

Name: \_\_\_\_\_

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 1

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. What media writing structure places the most important information first in a story?
2. List two of the three meaningless modifiers or two of the four instant indicators of passive voice highlighted in lecture.

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What was Olympic swimmer Michael Phelps doing in a photo in a British tabloid that made a splash?
2. What did the Illinois Legislature do to Rod Blagojevich last week?

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. Put these positions in hierarchical order for most newsrooms, from most powerful to least: managing editor, publisher, editor.
2. Why was the BBC criticized for its coverage of President Obama's inauguration speech?

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 spelling, grammar or style errors in the following story. Use proper copy editing marks to make your corrections. The quiz contains more than 13 errors, but you can earn only 13 points. You will receive one point for each error you correct. You will lose a point for any error you insert. All names are spelled correctly on first reference.

With Stock Market losses knocking nearly 1/3 of the value off their pension funds, Milwaukee's county and city governments will be forced to kick more money into those funds next year, adding to already significant budget pressures.

Milwaukee County faces a pension contribution of some \$8,000,000 next year, a 60% increase over this year's payment. The figure is unofficial but comes from a county pension study panel.

City officials haven't calculated the size of their contribution yet but it could be the largest in more than a decade, after 4 years when the city didn't need to contribute anything. And a reserve fund that was designed to help cover the cost was tapped by mayor Tom Barrett and the Common Council to balance this years budget.

For both funds, the prime culprit is recession driven losses. The county pension fund dropped some 500 million dollars in value last year, from \$1.66 billion at the start of 2008 to \$1.16 billion at the end of the year county Pension Board figures show.

Preliminary figures indicate the much larger city fund dropped \$1.67 billion, from \$5.1 billion at the beginning of last-year to \$3.43 billion at the end of the year. Bennefit payments accounted for about \$200 million of the decline said Jerry Allen, Executive Director of the city retirement system.

In both cases, the roughly 30% drop in value parallels general market losses. And un-like the state pension fund, those losses do not pose any problems for retirees, city and county officials said. Gerald Schroeder, Manager of the county retirement system, wrote in an email, "Our retirees are constantly assured that pension checks will not be altered".

Rob Henken, president of the nonpartisan Public Policy Forum and a former county administrator, said the \$80 million pension payment could prove a very difficult hurdle for county officials.

"An \$80 million pension payment in next year's budget certainly qualifies as desperation time for Milwaukee County", Hencken wrote in a forum blog.

Name: \_\_\_\_\_

*Kay*

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 1

**Readings Questions (two points each) – write the correct answer in the space below the question**

- Put these positions in hierarchical order for most newsrooms, from most powerful to least: managing editor, publisher, editor.  
*Publisher, Editor, managing editor*
- Why was the BBC criticized for its coverage of President Obama's inauguration speech?  
*Spliced together video to create different sequence than actual speech*

**Lecture Questions (two points each) – write the correct answer in the space below the question**

- What media writing structure places the most important information first in a story?  
*inverted pyramid*
- List two of the three meaningless modifiers or two of the four instant indicators of passive voice highlighted in lecture.  
*Very, Really, extremely or there is/are/was/were*

**Current Events Questions (two points each) – write the correct answer in the space below the question**

- What was Olympic swimmer Michael Phelps doing in a photo in a British tabloid that made a splash?  
*Smoking pot*
- What did the Illinois Legislature do to Rod Blagojevich last week?  
*convicted him of corruption & misconduct, removed from office (1 pt for impeached, which wasn't last)*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 spelling, grammar or style errors in the following story. Use proper copy editing marks to make your corrections. The quiz contains more than 13 errors, but you can earn only 13 points. You will receive one point for each error you correct. You will lose a point for any error you insert. All names are spelled correctly on first reference.

With ~~stock~~ Market losses knocking nearly 1/3 of the value off their pension funds, Milwaukee's county and city governments will be forced to kick more money into those funds next year, adding to already significant budget pressures.

Milwaukee County faces a pension contribution of some ~~\$8,000,000~~ <sup>million</sup> next year, a 60% increase over this year's payment. The figure is unofficial but comes from a county pension study panel.

City officials haven't calculated the size of their contribution yet, but it could be the largest in more than a decade, after 4 years when the city didn't need to contribute anything. And a reserve fund that was designed to help cover the cost was tapped by mayor Tom Barrett and the Common Council to balance this year's budget.

For both funds, the prime culprit is recession driven losses. The county pension fund dropped some ~~500 million dollars~~ <sup>\$</sup> 500 million ~~to~~ in value last year, from \$1.66 billion at the start of 2008 to \$1.16 billion at the end of the year, county Pension Board figures show.

