Naval Education and Training Command

NAVEDTRA 82706
September 1992
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Nonresident Training Course (NRTC)

Journalist 1 & C

Only one answer sheet is included in the NRTC. Reproduce the required number of sheets you need or get answer sheets from your ESO or designated officer.

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JOURNALIST 1 & C

NAVEDTRA 82706

Prepared by the Naval Education and Training Program Management Support Activity, Pensacola, Florida

Congratulations! By enrolling in this course, you have demonstrated a desire to improve yourself and the Navy. Remember, however, this self-study course is only one part of the total Navy training program. Practical experience, schools, selected reading, and your desire to succeed are also necessary to successfully round out a fully meaningful training program. You have taken an important step in self-improvement. Keep up the good work.

HOW TO COMPLETE THIS COURSE SUCCESSFULLY

ERRATA: If an errata comes with this course, make all indicated changes or corrections before you start any assignment. Do not change or correct the Training Manual (TRAMAN) or assignments in any other way.

TEXTBOOK ASSIGNMENTS: The TRAMAN for this course is *Journalist 1 & C,* NAVEDTRA 12706. The TRAMAN pages that you are to study are listed at the beginning of each assignment. Study these pages carefully before attempting to answer the questions in the course. Pay close attention to tables and illustrations because they contain information that will help you understand the text. Read the learning objectives provided at the beginning of each chapter or topic in the text and/or preceding each set of questions in the Course. Learning objectives state what you should be able to do after studying the material. Answering the questions correctly helps you accomplish the objectives.

BLACK DOT INFORMATION: Black dots (●) may be used in the text and correspondence course to emphasize important or supplemental information and to highlight instructions for answering certain questions. Read these black dot entries carefully; they will help you answer the questions and understand the material.

SELECTING YOUR ANSWERES: After studing the TRAMAN, you should be ready to answer the questions in the assignment. Read each question carefully, then select the BEST answer. Be sure to select your answer from the subject matter in the TRAMAN. You may Refer freely to the TRAMAN and seek advice and information from others on problems that may arise in the course. However, the answers must be the result of your own work and decisions. You are prohibited from referring to or copying the answers of others and from giving answers to anyone else taking the same course. Failure to follow these rules can result in suspension from the course and disciplinary action.

SUBMITTING COMPLETED ANSWER SHEETS: Complete all assignments as quickly as possible to derive maximum benefit from the course. As a minimum, you must submit at least one assignment per month. This is a requirement established by the Chief of Naval Education and Training. Failure to meet this requirement could result in disenrollment from the course.

TYPES OF ANSWER SHEETS: If you are a U.S. Navy enlisted member on active duty or a drilling U.S. Naval Reserve enlisted member, you should use the answer sheet attached at the end of this course and follow the instructions in section A below. If you are an enlisted U.S. Naval Reserve member who is not attached to a drilling unit or if you are an officer, a civilian, or a member of the U.S. Army, Air Force, Marine Corps, or Coast Guard, you should use the Automatic Data Processing (ADP) answer sheets included in the course package and follow the instructions in section B.

A. Manually Scored Answer Sheets

If you are a U.S. Navy enlisted member on active duty or attached to a U.S. Naval Reserve drilling unit, your course will be administered by your local command. You must use the answer sheet designed for manual scoring, NETPMSA form 1430/5, Stock

Ordering Number 0502-LP-216-0100. You may get a supply of the forms from your Educational Services Officer (ESO), or you may reproduce the one in the back of this course booklet. DO NOT USE THIS FORM FOR COURSES ADMINISTERED BY NETPMSA.

Recording Information on the Manually Scored Answer Sheets: As you complete each assignment, submit the completed answer sheet to your ESO for grading. You may submit more than one answer sheet at a time. Remember, you must submit at least one assignment each month.

Grading: Your ESO will grade each answer sheet and notify you of any incorrect answers. The passing score for each assignment is 3.2. If you receive less than 3.2 on any assignment, the ESO will list the questions you answered incorrectly and give you an answer sheet marked "RESUBMIT." You must redo the assignment and complete the RESUBMIT answer sheet. The maximum score you can receive for a resubmitted assignment is 3.2.

Course Completion: After you have submitted all the answer sheets and have earned at least 3.2 on each assignment, your command should give you credit for this course by making the appropriate entry in your service record.

Student Questions: If you have questions concerning the administration of this course, consult your ESO.

B. ADP Answer Sheets

If you are an enlisted U.S. Naval Reserve member who is not attached to a drilling reserve unit or if you are an officer, a civilian, or a member of the U.S. Army, Air Force, Marine Corps, or Coast Guard, use the ADP answer sheets provided in your course package. You should use one blank original ADP answer sheet for each assignment. Use only the original ADP answer sheet provided in your course package; NETPMSA will not accept reproductions.

Recording Information on the ADP Answer Sheets Follow the "MARKING INSTRUCTIONS" on each answer sheet. Be sure that blocks 1, 2, and 3 are filled in correctly. This information is necessary for your course to be properly processed and for you to receive credit for your work.

As you work the course, be sure to mark your answers in the course booklet because toyour answer sheets will not be returned to you. When you have completed an assignment, transfer your answer from the course booklet to the answer sheet.

Mailing the Completed ADP Answer Sheets: Upon completing an assignment, mail the completed answer sheet to:

COMMANDING OFFICER
NETPMSA CODE 074
6490 SAUFLEY FIELD RD
PENSACOLA FL 32559-5000

Use envelopes to mail your answer sheets. You must provide your own envelopes or request them from your ESO. You may enclose more than one answer sheet in a single envelope. Remember, regardless of how many answer sheets you submit at a time, NETPMSA should receive at least one assignment a month.

