | C) Pool journalism | |  | D) Theater journalism | |  |
|  | |
| |  |  | | --- | --- | | 96) | What was the name of the first African-American newspaper in the United States? | |  | A) Big Red News. | |  | B) The North Star. | |  | C) Freedom's Journal. | |  | D) Chicago Defender. | |  |
|  | |
| |  |  | | --- | --- | | 97) | What is Janet Cooke known for in journalism circles? | |  | A) Both of these stories | |  | B) Fabricated stories she wrote for the Washington Post | |  | C) Returning the Pulitzer Prize that she won. | |  | D) Neither of these stories | |  |
|  | |
| |  |  | | --- | --- | | 98) | According to some historians, what invention helped usher in the "inverted pyramid" style of prioritizing and structuring a news report: | |  | A) Twitter | |  | B) Internet | |  | C) telephone | |  | D) telegraph | |  |
|  | |
| |  |  | | --- | --- | | 99) | Which award administered by the Radio Television Digital News Association recognizes outstanding achievements in electronic journalism? | |  | A) Pulitzer Prize | |  | B) Edward R. Murrow Awards | |  | C) Oscar Award | |  | D) Tony Award | |  |
|  | |
| |  |  | | --- | --- | | 100) | The Edward R Murrow award honors outstanding achievements in the following, EXCEPT: | |  | A) Radio | |  | B) Movies | |  | C) Television | |  | D) News | |  |

|  |
| --- |
|  |

|  |  |
| --- | --- |
| 1) | D |
| 2) | B |
| 3) | A |
| 4) | D |
| 5) | D |
| 6) | C |
| 7) | C |
| 8) | D |
| 9) | B |
| 10) | D |
| 11) | B |
| 12) | C |
| 13) | C |
| 14) | B |
| 15) | C |
| 16) | C |
| 17) | A |
| 18) | B |
| 19) | D |
| 20) | A |
| 21) | B |
| 22) | B |
| 23) | B |
| 24) | C |
| 25) | D |
| 26) | A |
| 27) | A |
| 28) | D |
| 29) | D |
| 30) | C |
| 31) | C |
| 32) | D |
| 33) | D |
| 34) | D |
| 35) | C |
| 36) | D |
| 37) | D |
| 38) | C |
| 39) | A |
| 40) | D |
| 41) | B |
| 42) | B |
| 43) | D |
| 44) | D |
| 45) | D |
| 46) | C |
| 47) | A |
| 48) | B |
| 49) | B |
| 50) | B |
| 51) | B |
| 52) | D |
| 53) | B |
| 54) | A |
| 55) | D |
| 56) | C |
| 57) | B |
| 58) | A |
| 59) | A |
| 60) | A |
| 61) | A |
| 62) | B |
| 63) | C |
| 64) | A |
| 65) | C |
| 66) | B |
| 67) | D |
| 68) | B |
| 69) | B |
| 70) | B |
| 71) | B |
| 72) | B |
| 73) | A |
| 74) | B |
| 75) | D |
| 76) | C |
| 77) | A |
| 78) | A |
| 79) | B |
| 80) | B |
| 81) | A |
| 82) | A |
| 83) | A |
| 84) | B |
| 85) | A |
| 86) | B |
| 87) | D |
| 88) | D |
| 89) | B |
| 90) | D |
| 91) | A |
| 92) | D |
| 93) | C |
| 94) | A |
| 95) | B |
| 96) | C |
| 97) | A |
| 98) | D |
| 99) | B |
| 100) | B |