Preliminary figures indicate the much larger city fund dropped \$1.67 billion, from \$5.1 billion at the beginning of last year to \$3.43 billion at the end of the year. Benefit payments accounted for about \$200 million of the decline, said Jerry Allen, Executive Director of the city retirement system.

In both cases, the roughly 30% drop in value parallels general market losses. And unlike the state pension fund, those losses do not pose any problems for retirees, city and county officials said. Gerald Schroeder, Manager of the county retirement system, wrote in an email, "Our retirees are constantly assured that pension checks will not be altered."

Rob Henken, president of the nonpartisan Public Policy Forum and a former county administrator, said the \$80 million pension payment could prove a very difficult hurdle for county officials.

"An \$80 million pension payment in next year's budget certainly qualifies as desperation time for Milwaukee County," Henken wrote in a forum blog.

Name: \_\_\_\_\_

TA: \_\_\_\_\_

**J202 Spring 2009**

**Quiz 2**

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two communication values that would make a State Street homicide last night worth covering by the Cap Times.
2. What guideline for brevity do broadcast writers often use with leads?

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. Who did German Chancellor Angela Merkel call to discuss a priest who denies the Holocaust happened?
2. What plan by the Madison Surgery Center drew intense scrutiny last week?

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. What tense is used most often in writing leads for broadcast news? (Harrower)
2. Use of what social media service led to trouble for an agency exec who criticized his client's hometown? (J202 blog)

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

HEALESVILLE, Aus. -- Wildfires raging through southeastern Australia razed entire towns, burning people in there homes, and cars in the deadliest blaze in the country's history.

The number of dead Monday stood at 108, a grim toll that rose almost by the Hour as officials reached further into the fire zone. Searing temperatures and wind blasts created a firestorm that swept across a swath of the countrys Victoria state, where at least 750 homes were destroyed and all of the victims died

"Hell in all its fury has visited the good people of Victoria", prime minister Kevin Rudd said. "Its an appalling tragedy for the nation."

If any of the deadly fires were deliberately lit, "There are no words to describe it other than mass murder," he said.

The skies rained ash and trees exploded in the inferno, witnesses said, as temperatures of up to 117-degrees combined with blasting winds to create furnace-like conditions. The Town of Marysville and several hamlets in the Kinglake district, both about fifty miles north of Melbourne, were utterly devastated.

At least eighteen of the deaths were from the Kinglake area, where residents said the fire hit with barely any notice.

Mandy Darkin said she was at work "like nothing was going on" until she was suddenly told to go home.

"I looked outside the window and said, 'Whoa, we are out of here,' Daykin said. "I could see it coming. I just remember the blackness and you could hear it, it sounded like a train".

Only 5 houses were left standing out of about 40 in one neighborhood. Street-after-street was lined by smoldering wrecks of homes, roofs colapsed inward, iron roof sheets twisted from the heat. The burned-out hulks of cars dotted roads. A church was smoldering, only one wall with a giant cross etched in it remained standing.

Name: \_\_\_\_\_

TA: Key

J202 Spring 2009

Quiz 2

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two communication values that would make a State Street homicide last night worth covering by the Cap Times.  
**proximity, impact, timeliness, conflict**
2. What guideline for brevity do broadcast writers often use with leads?  
**rule of 20**

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. Who did German Chancellor Angela Merkel call to discuss a priest who denies the Holocaust happened?  
**pope**
2. What plan by the Madison Surgery Center drew intense scrutiny last week?  
**offer later-term abortions**

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. What tense is used most often in writing leads for broadcast news? (Harrower)  
**present**
2. Use of what social media service led to trouble for an agency exec who criticized his client's hometown? (J202 blog)  
**twitter**

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

HEALESVILLE, Aus<sup>y</sup>- Wildfires raging through southeastern Australia razed entire towns, burning people in ~~there~~<sup>their</sup> homes<sup>y</sup> and cars in the deadliest blaze in the country's history.

The number of dead Monday stood at 108, a grim toll that rose almost by the ~~hour~~<sup>hour</sup> as officials reached further into the fire zone. Searing temperatures and wind blasts created a firestorm that swept across a swath of the countrys<sup>y</sup> Victoria state, where at least 750 homes were destroyed and all of the victims died ~~o~~.

"Hell in all its fury has visited the good people of Victoria<sup>y</sup>," prime minister Kevin Rudd said. "It's an appalling tragedy for the nation."

If any of the deadly fires were deliberately lit, "There are no words to describe it other than mass murder," he said.