NOTE: DO NOT USE THE COURSE COMMENTS PAGE AS AN ENVELOPE FOR RETURNING ANSWER SHEETS OR OTHER COURSE MATERIALS.

Grading: NETPMSA will grade the answer sheets and notify you by letter concerning your grade for each assignment, your incorrect answers, and your final grade. The passing score for each assignment is 3.2. If you receive less than 3.2 on any assignment, you must rework the assignment. NETPMSA will enclose a new ADP answer sheet in the letter notifying you of the questions you answered incorrectly. You will be required to redo the assignment and resubmit the new answer sheet. The maximum score you can receive for a resubmitted assignment is 3.2.

Course Completion: When you complete the last assignment, fill out the "Course Completion" form in the back of the course and enclose it with your last answer sheet. NETPMSA will issue you a letter certifying that you satisfactorily completed the course. You should make sure that credit for the course is recorded in your service record. YOU MAY RETAIN THE TEXT.

NOTE: YOUR OFFICIAL COURSE COMPLETION DATE WILL BE THE DATE YOUR LAST ASSIGNMENT IS PROCESSED THROUGH THE NETPMSA ADP SYSTEM--NOT THE DATE YOU DEPOSIT THE LAST ASSIGNMENT IN THE MAIL. This is especially important if you are taking the course for Naval Reserve Retirement credit. You must mail your answer sheets at least 60 days before your anniversary date. This will provide you with enough time for delays in the mail or reworking failed assignments. DO NOT MAIL YOUR ASSIGNMENTS TO THE NAVAL RESERVE PERSONNEL COMMAND (NRPC).

Student Questions: Refer questions concerning this course to NETPMSA by mail (use the address on page ii) or by telephone: DSN 922-1366 or commercial (904) 452-1366.

NAVAL RESERVE RETIREMENT CREDIT

If you are a member of the Naval Reserve, you will receive retirement points if you are authorized to receive them under current directives governing retirement of Naval Reserve personnel. For the purpose of Naval Reserve retirement, this edition of the course is evaluated at **15** points. These points are creditable only to personnel eligible to receive them under current directives governing retirement of Naval Reserve personnel. Points will be credited in units, as follows:

Unit 1 - 12 points upon satisfactory completion of assignments 1 through 7.

Unit 2 - 3 points upon satisfactory completion of assignments 8 and 9.

NOTE: YOUR OFFICIAL COURSE COMPLETION DATE WILL BE THE DATE YOUR LAST ASSIGNMENT IS PROCESSED THROUGH THE NETPMSA ADP SYSTEM--NOT THE DATE YOU DEPOSIT THE LAST ASSIGNMENT IN THE MAIL. Refer to the Course Completion paragraph under section B. ADP Answer Sheets.

COURSE OBJECTIVES

In completing this Nonresident Training Course (NRTC), you will demonstrate a knowledge of the subject matter by correctly answering questions on the following: Public Affairs Office Management; Public Affairs In Adverse News Situations; The Command Information Bureau; Media Relations; Community Relations and Special Events; Speeches; Newspaper Staff Supervision; Broadcast Management; and Audience Surveys.

(U) Naval courses may include several types of questions-multiple-choice, true-false, matching, etc. The questions are not grouped by type but by subject matter. They are presented in the same general sequence as the textbook material upon which they are based. This presentation is designed to preserve continuity of thought, permitting step-by-step development of ideas. Not all courses use all of the types of questions available. The student can readily identify the type of each question, and the action required, by inspection of the samples given below.

MULTIPLE-CHOICE QUESTIONS (U)

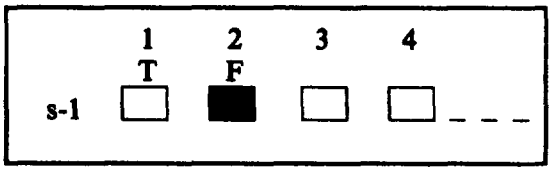
(U) Each question contains several alternatives, one of which provides the best answer to the question. Select the best alternative, and blacken the appropriate box on the answer sheet.

SAMPLE (U)

s-1. Who was the first person appointed Secretary of Defense under the National Security Act of 1947?

1. George Marshall
2. James Forrestal
3. Chester Nimitz
4. William Halsey

Indicate in this way on the answer sheet:



TRUE-FALSE QUESTIONS (U)

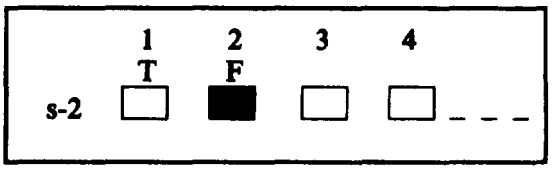
(U) Mark each statement true or false as indicated below. If any part of the statement is false the statement is to be considered false. Make the decision, and blacken the appropriate box on the answer sheet.

SAMPLE (U)

s-2. All naval officers are authorized to correspond officially with any systems command of the Department of the Navy without their respective commanding officer's endorsement.

