1) From a business perspective, all of the following are disadvantages of TV broadcasting EXCEPT:
A) Increasing use of DVRs reduces impact of commercials
B) Proven success record for promoting mass consumer products
C) Audience share is declining due to add fragmentation
D) TV shows skew older and lower income

2) Social media is allowing users to participate in generating news like never before. Pew Research found all of the following to be true EXCEPT:
A) 50% shared or reposted news stories, videos, or images
B) Less than 10% of online users commented about the news
C) 14% posted pictures of news
D) 12% posted videos of news

3) A short audio or video segment produced to advertise an upcoming news bulletin or news items is called a(n):
A) teaser
B) PR
C) promo
D) commercial

4) News as a product has two important economic features. One feature is that it is "non-excludable" meaning:
A) Once the news is reported, it is copyrighted and no one else can cover that story
B) Successful news reporting is built around exclusive interviews with prominent media
C) No one can be excluded from the news
D) Once the news is reported, anyone else can use it, including competitors reporting their version of your news

5) A "hard news" story does what?
A) Lists the bones of the story
B) Has Interviews of everyone involved
C) Is written from research
D) Makes conclusions
6) Which street name should NOT be abbreviated according to AP Style?
   A) 35 Cherry St.
   B) 26 Rose Ave.
   C) 90 Holmes Blvd.
   D) 59 Vine Dr.

7) Which headline is most consistent with AP style in voice, structure, and format?
   A) Budget announced by President. Congress to discuss it
   B) President announces budget; Congress to discuss it
   C) President announces budget: Congress is going to discuss it
   D) Budget announced by President—Congress will be discussing it

8) When someone does NOT give credit for words and ideas that is called what?
   A) Stealing
   B) Attribution
   C) Plagiarism
   D) The Internet

9) Which government agency requires pharmaceutical ads contain disclosures when broadcast on TV:
   A) FDA
   B) FCC
   C) FBI
   D) FTC

10) A student reporter has been assigned to write a story about a new science teacher at the school. The reporter has created a list of questions to ask the teacher during the interview. Midway through the interview, the teacher mentions an interesting and unusual job she once had as a scientist on an Arctic expedition. The reporter's best response would be to:
    A) Ask the teacher whether she prefers to complete the planned interview or spend more time discussing her work in the Arctic instead.
    B) Incorporate into the interview several questions aimed at eliciting more information about the teacher's work in the Arctic.
    C) Ask the teacher for time to prepare a new set of questions for an additional interview that will focus on her work in the Arctic.
    D) Listen attentively to what the teacher has to say about her work in the Arctic and then continue with the original set of questions as planned.
11) Which is the best example of a student editor of a student-produced newspaper applying the ethical principle of seeking truth and reporting it?
A) The editor refuses to publish the names of several students who have been accused by another student of cheating on an exam.
B) The editor includes critical letters and e-mails from readers among the letters that are selected to be printed in the newspaper.
C) The editor refuses to accept an advertisement from the owner of a business who is the subject of a story.
D) The editor insists that all reporters be able to verify the accuracy of their news stories before they are printed.

12) What modern event coincided with a huge loss of trust in mass media?
B) The 24-hour news cycle.
C) The false information printed by Stephen Glass.
D) The closing of the Rocky Mountain News.

13) Congratulations on becoming the movie reviewer! To prepare for your first review, you should:
A) Send a note to the movie's studio to ask if you can speak with someone for quotes after you watch the movie.
B) Record clips of the movie with your phone to ensure accuracy in quoting the movie's main lines.
C) Call the movie theater and let them know that you are coming.
D) Make sure you have enough pens and paper to take good notes.

14) An editorial board is defined as:
A) A bulletin board of story ideas for editors to consider
B) A group of people who vote on what people cover what
C) Group of people at a publication who strategize and determine the tone and direction
D) It used to be a physical board, but is now a digital place to review opinion article topics the editor would like a reporter to write

15) Who is NOT a historical figure of journalism?
A) Joseph Pulitzer.
B) Frederick Douglass.
C) Andrew Mulligan.
ANSWER KEY

1) B
2) B
3) A
4) D
5) A
6) D
7) B
8) C
9) A
10) B
11) D
12) A
13) D
14) C
15) C