The skies rained ash and trees exploded in the inferno, witnesses said, as temperatures of up to 117<sup>y</sup> degrees combined with blasting winds to create furnace-like conditions. The ~~town~~<sup>town</sup> of Marysville and several hamlets in the Kinglake district, both about ~~(fifty)~~<sup>(fifty)</sup> miles north of Melbourne, were utterly devastated.

At least ~~(eighteen)~~<sup>(eighteen)</sup> of the deaths were from the Kinglake area, where residents said the fire hit with barely any notice.

Mandy Darkin said she was at work "like nothing was going on" until she was suddenly told to go home.

"I looked outside the window and said, 'Whoa, we are out of here,' ~~Day~~<sup>Day</sup>kin said. "I could see it coming. I just remember the blackness and you could hear it<sup>y</sup> it sounded like a train<sup>y</sup>."

Only ~~(5)~~<sup>(5)</sup> houses were left standing out of about 40 in one neighborhood. Street~~y~~ after~~y~~ street was lined by smoldering wrecks of homes, roofs colaps<sup>y</sup>ed inward<sup>y</sup>, iron roof sheets twisted from the heat. The burned-out hulks of cars dotted roads. A church was smoldering, only one wall with a giant cross etched in it remained standing.

Name: \_\_\_\_\_

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 3

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. Why did Dunkin Donuts pull an ad featuring Food Network star Rachael Ray? (ethics roundup)
2. Critics are questioning whether NBC made payments to whom in exchange for an interview? (ethics roundup)

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two of the four elements of multimedia packages.
2. What is the term used to describe stock video footage used while a reporter is speaking in a broadcast news package?

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What was the focus of tough limits Congress placed on firms receiving TARP money in the new stimulus package?
2. What superstar baseball player admitted to performance-enhancing drug use last week?

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Assume stories without a dateline are local.

Hundreds of families living in housing subsidized by Fairfax County taxpayers exceed income caps designed to insure that only the neediest receive assistance a review of county records shows.

In the most extreme cases, Fairfax is under-writing rents for families making well into six figures. One household getting help makes more than \$216,000 a year. Dozens of others – making \$60,000 to \$90,000 – exceed eligibility caps. They do so with the tacet approval of county housing administrators, who do little to encourage occupants to move on when their fortunes improve.

These tenents live in housing intended for families at the bottom of the countys economic spectrum. They are in the federally-subsidized public housing program, the Fairfax rental program and the county's senior housing program The county's Department of Housing and community Development will spend about \$4,500,000 this year running these programs.

The fact that higher income families choose to remain in subsidized housing illustrates the critical lack of affordable housing in Fairfax, named the nation's most affluent county last month, by the Census Bureau. The median new-home price in the region's largest jurisdiction is \$960,000, and the average monthly-rent for a two-bedroom apartment is \$1,306 according to county data.

The incomes also reflect critics say, a disconnection between county practices and housing policies, which aim in most cases to help families making less than half of Fairfax's medien annual household income of \$94,500 for a family of 4. Fairfax leaders have long put affordable housing at the top of their priority lists, said Board of Supervisors chairman Gerald E. Connolly. But that mission should not include subsidizing families making more than \$100,000 a year, Connolly said.

"Clearly this housing was not designed for that", he said. "It's good that these folks have reached a point where they are now successful in their income level. But they need to move into market-rate housing and allow these units to be used for the people they are intended to benefit".

Name: \_\_\_\_\_

*Kay*

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 3

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What was the focus of tough limits Congress placed on firms receiving TARP money in the new stimulus package?  
*Executive compensation (pay, bonuses)*
2. What superstar baseball player admitted to performance-enhancing drug use last week?  
*Alex Rodriguez*

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. Why did Dunkin Donuts pull an ad featuring Food Network star Rachael Ray? (ethics roundup)  
*Complaints that she was wearing a kaffiyeh*
2. Critics are questioning whether NBC made payments to whom in exchange for an interview? (ethics roundup)  
*Nadya Suleman, octuplet mom*

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two of the four elements of multimedia packages.  
*text, audio, video, graphics*
2. What is the term used to describe stock video footage used while a reporter is speaking in a broadcast news package?  
*B-roll*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Assume stories without a dateline are local.

Hundreds of families living in housing subsidized by Fairfax County taxpayers exceed income caps designed to insure that only the neediest receive assistance, a review of county records shows.

In the most extreme cases, Fairfax is underwriting rents for families making well into six figures. One household getting help makes more than \$216,000 a year. Dozens of others – making \$60,000 to \$90,000 – exceed eligibility caps. They do so with the tacit approval of county housing administrators, who do little to encourage occupants to move on when their fortunes improve.

These tenants live in housing intended for families at the bottom of the county's economic spectrum. They are in the federally subsidized public housing program, the Fairfax rental program and the county's senior housing program. The county's Department of Housing and community Development will spend about ~~\$4,500,000~~ *4.5 million* this year running these programs.