1. True
2. False

Indicate in this way on the answer sheet:



MATCHING QUESTIONS (U)

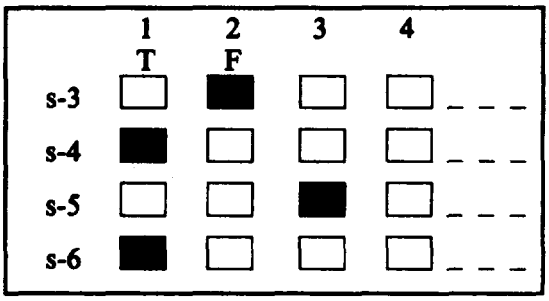
(U) Each set of questions consists of two columns, each listing words, phrases or sentences. The task is to select the item in column B which is the best match for the item in column A that is being considered. Items in column B maybe used once, more than once, or not at all. Specific instructions are given with each set of questions. Select the numbers identifying the answers and blacken the appropriate boxes on the answer sheet.

SAMPLE (U)

(U) In questions s-3 through s-6, match the name of the shipboard officer in column A by selecting from column B the name of the department in which the officer functions. Some responses maybe used once, more than once, or not at all.

A. OFFICER	B. DEPARTMENT
s-3. Damage Control Assistant	1. Operations Department
s-4. CIC Officer	2. Engineering Department
s-5. Disbursing Officer	3. Supply Department
s-6. Communications Officer	

Indicate in this way on the answer sheet:



ASSIGNMENT 1

Textbook Assignment: "Public Affairs Officer Management." pages 1-1 through 1-20.

1-1. In the successful operation of a public affairs office. which of the following is NOT an essential ingredient?

1. The authority to do the job
2. The presence of a full-time PAO
3. The support of the officer in command and his staff
4. The resources to do the job

1-2. Which of the following documents is the primary authority in the daily management of a public affairs office?

1. CHINFOINST 5720.44
2. SECNAVINST 3712.55R
3. SECNAVINST 5720.44A
4. CHINFOINST 5712.36A

1-3. A typical Navy staff includes how many staff divisions?

1. Five
2. Two
3. Three
4. Four

1-4. Which of the followinq staff divisions is NOT a part of a typical Navy staff organization?

1. Implementation
2. Operations and Plans
3. Logistics
4. Administration

1-5. On a Navy staff, the PAO normally serves under whom?

1. The chief of staff
2. The assistant chief of staff for administration
3. The officer in command, as an aide
4. The assistant chief of staff for communications

1-6. What purpose best describes the function of a military organization?

1. To be victorious in battle
2. To support the policies of the Secretary of State
3. To improve the economy
4. To promote good will with foreign nations

1-7. The primary reason for the staff to exist is to accomplish which of the following goals?

1. Saving time
2. Carrying out the mission of the security officer
3. Decentralizing responsiblity
4. Assisting the commander in accomplishing his mission

1-8. Which of the following functions are performed by all divisions of the staff?

1. Preparing and trandmitting directives
2. Developing plans
3. Providing input and making recommendations
4. All of the above

1-9. Which of the following functions is NOT performed by a public affairs staff?

1. Judging the significance of information
2. Preparing the facts as the commander would like to see them
3. Making sure information is reliable
4. Providing complete information

1-10. Which of the following planning responsibilities is usually designed to staffs?

1. Anticipating the needs of the commander
2. Keeping alert to the need for new plans or directives
3. Drafting amendments to plans in force
4. All of the above

1-11. A public affairs office staff can achieve maximum resource efficiency by performing which of the following functions?

1. Planning for the best use of each individual's skills
2. Insisting on the necessity of adequate materials and time
3. Planning in terms of the command's total resources
4. Organizing all staff personnel into JO/PH teams

1-12. What factor is the most important in achieving coordination of all staff activities?

1. A cooperative officer in command
2. Good morale in the activity
3. An adequate plan for the activity
4. Free exchange of information among the staff divisions

1-13. Which of the following statements best describes the decision-making function of staff officers?

1. In many areas, the commander delegates the responsibility for action to staff members
2. Only the PAO, as a staff member, may make all decisions in his area of authority
3. Whenever the commander delegates authority for staff action, his assistant may make decisions in the name of the commander
4. *PA Regs* and *Navy Regulations* should be consulted whenever a staff member makes a significant decision

1-14. What staff officer approves and issues routine news releases?

1. Commander
2. Security officer
3. PAO
4. Operations officer

1-15. When a story that may be sensitive arises which of the following procedures should you follow?

1. Wait until the commander suggests a news release and then check the facts
2. First check the facts, next prepare a news release, and then get the commander's approval
3. First check the facts, get the commander's approval next, and then prepare a news release
4. First seek the commander's approval, check the facts next, and then prepare a news release

1-16. The bulk of the directives in a typical staff are prepared (a) by whom, and signed (b) by whom?

1. (a) A staff section
   (b) the assistant chief of staff for the section
2. (a) A staff section
   (b) the officer in command
3. (a) The assistant chiefs of staff
   (b) the chief of staff
4. (a) The chief of staff
   (b) the commander

1-17. Concerning directives that have been issued, staff officers have which of the following responsibilities?

1. To make certain the directives are understood and followed
2. To recommend changes to the directives when appropriate
3. To verify reports for completeness and relevance of the data
4. All of the above

1-18. The relationship between a staff and the flagship is defined in which of the following publications?

1. Navy Regulations
2. Navy Flagship Manual
3. PA Regs
4. Flag Officer's Handbook

1-19. To discharge his duties effectively, the flagship division officer maintains close liaison with what individual?

1. Personnel officer
2. Commanding officer
3. Legal officer
4. Executive officer

1-20. A typical public affairs office should include work space for how many reporters?

1. 7 to 10
2. 3to8
3. lor2
4. 10 to 14

1-21. A public affairs office would have an unlisted telephone number for which of the following reasons?

