Examination 2 – AGED 105-500
Introduction to Agricultural Communications
FORM A – 200 points

Multiple Choice/ True-False (100 points total)
For each of the following questions, mark the best answer. (2 points each)

1. What important piece of agricultural legislation is credited to Justin S. Morrill?
   a. Land-Grant Act
   b. Freedom to Farm act
   c. Establishment of the U.S. Department of Agriculture
   d. 1890 Morrill Act

2. The Land-Grant Act included:
   a. 40 acres and a mule
   b. 30,000 acres to each state for each senator and congressman
   c. A goal of educating the children of farmer and mechanics
   d. B and C

3. What are the three types of land-grand colleges?
   a. 1865, 1870 and 1990 land-grant colleges
   b. 1862, 1890 and 1994 land-grant colleges
   c. Public, Private and Religious
   d. Agricultural, Medical and Veterinary schools

4. Farmers and college faculty members disagreed over how the land-grant colleges should teach because:
   a. Faculty members believe in teaching only scientific principles
   b. Farmers wanted colleges to teach only crop production
   c. Farmers wanted colleges to teach new technologies
   d. Faculty members wanted to teach only biology

5. Problems between farmers and college faculty concerning land grant college programs were solved in 1890 with what compromise?
   a. Colleges would teach livestock production as well as crop production
   b. Colleges would teach the application of physical, natural and economic sciences to agriculture
   c. Colleges would not teach any basic physical sciences
   d. Colleges would teach only specific skills including how to drive a tractor.

6. The federal government finally established the United States Department of Agriculture in:
   a. 1975
   b. 1875
   c. 1862
   d. 1962
7. Agricultural Experiment stations and the Cooperative Extension service were established to do what, respectively:
   a. Establish research facilities; provide outreach activities
   b. Establish and maintain libraries; work with 4-H programs
   c. Fund agricultural research; conduct practical educational programs
   d. All of the above

8. By 1920, there were how many farm publications?
   a. 157
   b. 250
   c. 400
   d. 500

9. By the 1920s, farm magazines were thriving, and they had better information. Why?
   a. Magazines had more financial sources
   b. The publications where more accommodating to editorials
   c. Farmers were less resistant to “book farming”
   d. Magazines were cheaper to mail

10. The end of World War I meant trouble for agriculture, but
    a. Farm magazines suffered too
    b. Farm magazines held steady, and their total circulation grew
    c. Farm magazines raised their subscription rates
    d. Farm magazines increased the number of publications

11. By 1940, what was the total circulation of all farm magazines?
    a. 22 million
    b. 21 million
    c. 20 million
    d. 19 million

12. Where was the first radio weather broadcast?
    a. Madison, Wisconsin
    b. Houston, Texas
    c. Washington, DC
    d. New York City, NY

13. Why were early radio market reports so important to agricultural producers?
    a. They made it more difficult for producers to receive a good price for their commodities.
    b. **They allowed producers to know the approximate price for their commodities before they took them to market.**
    c. They made local livestock and crop market owners angry.
    d. They advertised products producers could not live without

14. The USDA first used radio to announce farm programs in 1933. What was the result?
    a. Most farmers who signed up heard about the new farm programs from the radio.
    b. Farmers did not find out about the programs
    c. The farm programs were not very popular with farmers
d. Farmers wanted new agriculture agencies

15. Television farm reports have had only moderate success. However:
   a. U.S. Farm Report survives as a nationwide weekly TV show.
   b. Some local stations have their own programs early in the mornings or at noon.
   c. Weather, Market reports and coming ag events dominate what local ag television coverage does exist.
   d. All of the above.

16. House Organs are:
   a. Special sections of commercial farm publications.
   b. Company-produced publications that include articles and ads only from the producing company.
   c. Organ music piped in through a company’s sound system.
   d. Have nothing to do with public relations.

17. Free, controlled circulation means:
   a. Publications are given away only at agricultural fairs.
   b. Would-be subscribers do not pay a subscription fee, but rather answer a short questionnaire on the size and type of their farming operations, and thereby qualify to receive the publication.
   c. Decreased in number in the 1980s.
   d. Hand-picking subscribers.

18. From 1950 through 1970, how many periodicals did the average farmer receive?
   a. 7
   b. 6
   c. 5
   d. 4

19. Why did major metropolitan dailies drop farm coverage in the 1990s?
   a. Agricultural publications increased, devaluing the agricultural section of newspapers
   b. The stock market crash of 1929
   c. The stock market crash of 1987
   d. Less than 2% of population worked on farms

20. The Country Weekly listed which of the following as news sources in the country?
   a. Clergymen
   b. Railway Station
   c. Rural Letter Carriers
   d. All of the above

21. One of the main differences between metropolitan dailies and “country” weeklies is
   a. Country magazines do not have to worry about being as accurate as metropolitan magazines.
   b. Country magazines are more local and metropolitan magazines cover the world news.
c. country magazine editors are not educated while metropolitan journalists are.