The fact that higher income families choose to remain in subsidized housing illustrates the critical lack of affordable housing in Fairfax, named the nation's most affluent county last month by the Census Bureau. The median new-home price in the region's largest jurisdiction is \$960,000, and the average monthly rent for a two-bedroom apartment is \$1,306, according to county data.

The incomes also reflect, critics say, a disconnection between county practices and housing policies, which aim in most cases to help families making less than half of Fairfax's median annual household income of \$94,500 for a family of 4. Fairfax leaders have long put affordable housing at the top of their priority lists, said Board of Supervisors chairman Gerald E. Connolly. But that mission should not include subsidizing families making more than \$100,000 a year, Connolly said.

"Clearly this housing was not designed for that," he said. "It's good that these folks have reached a point where they are now successful in their income level. But they need to move into market-rate housing and allow these units to be used for the people they are intended to benefit."

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. You are writing a story on the stimulus package and go to the stock exchange to observe reaction when a deal is announced. Is this an example of primary or secondary sourcing?
2. Exhaustive news coverage of the octuplet mom could be viewed as what kind of information failure?

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What network will soon air "College Life," a self-produced show shot on the UW-Madison campus?
2. Which GM brands face certain or possible discontinuation in the company's latest restructuring plan?

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. In the additional reading on spreadsheets for this week, what is the subject of the numbers used as examples? (course site)
2. List either the content of a controversial cartoon that caused a stir last week or the paper that published it. (Ethics Roundup)

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

AKRON, Oh. -- Mortgage finance Company Fannie Mae said it is forgiving the mortgage debt of a 90 year old woman who shot herself in the chest as sheriff's deputies attempted to evict her.

Addie Polk's plight was cited by Rep. Dennis Kucinich, Democrat-Ohio, on Friday before the house voted to approve the \$787 billion stimulus package. Kucinich voted against the plan.

Fannie Mae announced later Friday that it would dismiss its foreclosure action, forgive Polk's mortgage and allow her to return to the Akron home where she's lived since 1970

"Just given the circumstances, we think it's appropriate", Fannie Mae spokesman Brian Faith said, citing Kucinich's statement, and news reports. "It certainly made our radar screen."

Polk remained in Akron General Medical center, and was expected to recover from chest wounds suffered last week.

She became the home's sole owner in 1995 when her husband died, then took out a mortgage loan in 1997 and refinanced several times, court and property records show.

Countrywide Home Loans filed for foreclosure last year, and Polk's home was sold to Fannie Mae at a sheriff's auction in June. Deputies were to escort Polk from her home Wednesday when gunshots were heard inside.

Polk's longtime neighbor Robert Dillon climbed through her window, and found her lying in bed bleeding with a gun next to her. He visited Polk in the hospital on Friday

"She said it was a crazy thing to do, now that she's had time to think about it," Dillon said.

*Kuy*

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. In the additional reading on spreadsheets for this week, what is the subject of the numbers used as examples? (course site)  
*budget, salaries, city finances*
2. List either the content of a controversial cartoon that caused a stir last week or the paper that published it. (Ethics Roundup)  
*chimp image said to be racist, NY Post*

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. You are writing a story on the stimulus package and go to the stock exchange to observe reaction when a deal is announced. Is this an example of primary or secondary sourcing?  
*Primary*
2. Exhaustive news coverage of the octuplet mom could be viewed as what kind of information failure?  
*when something is seen as important just because it's widely discussed*

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What network will soon air "College Life," a self-produced show shot on the UW-Madison campus?  
*MTV*
2. Which GM brands face certain or possible discontinuation in the company's latest restructuring plan? *List 2*  
*Saturn, Pontiac, Hummer, Saab*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

AKRON, Oh -- Mortgage finance Company Fannie Mae said it is forgiving the mortgage debt of a 90<sup>+</sup> year<sup>+</sup> old woman who shot herself in the chest as sheriff's deputies attempted to evict her.

Addie Polk's plight was cited by Rep. Dennis Kucinich, Democrat Ohio, on Friday before the house voted to approve the \$787 billion stimulus package. Kucinich voted against the plan.

Fannie Mae announced later Friday that it would dismiss its foreclosure action, forgive Polk's morgage and allow her to return to the Akron home where she's lived since 1970.

"Just given the circumstances, we think it's appropriate," Fannie Mae spokesman Brian Faith said, citing Kucinich's statement, and news reports. "It certainly made our radar screen."

Polk remained in Akron General Medical center and was expected to recover from chest wounds suffered last week.