1. Because it provides. communication during a major disaster when all of the telephones are in use
2. Because it allows the PAO to hold confidential conversations
3. Because it holds down the number of crank calls the office often receives
4. Because it provides reporters with immediate access to the PAO

1-22. Of the following factors, which one is NOT a consideration in office management planning?

1. Mission
2. Work flow
3. Use of personnel
4. Seniority of personnel

1-23. The use of identification devices for key public affairs personnel to have access to disaster scenes and restricted events must be authorized by which of the following means?

1. Memo from the PAO
2. Command directive
3. Memo from the legal officer
4. Letter from the security officer

1-24. Making decisions with respect to goals, policies, procedures and schedules is a part of what administrative process?

1. Coordinating
2. Organizing
3. Planning
4. Supervising

1-25. Most large public affairs offices are organized into departments (a) by what factor and (b) for what purpose?

1. (a) Personnel skills
   (b) to specialize
2. (a) Personnel skills
   (b) to cross train
3. (a) Functions
   (b) to specialize
4. (a) Functions
   (b) to cross-train

1-26. In organizing an office by functions, you should minimize the drawbacks of overspecialization by which of the following means?

1. Doing everything yourself
2. Being available so *you can step* in to take a specialist's place
3. Increase the manning level so you have two specialism on each job
4. Encouraging cross-training

1-27. Which administrative function must be considered in every part of the public affairs job?

1. Planning
2. Coordinating
3. Organizing
4. Supervising

1-28. Which of the following factors is an important part of good coordination?

1. Proper timing
2. Managerial experience
3. Rating knowledge
4. Military bearing

1-29. What saying best describes the principles of good office management?

1. Strict discipline is essential to success
2. Leadership is the keystone to good supervision
3. Familiarity with the personal needs of staff members is vital to success
4. Work hard, play hard

1–30. As the manager of a public affairs office, you must maintain the same level of supervision for both experienced and inexperienced staff members.

1. True
2. False

1-31. One of your J03s gives you poorly written story for external release. Which of the following actions should you take?

1. Give it to the PAO for revision
2. Assign the story to another staff member
3. Review the story with the J03 and have him rewrite it
4. Rewrite the story yourself and reprimand the J03

1-32. Excessively criticizing a staff member’s work may lead to which of the following reactions?

1. Hostility
2. Laziness
3. Enthusiasm
4. Ambivalence

1-33. A JOSN suggests an impractical change in office procedures. You should act or respond in which of the following ways?

1. Tell him he should conduct research before making a suggestion
2. Tell him if there are any changes to be made, you will make them and he should keep his suggestions to himself
3. Approve the change as a means of encouraging him to suggest other changes
4. Disapprove the suggestion, but tell him you appreciate the thought behind it

1-34. Evaluating the effectiveness of public affairs programs and products can be done when you perfom which of the following functions?

1. Motivate
2. Train
3. Counsel
4. Supervise

1-35. Your command fact sheet has an awkward design and outdated statistics. Which of the following methods is the most practical way to evaluate the fact sheet before settling on the changes?

1. Review it in detail with the PAO and send your recommendations to CHINFO
2. Request the input of the C/MC, XO and CO
3. Review it with your staff in a planning session
4. All of the above

1-36. Which of the following groups is NOT a part of the five-part Navy internal audience?

1. Navy retirees and families
2. Navy civilian contract employees and families
3. Family members of active-duty Navy personnel
4. Naval Reserve personnel and families

1-37. The Navy Internal Relations Activity (NIRA) produces which of the following products?

1. Navy Editor Service
2. Navy News This Week
3. Navy Talking Points
4. Navy Public Relations Quarterly

1-38. Which of the following products is the Navy's equivalent of a news wire?

1. Navy Editor Service
2. Navy News This Week
3. Navy News Service
4. Public Affairs Communicator

1-39. The Public Affairs Planning Guide is in what format?

1. Calendar
2. Computer software
3. Index card file
4. Notebook

1-40. Navy Talking Points provides information to assist the PAO and senior journalist in administreating the internal communications program of a command.

1. True
2. False

1-41. The responsibility of administering and monitoring the public affairs office training program falls upon which of the following individuals?

1. Training LPO
2. PAO
3. Senior JO
4. Division officer

1-42. Professional training topics should be selected using which of the following resources?

1. Navy enlisted classifications (NECs)
2. BUPERS Manual
3. DINFOS Handbook
4. Advancement Handbook for Petty Officers (Journalist)

1-43. You select J02 Annish to conduct a training sesssion on releasing information. JO2 Annish should be required to show you her lesson plan at least how many days before the training session?

1. Five
2. Two
3. Three
4. Four

1-44. The scheduling of training is best described by what statement?

1. Training is least effective when it is held on the same day each week
2. Training is most effective when the senior JO delivers every presentation
3. Training is least effective when members of the staff are assigned as trainers on a rotating basis
4. Training is most effective when it is held on the same day and at the same time each week

1-45. Which of the following actions will keep your trainees interested in your training program?

1. Conducting training sessions more than two hours long
2. Scheduling training sessions after working hours
3. Holding training sessions at different locations
4. Timing the training sessions to coincide with the training programs of other divisions

1-46. To avoid distractions (such as telephone calls and visitors) during a training session, you should take which of the following acstions?

1. Place a large sign outside the office that reads: "Training in progress: do not distrub"
2. Assign one of your staff members to greet visitors and answer the telephones
3. Both 1 and 2 above
4. Take the telephones off their hooks and do not answer the door

1–47. A thorough, professional training program may be administered by using which of the following resources?