22. What event had the greatest impact on American policy, changing and shaping it forever?
   a. The Dust Bowl
   b. World War II
c. **The New Deal**
   d. The Great Depression

23. The Agricultural Adjustment Administration, part of The New Deal,:
   a. **Originally paid farmers not to farm**
   b. Was aimed at increasing agricultural production
c. Was based on the premise that farm prices were too high
d. Provided single, young men with work

24. The New Deal’s Civilian Conservation Corps
   a. Served as a wrecking crew in the national forests
   b. **Planted 3 billion trees between 1933 and 1942**
   c. Provided employment for thousands of married, young men
d. Was abolished in 1934

25. The Farm Credit Act of 1933 was part of the New Deal that:
   a. Refinanced all farm mortgages
   b. **Included a system of regulating and examining banks and associations**
   c. Financed farm cooperatives as well as farmers and ranchers
d. Made loans for telephone improvement

26. Nationally, the number of farms has declined 27% since 1970. What has happened to the number of farms in Texas since 1970?
   a. Declined 7%
b. **Increased 8%**
c. Increased 15%
d. Declined 25%

27. Nationally, where does Texas rank in total value of agricultural sales?
   a. 10th
   b. 5th
c. **2nd**
d. 1st

28. What percentage of producers based on the 2000 AgTrends Gallup Poll use computers in their operation?
   a. Less than 10%
b. 50%
c. **More than 50%**
d. 100%

29. What was the top information source reported by producers in the 2000 Gallup Poll?
30. The main buying influences for producers are
   a. Extension agents, local dealers, and advertising.
   b. **Veterinarians, local dealers, and other producers.**
   c. Internet sites, advertising, and veterinarians
   d. Veterinarians, local dealers, and salesmen

31. A local farmer is going to purchase chemical for his cotton crop. Based on statistics, he will most likely make that purchase from
   a. From the regional distributor.
   b. An online site.
   c. The local co-op
   d. **the local chemical dealer.**

32. What percentage of farmers have a college degree?
   a. 7%
   b. **23%**
   c. 32%
   d. 40%

33. The Ag Trends 2000 survey was conducted by
   a. **Gallup Organization**
   b. Texas A&M University Statistics Service
   c. USDA
   d. Farm Journal

34. The producers in the Ag Trends 2000 survey were asked to rate the Internet as a source of information on a 5 point scale. The majority ranked it as a
   a. 5
   b. 4 or 5
   c. 2
   d. **1**

35. Farm publications make the largest impact on what kind of producers?
   a. hog farmers
   b. vegetable
   c. **dairy farmers**
   d. tree crops

36. Every four years a new farm policy is implemented. What was the name of the 2002 Farm Bill?
   a. Food Security Act
   b. Federal Agricultural Improvement and Reform Act
c. Food, Agriculture, Conservation and Trade Act
d. Farm Security and Rural Investment Act

37. When did the Agricultural Journalism program at Texas A&M begin?
   a. 2002
   b. 1918
   c. 1905
   d. 1945

38. In what areas are Agricultural Journalism major trained?
   a. technical agriculture
   b. communications
   c. agricultural law/marketing
   d. all of the above

39. How many agricultural journalism/communications programs are there in the U.S.?
   a. 23
   b. 70
   c. 54
   d. 42

40. In Reisner’s 1990 survey of 26 agricultural communications programs she identified the “ideal curriculum”. What did it include?
   a. 

True/False

T or F 41. As agricultural communications grew in popularity, land grant colleges terminated their professional working relationship with agricultural magazines.

T or F 42. The depression forced input prices to jump, which left the land prices low and the farmers over extended.

T or F 43. In 1922, the radio made the market prices transparent.

T or F 44. The radio increased public awareness of the weather but decreased the public awareness of the markets.

T or F 45. The Dust Bowl was caused by over irrigation of farmland.

T or F 46. The farm policy passed in 1996 was the Food Security Act.

T or F 47. ACT stands for Agricultural Communicators of Tomorrow.
T or F 48. President Bush’s farm legislation is the Farm Security and Rural Investment Act of 2002.

T or F 49. Fifty-seven congressional districts are considered rural.

T or F 50. Texas was not affected by the Dust Bowl.

Short Answer – please use the back of the exam if you need more room.

51. Four major questions facing the academic discipline of Agricultural Communications & Journalism were discussed in class. Choose one of these questions and develop a logical answer to the question based on your knowledge of Agricultural Communications & Journalism and your knowledge as a student. (25 points) Your answer will be graded on the development of your argument, demonstration of understanding of Ag Comm. as an academic discipline, and basic grammar/spelling/punctuation.

- Where should Agricultural Communications programs be housed?
- What should drive Agricultural Communications curriculum?
- Should Agricultural Communications programs emphasize specializations?
- Should there be a national Agricultural Communication organization for academic programs?
52. Identify the two land-grant colleges in Texas and three land-grant colleges in other states. Include the state in the identification. (15 points)

53. The Country Weekly spoke about news values and the categories that will hold a reader’s attention. Almost a century later, have those values changed? Give examples of specific news values. (15 points)
54. The Country Weekly gave several examples of definitions of news. Has that definition changed? Be sure to defend your answer. (10 points)

55. When working in communications, why is it important to know the audience for whom your message is intended? (20 points)
56. List and describe the groups that want information from agricultural communicators. (10 points)

“Aggies do not lie, cheat or steal, nor do they tolerate those who do.” On my honor as an Aggie, I have not received nor given assistance on this exam.

Signed ________________________________

Date ______________

Failure to sign and date the honor code statement will result in a no grade on the exam.