She became the home's soy owner in 1995 when her husband died, then took out a mortgage loan in 1997 and refinanced several times, court and property records show.

Countrywide Home Loans filed for for closure last year, and Polk's home was sold to Fannie Mae at a sheriff's auction in June. Deputies were to escort Polk from her home Wednesday when gunshots were heard inside.

Polk's longtime neighbor, Robert Dillon, climbed through her window and found her lying in bed bleeding with a gun next to her. He visited Polk in the hospital on Friday.

"She said it was a crazy thing to do, now that she's had time to think about it," Dillon said.

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. A TV reporter was fired for a video he altered and posted to YouTube. What network's content did he spoof? (Ethics)
2. Name one company or the industry in general being sued in the fictional Major Stories assignment.

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List one specific kind of non-sampling error that can adversely affect survey results, as discussed in lecture.
2. If a mean is significantly higher than a median, you may be seeing the effect of what?

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. President Obama plans the withdrawal of U.S. troops from Iraq by 2010. What part of the plan has some Democrats upset?
2. The government increased its stake in what bank because of further financial troubles?

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

When Gail Kislevitz had an M.R.I. scan of her knee, it came back to blurry interpret, her orthopedist told her.

Her insurer refused to pay for another scan but the doctor said he was sure she had torn the cartilage that stabilizes the knee and suggested an operation to fix it. After the surgery, Ms. Kislevitz 57, learned the cartilage had not been torn after all.

She had a long rehabilitation, and her insurer paid for the operation. But her knee is no better.

More than 95 million high-tech scans are done each year, and medical imaging, including CT, M.R.I. and PET scans, has ballooned into a \$100-billion-a-year industry in the United States, with medicare paying for \$14 billion of that. But recent studies show that as many as 20% to 50% of the procedures should never have been done because their results did not help diagnose ailments or treat patients

"The system is just totally, totally broken", said Dr. Vijay Rao, the chairwoman of radiology at Thomas Jefferson university Hospital in Philadelphia.

Bad scans, medical experts say are part of a growing problem with medical imaging. Many factors contribute. Insurers pay the same for a scan done on a 10 year old machine as one on the latest model though differences in images can be significant.

Insurers do not distinguish between scans that are done poorly or done well or read by less- or more-qualified doctors. Aside from mamography, whose standards were established by a law that went into effect more than a decade ago, the field is largely unregulated. And increasingly, doctors refer patients to scanning centers they own, and profit from.

10 years ago, the age of a scanner might not have mattered so much. Now, said Dr. Gary Glazer, the chairman of radiology at Stanford, technology has advanced so much that the older scanner "is not the same machine".

"I can tell you from my experience that between those extremes the gap is huge," Dr. Glazer said.

Yet, he added, many scanning machines used today are a decade-old.

*Kelly*

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. President Obama plans the withdrawal of U.S. troops from Iraq by 2010. What part of the plan has some Democrats upset?  
*leave 50,000 troops in beyond that date*
2. The government increased its stake in what bank because of further financial troubles?  
*Citicorp*

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. A TV reporter was fired for a video he altered and posted to YouTube. What network's content did he spoof? (Ethics)  
*Fox News*
2. Name one company or the industry in general being sued in the fictional Major Stories assignment.  
*gun industry (see packet for specifics)*

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List one specific kind of non-sampling error that can adversely affect survey results, as discussed in lecture.  
*poor response rate, questions, answer options, interviewer skills, interview enviro.*
2. If a mean is significantly higher than a median, you may be seeing the effect of what?  
*outliers, extreme responses*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

When Gail Kislevitz had an <sup>xxx</sup>MRI scan of her knee, it came back to <sup>o to</sup>blurry interpret, her orthopedist told her.

Her insurer refused to pay for another scan, but the doctor said he was sure she had torn the cartilage that stabilizes the knee and suggested an operation to fix it. After the surgery, <sup>57</sup>Ms. Kislevitz, learned the cartilage had not been torn after all.

She had a long rehabilitation, and her insurer paid for the operation. But her knee is no better.

More than 95 million high-tech scans are done each year, and medical imaging, including CT, <sup>xxx</sup>MRI and PET scans, has ballooned into a \$100-billion-a-year industry in the United States, with medicare paying for \$14 billion of that. But recent studies show that as many as 20% to 50% of the procedures should never have been done because their results did not help diagnose ailments or treat patients.

"The system is just totally, totally broken," said Dr. Vijay Rao, the chairwoman of radiology at Thomas Jefferson university Hospital in Philadelphia.

Bad scans, medical experts say are part of a growing problem with medical imaging. Many factors contribute. Insurers pay the same for a scan done on a 10-year-old machine as one on the latest model though differences in images can be significant.