1. Plan of the Day
2. *Direction* Magazine
3. Training Program Management. SECNAVINST 5720.44C
4. *Public Affairs Communicator*

1–48. What traninig method is best delivered during morning quarters?

1. Thought/teaching point of the day
2. NRTC questions
3. Presentations by guest speakers
4. Handouts

1-49. Cross-training is constantly emphasized in the JO rating to increase which of the following individual characteristics?

1. Versatility
2. Fidelity
3. Individuality
4. Integrity

1–50. Which of the following is a benefit derived from a strict cross–training program?

1. Higher self-esteem
2. Better working hours
3. Broader base of experience
4. Improved working conditions

1-51. As the pulic affairs office manager, you should rotate your staff members into new jobs at which of the following time intervals?

1. Every 2 - 6 months
2. Every 6 - 12 months
3. Every 12 - 18 months
4. Every 18 - 24 months

1–52. A fundamental guideline in establishing credibility is having a basic knowledge of public affairs regulations.

1. True
2. False

1-53. Establishing credibility encompasses having a good working knowledge of the command. Basic command information may be obtained from which of the following individuals?

1. Senior managers
2. Mid–level managers
3. Low– and mid-level employees
4. Upper–level employees

1-54. Establishing credibility in public affairs does NOT require which of the following actions?

1. Keeping the PAO informed
2. Arriving to work early and leaving late
3. Getting along with others
4. Knowing the PAO's priorities and making them yours

1-55. What is the firs step in preparing a Navy letter?

1. Word choice
2. Planning
3. Paragraph Organization
4. Writing a topic sentence

1-56. Why is it a good practice for you to limit a letter to one topic?

1. To keep it short
2. To save time
3. To avoid confusion and delay in getting replies
4. To simplify office filing requirements

1-57. The proper organization of a letter is done when the writer follows what rule?

1. Keeps the reader in mind
2. Writes only brief paragraphs
3. Writes only brief sentences
4. Omits transitions from one unit to another

1-58. What is the best practice in choosing words for your letter?

1. To avoid using the same word frequently
2. To be precise and simple
3. To use words that are formal and dignified
4. To use colorful words that give variety

1-59. All underlined words in the following sentences are spelled correctly. In which sentence is the underlined word used correctly?

1. He was appraised of the situation
2. The principle of the school is absent today
3. He lives according to his principals
4. He was apprised of the situation

1-60. If you have trouble in deciding the exact meaning of a word in a sentence, you should take which of the following actions?

1. Ask the senior JO in the area for his opinion
2. Change, the sentence to avoid using the troublesome word
3. Consult the dictionary
4. Use the word, then check with the PAO at a later time

1-61. Short paragraphs are desirable in modern letter writing for which of the following reasons?

1. Readability
2. Aesthetic Acceptabilit
3. Reliability
4. Conformity

1-62. Which of the following sentences may serve as a topic sentence?

1. Did you secure the safe?
2. War is expensive.
3. Later we found them in the galley.
4. It started to snow the next day.

1-63. Where is the topic sentence placed in the paragraph?

1. Usually at the beginning as an introductory sentence
2. In a summary sentence at the end
3. Midway through the paragraph
4. Each of the above

IN ANSWERING QUESTIONS 1–64 THROUGH 1-68, SELECT FROM COLUMN B THE SENTENCE ORDER MOST APPROPRIATE FOR THE PURPOSE IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	A. PURPOSES	B. ORDER
1-64.	An explanation of title process used in cleaning a rifle	1. Place order
1-65.	The presentation of facts to support a request for new equipment	2. Logical order
1–66.	A plea for the use of safety practices	3. Chrono-logical order
1-67.	A description of the circumstances at the time of a collision between two Navy vessels	4. Order of emphasis
1-68.	A story on how to enter the all-Navy cartoon contest	

1–69. What kind of order was used in the *All Hands* reply to the letter asking about the history of the USS *Bowditch?*

1. Place order
2. Order of emphasis
3. Chronological order
4. Logical order

1-70. In writing public affairs correspondence, you should avoid which of the following habits?

1. Impersonal passive voice
2. Unnecessary words and details
3. Lengthy acknowledgements
4. All of the above

1-71. Before drafting correspondence for the CO'S signature, you should perform which of the following tasks?

1. Review the YN3 and YN2 training manuals for more detailed information
2. Determine the CO's viewpoint on the topic
3. Conduct a detailed interview with the CO and get to know him better
4. Call CHINFO or DINFOS for assistance

1-72. Where drafting a letter for the CO, you should place the recommended action to be taken in what paragraph?

1. The first
2. The second
3. The third
4. The fourth

1-73. Which of the following functions is NOT a part of the SOPs for operating a public affairs office?

1. Reducing the number and complexity of later directives
2. Advising or guiding new personnel in routine matters
3. Promoting proven office practices
4. Establishing a standard format for Navy instructions and notices

1-74. Whatt kind of directive would normally be used to govern the release of information about a serious accident to Navy personnel at a specific command?

1. A directive written by the CO
2. A local SOP
3. A special directive from the PAO
4. A special directive from CHINFO

1-75. Under what circumstance, if any, may a public affairs plan vary from the format in Appendix I?

1. Where the purpose of the plan will be better served by the changed format
2. Where the changes are approved by CHINFO
3. When the contents of the plan are modified
4. None of the above

ASSIGNMENT 2

Textbook Assignment: "Public Affairs Office Management," pages 1-25 through 1-55.

2-1. A typical public affairs annex to an operation order contains all except which of the following information?

1. Specific instructions on policy for information activities
2. The scope of picture and Story coverage desired
3. The staffing of the Command Information Bureau (CIB)
4. Plans for communication facilities for the fleet operation

2-2. Command information bureaus (CIBs) are normally established by a notice for which of the following events?

1. Adverse incidents
2. A major fleet exercise
3. An important news situation
4. All of the above

2-3. Information on the release of casualties is contained in which of the following public affairs plans?

1. CIB
2. Adverse incident
3. Special event
4. Command public affairs

2-4. Comprehensive information on how to properly format a naval message may be found in which of the following publication?

1. Navy Public Affairs Policy and Regulations, SECNAVINST 5720.44A
2. Special Incident Reporting, OPNAVINST 3100.6F
3. Naval Messaging, OPNAVINST 3100.6G
4. Telecommunications Users Manual, Naval Telecommunications Procedures (NTP) 3

2–5. Which of the following date–time groups is correct?

1. 0912452 93 JUN
2. 2118025Z JUL 93
3. 0021445Z AUG 93
4. 041730Z SEP 93

A. Routine

B. Priority

C. Immediate

D. Flash

Figure 1

IN ANSWERING QUESTIONS 2-6 THROUGH 2-11, SELECT THE NAVAL MESSAGE PRECEDENCE THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

2-6. Most public affairs messages are sent using this precedence.

1. A
2. B
3. C
4. D

2–7. Speed of service objective is within '30 minutes.

1. A
2. B
3. C
4. D

2-8. The highest precedence normally authorized for administrative messages.

1. A
2. B
3. C
4. D

2-9. Contains the precedence prosign Z.

1. A
2. B
3. C
4. D

2-10. Assigned when the message concerns the immediate movement of naval. air or ground forces.

1. A
2. B
3. C
4. D

2-11. Assigned when used to report a hurricane believed to be previously undetected.

1. A
2. B
3. C
4. D

2-12. The “INFO” line in a naval message is located in which of the following areas?

1. Under the TO line
2. Under the FROM line
3. Before the DTG
4. After the subject line

2-13. Which of the following punctuation marks/symbols may NOT be used in a naval message?

1. &
2. $
3. @
4. '

2–14. The preparation of a unit sistuation report (SITREP) is warranted in all except which of the following situations?

1. A naval base galley fire that results in $1,000 in damages
2. A Navy jet that blows two tires and runs off the runway at a naval air station
3. A frigate that runs aground on the shores of a small Maryland city
4. A flood at the base Navy Exchange that inconveniences patrons for two weeks

2-15. An event occurs that warrants the transmission of a unit SITREP. You should transmit the unit SITREP within what maximum amount of time?

1. 1 hour
2. 2 hours
3. 20 minutes
4. 40 minutes

2-16. An initial unit SITREP may be delayed while the public affairs office gathers critical information for release.

1. True
2. False

2-17. A news release in message form should be released at what point?

1. When 30 minutes have elapsed since the unit SITREP was sent
2. When all details are gathered and verified
3. When the CO decides that the information should be released
4. Where the unit SITREP is sent, or immediately after

2-18. Which of the following Statements best describes the objective of public affairs guidance (PAG)?

1. PAG is written to support the training programs of public affairs office managers.
2. PAG forms the foundation of what to say or what not to say on a particular issue
3. PAG forms the foundation of Navy-wide training programs implemented by CHINFO
4. pag is written to supplement policy in OPNAVINST 1330.2B

2-19. How should you write PAG on a single, but diverse, issue?

1. Cover the main issue and at least one additional prominent issue
2. Cover the main issue and at least two additional prominent issues
3. Cover the most important issue and make it the subject of the PAG
4. Each of the above

2-20. The memorandum for the record allows you to perform which of the following functions?

1. Record important information that may not otherwise be documented
2. Bypass the chain of command to take appropriate action
3. Create a binding legal document to be used to establish policy
4. All of the above

2-21. A point paper may be used in which of the following situations?

1. When requesting public affairs assistance from CHINFO
2. When establishing a public affairs office training program
3. Where a superior is preparing for a press conference
4. All of the above

2-22. What is the standard size of Navy correspondence?

1. 8 by 11 inches
2. 8 1/2 by 11 inches
3. 8 1/2 by 13 inches
4. 9 by 13 inches

2-23. The public affairs office manager should maintain files on which of the following items?

1. Memoranda
2. News releases
3. Command history
4. All of the above

2-24. For you to produce a newspaper clipping for the clip file, what is the most preferred method?

1. To center mount the clip on an 11- by 14-inch sheet of plain bond paper, using cellophane tape
2. To mount the clip flush left on an 8 1/2- by 13-inch sheet of plain bond paper, using rubber cement
3. To center mount the clip on an 8 1/2- by 11-inch sheet of plain bond paper, using a paper adhesive
4. To mount the clip flush right on an 8 1/2- by 13-inch sheet of colored bond paper, using a stapler

2-25. A package of the daily news clippings should be forwarded to which of the following individuals?

1. CO, XO and all division officers
2. CO, XO, C/MC and all department heads
3. CO, C/MC and all department heads and division officers
4. CO, XO, all division officers and all LCPOs

2-26. Which of the following phrases is considered most appropriate when you answer the telephone?

1. “USS *Manatee* Public Affairs, Petty Officer Martin speaking, may I help you please?”
2. “USS *Manatee* PAO, can I help you?”
3. “This is Petty Officer Martin, USS *Manatee* PAO, can I assist you?”
4. *"Manatee* PAO”

2-27. Before putting a telephone caller on hold, you should use which of the following phrases?