Insurers do not distinguish between scans that are done poorly or done well or read by less- or more-qualified doctors. Aside from <sup>m</sup>mammography, whose standards were established by a law that went into effect more than a decade ago, the field is largely unregulated. And increasingly, doctors refer patients to scanning centers they own, and profit from.

10 years ago, the age of a scanner might not have mattered so much. Now, said Dr. Gary Glazer, the chairman of radiology at Stanford, technology has advanced so much that the older scanner "is not the same machine".

"I can tell you from my experience that between those extremes the gap is huge," ~~Dr~~ Glazer said.

Yet, he added, many scanning machines used today are a decade-old.

Name: \_\_\_\_\_

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 6

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What specific kind of research is expected to be the subject of an executive order from the White House this week?
2. When in 2009 is the United States expected to begin withdrawing troops from Iraq?
3. What state's Supreme Court heard oral arguments last week on its law affecting same-sex marriage?

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. Give an instance in which a strategic communicator would conduct an interview.
2. The line "White House sources say" indicates a reporter and source agreed to what specific restriction on an interview?
3. True or false: You may find yourself in legal trouble if you change the wording of a direct quote to change its meaning.

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Assume stories without a dateline are local.

KABUL – A spokesman for the Taliban claimed responsibility for the death of a christian aide worker in Kabul on Monday and the militant group said it had attacked the woman because she was spreading her religion.

The woman, a british citizen, worked with handicapped-Afghans and was killed in the western part of Kabul as she was walking to work around 8 am, the police said. Najib Samsoor, a district police chief, originally said the woman was from South Africa, but the British Government later said she was British.

The gunmen, who were on a motorbike, shot the woman in the body and leg with a pistol, said Zemer Bashary an Interior Ministry spokesmen. Officials did not release her name.

Zabiullah Mujahid, a Taliban spokesmen, claimed responsibility for the slaying saying the woman was killed because she was spreading Christianity. The group's leaders had "issued a decree to kill this woman", the spokesman said. "This morning our people killed her in Kabull."

Calls to the woman's organization Serving Emergency Relief and Vocational Enterprises, or Serve, were not answered monday. The group calls itself a christian charity registered in Britain.

Afghanistan is a conservative islamic nation where proselytizing is prohibited by law and where other Christian missionaries or charities have faced severe hostility. Last year, a group of 23 South Korean aid workers from a church group were taken hostage in southern Afghanistan. Two were killed and the rest were released.

Kidnappings of wealthy Afghans have long been a problem in Kabul, but attacks against Westerners in the area have also increased. In mid-August, Taliban militants killed 3 women working for the U.S. aide group International Rescue Committee while they were driving in Logar, one province south of Kabul.

Name: \_\_\_\_\_

Key

TA: \_\_\_\_\_

J202 Spring 2009

Quiz 6

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. Give an instance in which a strategic communicator would conduct an interview.
2. The line "White House sources say" indicates a reporter and source agreed to what specific restriction on an interview?  
*not for attribution*
3. True or false: You may find yourself in legal trouble if you change the wording of a direct quote to change its meaning.  
*True*

**Current Questions (two points each) – write the correct answer in the space below the question**

1. What specific kind of research is expected to be the subject of an executive order from the White House this week?  
*stem cell*
2. When in 2009 is the United States expected to begin withdrawing troops from Iraq?  
*August, September (fall or autumn OK)*
3. What state's Supreme Court heard oral arguments last week on its law affecting same-sex marriage?  
*California*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Assume stories without a dateline are local.

KABUL, <sup>Afghanistan</sup> a spokesman for the Taliban claimed responsibility for the death of a christian aid worker in Kabul on Monday, and the militant group said it had attacked the woman because she was spreading her religion.

The woman, a british citizen, worked with handicapped Afghans and was killed in the western part of Kabul as she was walking to work around 8 am, the police said. Najib Samsoor, a district police chief, originally said the woman was from South Africa, but the British Government later said she was British.

The gunmen, who were on a motorbike, shot the woman in the body and leg with a pistol, said Zemeru Bashary, an Interior Ministry spokesman. Officials did not release her name.

Zabiullah Mujahid, a Taliban spokesman, claimed responsibility for the slaying, saying the woman was killed because she was spreading Christianity. The group's leaders had "issued a decree to kill this woman," the spokesman said. "This morning our people killed her in Kabul."

Calls to the woman's organization, Serving Emergency Relief and Vocational Enterprises, or ~~Serve~~ were not answered Monday. The group calls itself a christian charity registered in Britain.

Afghanistan is a conservative islamic nation where proselytizing is prohibited by law and where other Christian missionaries or charities have faced severe hostility. Last year, a group of 23 South Korean aid workers from a church group were taken hostage in southern Afghanistan. Two were killed and the rest were released.

Kidnappings of wealthy Afghans have long been a problem in Kabul, but attacks against Westerners in the area have also increased. In mid-August, Taliban militants killed 3 women working for the U.S. aid group International Rescue Committee while they were driving in Logar, one province south of Kabul.

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. Where should attribution of a soundbite usually go in a broadcast news story?
2. What tense is most often used in radio news leads?

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two of the four principles of print design that make up the unfortunate acronym "CRAP."
2. What letter illustrates the general pattern a reader's eye will follow on a page if not drawn by a dominant attraction?
3. List two ways you can bring white space into a page.
4. What is the average size of body type in media layouts?

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

Chilton – Steven Avery, who became the public face of efforts in Wisconsin to free wrongly convicted prisoners, was found guilty Sunday of killing Teresa Halbach in a verdict that made American legal history.

Avery, 44 is only the 2nd person to be convicted of a serious crime after being freed from prison through DNA testing, and the first such person to be subsequently convicted of killing someone, according to the national Innocence Project.

The verdict in the murder of Halbach, a 25-year-old photographer, means Avery faces a mandatory sentence of life in prison

The jury, which found Avery guilty of 1st-degree intentional homicide and being a felon in possession of a gun, acquitted him of mutilating Halbach's corpse. Avery's attorneys said the homicide and mutilation verdicts appeared inconsistent and they indicated they would file court motions on that issue in coming weeks.

Also looming is the trial April 16 of Brendan Dassey, Avery's 17-year-old nephew who is also charged in Halbach's killing.

Avery, who served eighteen years in prison for a 1985 sexual-assault he did not commit, dropped his head, and gently shook it from side to side as the homicide verdict was read.

Karen Halbach, Teresa Halbach's mother, began to shake at the same moment while tears filled the eyes of one of the victim's brothers. No sounds could be heard from the more than sixty people in the courtroom as the verdicts were read by Manitowoc County Circuit judge Patrick Willis just after 6 p.m.

Halbach's brother Mike said his sister was present in spirit.

"She's smiling. She showed the jury the way", he said.

The jury issued its verdicts after hearing nearly five weeks of testimony and deliberating for three days.

No members of the six-man, six-woman panel would speak to reporters. They issued a statement saying they were comfortable with the verdicts and asking for privacy. The jurors ranged in age from 25-80.

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. List two of the four principles of print design that make up the unfortunate acronym "CRAP."  
*Contrast, repetition, alignment, proximity*
2. What letter illustrates the general pattern a reader's eye will follow on a page if not drawn by a dominant attraction?  
*Z*
3. List two ways you can bring white space into a page.  
*margin, gutter, leading, runarounds, drop cap, negative space, pull quote, space between P*
4. What is the average size of body type in media layouts?  
*10 pt.*

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. Where should attribution of a soundbite usually go in a broadcast news story?  
*before bite*
2. What tense is most often used in radio news leads?  
*present*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference.

Chilton <sup>Wis-</sup> Steven Avery, who became the public face of efforts in Wisconsin to free wrongly convicted prisoners, was found guilty Sunday of killing Teresa Halbach in a verdict that made American legal history.

Avery, 44, is only the 2nd person to be convicted of a serious crime after being freed from prison through DNA testing and the first such person to be subsequently convicted of killing someone, according to the national Innocence Project.

The verdict in the murder of Halbach, a 25-year-old photographer, means Avery faces a mandatory sentence of life in prison.

The jury, which found Avery guilty of 1st degree intentional homicide and being a felon in possession of a gun, acquitted him of mutilating Halbach's corpse. Avery's attorneys said the homicide and mutilation verdicts appeared inconsistent and they indicated they would file court motions on that issue in coming weeks.

Also looming is the trial April 16 of Brendan Dassey, Avery's 17-year-old nephew, who is also charged in Halbach's killing. Avery, who served eighteen years in prison for a 1985 sexual assault he did not commit, dropped his head and gently shook it from side to side as the homicide verdict was read.

Karen Halbach, Teresa Halbach's mother, began to shake at the same moment while tears filled the eyes of one of the victim's brothers. No sounds could be heard from the more than sixty people in the courtroom as the verdicts were read by Manitowoc County Circuit judge Patrick Willis just after 6 p.m.

Halbach's brother Mike said his sister was present in spirit.  
"She's smiling. She showed the jury the way," he said.

The jury issued its verdicts after hearing nearly five weeks of testimony and deliberating for three days.

No members of the six-man, six-woman panel would speak to reporters. They issued a statement saying they were comfortable with the verdicts and asking for privacy. The jurors ranged in age from <sup>to</sup> 25-80.