1. “Just a minute”
2. “Wait one”
3. “One minute”
4. “One moment, please”

2-28. You receive five telephone calls in a 30-minute span while working on two very important projects. What action should you take?

1. Attend to the telephone calls first, then continue working on the projects
2. Continue working on the projects, then return the telephone calls if you have time
3. Attend to the telephone calls and ask the PAO for help on the projects
4. Continue working on the projects, then return the telephone calls as soon as you can

2-29. Which of the following statements best describe(s) the situation you will encounter when working for a collateral duty PAO?

1. A collateral duty PAO will provide the office with better overall leadership than a 1650 PAO
2. A collateral duty PAO will devote a limited amount of time to the office
3. A collateral duty PAO will depend on the senior journalist to handle the daily office responsibilities
4. Both 2 and 3 above

2-30. Who serves as the overall coordinator for the commissioning ceremony of a ship?

1. ASD(PA)
2. The prospective CO of the snip
3. CHINFO
4. The PAO/senior journalist of the ship

2-31. A typical press kit for the commissioning of a ship contains which of the following items?

1. The name of the sponsor
2. A coat of arms description
3. The names of congressional members that are scheduled to attend the ceremony
4. An official welcome and statement from SECNAV

2-32. PLans for the homecoming ceremony of A ship are executed with the help of what individual?

1. The “sister ship” homecoming coordinator
2. The appropriate fleet CINC
3. CHINFO
4. The OIC of the appropriate NAVINFO

2-33. Printed invitations for a decommissioning ceremony should be mailed how many weeks before the actual ceremony date?

1. 1to2
2. 3to6
3. 4to8
4. 5 to 10

2-34. Who is responsible for publicizing a decommissioning ceremony?

1. SECNAV
2. CHINFO
3. The Decommissioning ship's CO
4. The station commander

2-35. The final selection of the principal speaker of a decommissioning ceremony is made by Whom?

1. The CO of the decommissioning
2. CHINFO
3. SECNAV
4. ASD(PA)

2-36. Detailed information regarding the embarkation of civilians in Navy ships is contained in which of the following publications?

1. OPNAVINST 5720.2 series
2. SECNAVINST 5720.44A
3. Both 1 and 2 Above
4. SECNAVINST 5212.5 series

2-37. Where, if ever, are Tiger Cruise guests allowed to eat in the wardroom?

1. When the CO approves it
2. Where officers sponsor the guests
3. When scheduling and funding constraints allow
4. Never

2-38. When funding permits, embarked civilians on a guest cruise should receive which of the following mementos?

1. A photograph of the ship signed by the CO
2. A plague of the ship
3. A videotape of the visit
4. A copy of the ship's latest cruisebook

2-39. Who, if anyone, is permitted to initiate guest cruise publicity?

1. The PAO of the ship
2. The individual guest cruise participant
3. The CO of the ship
4. No one

2-40. When, if ever, may female entertainers stay overnight during an embark aboard a U.S. Navy ship?

1. When CHINFO approves it
2. When the CO of the ship authorizes it
3. When the appropriate fleet commander in chief approves it
4. Never

2-41. Which of the following youth groups is authorized to embark aboard a U.S. Navy ship?

1. Quill and Scroll
2. Boy Scouts of America
3. Little League Baseball assoication of America
4. National Junior Law Enforcement Club (NJLEC)

2-42. What is the duration (in days) of a SECNAV Guest Cruise?

1. 5
2. 2
3. 3
4. 4

2-43. A SECNAV Guest Cruise includes all except which of the following activities?

1. An underway, overnight visit to an LPH or CGN
2. A pier-side or at-sea tour of a surface ship
3. A pierside tour or embark on a nuclear submarine
4. Observation of Marine and SEAL field activities

2-44. Who is responsible for maintaining a list of probable SECNAV Guest Cruise guests?

1. ASD(PA)
2. CNO
3. SECNAV
4. CHINFO

2-45. Guests eligible for a SECNAV Guest Cruise include those who have not participated in a cruise on a U.S. Navy ship in the last nine years.

1. True
2. False

2-46. Public tours of a ship offer which of the following advantages?

1. Education
2. Enjoyment
3. Both 1 and 2 above
4. Remedial public affairs

2-47. Before drafting a visitation plan, you should take which of the following actions?

1. Seek guidance from the next highest public affairs office in the chain of command
2. Get input from those officers and special assistants who will be involved in the public visit(s)
3. Draft a rough plan and mail it to CHINFO with a completed CHINFO Form 5723-1
4. Formulate a visitation plan committee consisting of PAOs and senior journalists in the area

2-48. BM1 Whale is a top-notch sailor who presents an outstanding personal appearance. Through casual conversation, you discover that he is a former Toastmasters member and would enjoy conducting tours of the ship during Armed Forces Day this Saturday. What action should you take?

1. Discuss the situation with his division officer and department head, then ask him to put in a special request chit
2. Request a command waiver to authorize a boatswain's mate to function in a public affairs role
3. Specifically designate BM1 Whale as a tour guide in the public visitation plan
4. Both 2 and 3 above

2-49. For which of the following reasons should you post a "welcome sign" at the guests' point of entry to the ship?

1. To reduce the chance of a commotion or civil rights breach
2. To remind visitors that photography of any kind is strictly prohibited
3. To chronicle the history and awards of the ship
4. To list the legal rights of the visitors in case of severe injury or death

2-50. What statement best describes the tour route of a ship?