Name: \_\_\_\_\_

TA: \_\_\_\_\_

**J202 Spring 2009**

**Quiz 8**

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. List one kind of multimedia addition to a text news story that runs online. (Harrower)
2. List a different kind of online element to run with a news story that is specifically *interactive*. (Harrower)

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What specific Obama Administration plan last week appeared to prompt a significant stock market rally?
2. What Detroit automaker CEO is stepping down under White House pressure (name him or the company; spelling counts)?

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. In a radio script, to what does the abbreviation NATSOT refer?
2. Marketing comprises four “P”s. List two of the four.

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Archived press release courtesy Boeing.

Investigators from the National Transportation Safety Board will try Monday to determine how and why a tour boat capsized on an upstate New York lake, killing twenty passengers.

Some of the 48 passengers aboard the boat were part of a group of elderly people from Michigan Warren County Sheriff Larry Cleveland said.

“Some were using walkers and wheelchairs and were not able to get around easily” he said.

The forty foot boat, the Ethan Allen, overturned Sunday off Cramer’s Point, on the western shore of Lake George. The boat was navigating calm, 70 foot deep waters on a clear, 69 degree day when at 2:55 pm the vessel apparently rolled over after being hit by the wake of a larger craft, Cleveland said.

“We know this happened very quickly”, he said. “The captain didn’t have time to put out a mayday call by radio. He didn’t even have time hardly to alert the passengers of the potential problem that was about to befall them”.

The boat is operated by Shoreline Cruises, based in Lake George, New York, about fifty miles north of Albany. Both the operators and the captain, who was not hurt, “are cooperating with us fully”, Cleveland said.

Though all the survivors were taken to nearby Glens Falls Hospital to be checked out, only as many as 6 appeared to need immediate treatment, he said.

“I’m not aware of any such incident of this magnitude in 37 years I’ve been on this job”, said Wayne Bennett, superintendent of the state police. “This is unprecedented”.

Name: \_\_\_\_\_

TA: \_\_\_\_\_

*Kelly*

J202 Spring 2009

Quiz 8

**Readings Questions (two points each) – write the correct answer in the space below the question**

1. List one kind of multimedia addition to a text news story that runs online. (Harrower)

*audio, video, graphics, images, etc.*

2. List a different kind of online element to run with a news story that is specifically *interactive*. (Harrower)

*ID type that specifically enables user interaction, eg. reader comments, polls.*

**Current Events Questions (two points each) – write the correct answer in the space below the question**

1. What specific Obama Administration plan last week appeared to prompt a significant stock market rally?

*Stimulus*

*Plan to address troubled assets in financial system*

2. What Detroit automaker CEO is stepping down under White House pressure (name him or the company; spelling counts)?

*Rick Wagoner, GM*

**Lecture Questions (two points each) – write the correct answer in the space below the question**

1. In a radio script, to what does the abbreviation NATSOT refer?

*natural sound on tape (ambient or background sound OK)*

2. Marketing comprises four "P"s. List two of the four.

*product, price, place, promotion*

**Grammar and Style Corrections (13 points total)**

Find and correct at least 13 errors in the following story, using proper copy editing marks. The quiz contains more than 13 errors, but you can earn only 13 points. You earn one point for each error you correct and lose a point for any error you insert. All names are spelled correctly on first reference. Archived press release courtesy Boeing.

Investigators from the National Transportation Safety Board will try Monday to determine how and why a tour boat capsized on an upstate New York lake, killing twenty passengers.

Some of the 48 passengers aboard the boat were part of a group of elderly people from Michigan, Warren County Sheriff Larry Cleveland said.

"Some were using walkers and wheelchairs and were not able to get around easily," he said.

The forty foot boat, the Ethan Allen, overturned Sunday off Cramer's Point, on the western shore of Lake George. The boat was navigating calm, 70 foot deep waters on a clear, 69 degree day when at 2:55 pm the vessel apparently rolled over after being hit by the wake of a larger craft, Cleveland said.

"We know this happened very quickly," he said. "The captain didn't have time to put out a mayday call by radio. He didn't even have time hardly to alert the passengers of the potential problem that was about to befall them."

The boat is operated by Shoreline Cruises, based in Lake George, New York, about fifty miles north of Albany. Both the operators and the captain, who was not hurt, "are cooperating with us fully," Cleveland said.

Though all the survivors were taken to nearby Glens Falls Hospital to be checked out, only as many as 6 appeared to need immediate treatment, he said.

"I'm not aware of any such incident of this magnitude in 37 years I've been on this job," said Wayne Bennett, superintendent of the state police. "This is unprecedented."