1. Tour routes must strictly follow the provisions of SECNAVINST 5720.44A
2. Tour routes on aircraft carriers may not include a stop at the arresting wires, because of safety reasons
3. Tour routes vary from ship to ship, but they all must take into consideration security, safety and the crew's privacy
4. Tour routes on destroyers world frigates may include stops at the gun turrets, but not the missile launchers

2-51. What are the most significant factors in managing the operational target (OPTAR) funds of a public affairs office?

1. Convenience and adaptability
2. Range and accessibility
3. Reliability and conservation
4. Conservation and cost consciousness

2-52. In the development of an annual financial plan, what is the first step?

1. Projecting the use of consumables during the year
2. Identifying the primary evolutions scheduled for the year
3. Making a “wish list” of office items available only through open purchase
4. Establishing firm guidelines for implementing the plan

2-53. An annual financial plan should receive, at a minimum, a review and update how often?

1. Every quarter
2. Every six months
3. Every nine months
4. Annually

2-54. The PAO is on TAD and you are tasked with briefing the CO on an important public affairs matter. Before selecting a method of delivering the information, you should concentrate on which of the following areas?

1. Formulating a point paper on the matter
2. Interviewing the CO’s secretary to get his personal views on the matter
3. Having complete and accurate information on the matter
4. Practicing your delivery method with a colleague or a member of the staff

2-55. The PAO has left instructions for you to brief the CO using the memorandum system. How should you structure the memorandum?

1. Summarize the topic in the first two paragraphs
2. List at least three proposed courses of action in the third paragraph, then address the main points of the topic
3. Both 1 and 2 above
4. Explain the most important issues of the topic first, there list at least three proposed courses of action

2-56. What microcomputer unit processes the data, performs aritmetic and logic functions and maintains control of the system?

1. RAM
2. System unit
3. Display unit
4. Hard disk drive

2-57. All of the following are other terms for monitors except which one?

1. Display
2. System unit
3. Display device
4. Cathode-ray tube

2-58. In addition to brightness, contrast and sizing controls, which of the following controls may be found on a monochrome monitor?

1. Black/green
2. Black/white
3. Color/noncolor
4. Amber/normal/green

2-59. Most color monitors are of the RGB type. What does RGB mean?

1. Red-green-blue
2. Red-gold-blue
3. Raster gauge beam
4. Registered global beam

2-60. The keyboard is used for which of the following functions?

1. To receive output from the microcomputer
2. To input data into the microcomputer
3. To input programs into the microcomputer
4. Both 2 and 3 above

2-61. In addition to alphabetic characters and numbers and special characters, keyboard have which of the following types of keys?

1. Control
2. Function
3. Both 1 and 2 above
4. Operation

2-62. All of the following are physical characteristics of disks except which one?

1. Flat
2. Round
3. Direct access
4. Sequential access

2-63. Diskettes are also referred to by what other terminology?

1. Floppy disk
2. Read-only disk
3. Write-only disk
4. Hard disk

2-64. Diskettes come in which of the following sizes, in inches?

1. 3, 5 and 7 1/2
2. 3 1/4, 5 and 8
3. 3, 5 1/4 and 8
4. 3 1/2, 5 1/4 and 8

2-65. Which of the following conditions can lead to lost or scrambled data on a diskette?

1. Placing a diskette near a telephone
2. Storing a diskette in temperatures that exceed 72 degrees
3. Both 1 and 2 above
4. Labeling a disk with a felt-tipped marker

2-66. Rigid metal platters contained in a small sealed unit either within the system unit or external to it are which of the following types of disk drive?

1. Colt
2. Winchester
3. Hard disk
4. Both 2 and 3 above

2-67. Speed, large storage capacities and convenience are all advantages of which of the following storage media?

1. Diskettes
2. Hard disks
3. Paper tape
4. Magnetic tapes

2-68. Printers used with microcomputers usually have (a) what speed and (B) print characters in what manner?

1. (a) Low speed
   (b) one character at a time
2. (a) Low speed
   (b) one line at a time
3. (a) High speed
   (b) one character at a time
4. (a) High speed
   (b) one line at a time

2-69. Which of the following printers, if any, produces characters by using a series of dots?

1. Ink jet
2. Daisy-wheel
3. Laser
4. None of the above

2-70. All microcomputer systems will have at least what type of software?

1. A window program
2. A disk operating system
3. A word processing package
4. A database management system

2-71. Which of the following types of information must you provide to an applications software package when you install it on a microcomputer system?

1. Microcomputer configuration information
2. Examples of the work that will be performed
3. Lists of outputs you want on a scheduled basis
4. All of the above

2-72. You run the risk of losing data and programs stored on a disk if you do not take which of the following actions?

1. Make backup copies
2. Enter security codes in the file name
3. Assign a volume number and name to each disk
4. Use subdirectories to store similar data and programs

2-73. What does the term nodes refer to in local-area networks (LANs)?

1. Communications media
2. Diskettes
3. Operators
4. Hardware

2-74. A LAN may be used to run an application program stored on the server’s disk.

1. True
2. False

ASSIGNMENT 3

Textbook Assignment: "Public Affairs in Adverse News Situations," pages 2-1 through 2-33.

3-1. A Navy commander has been charged with using a military aircraft to import large amounts of duty-free liquor from Bermuda. The responsible PAO should take which of the following actions?

1. Release the information only if asked by a reporter
2. Release the information
3. Cover up the story
4. Write a memorandum for the record and hope the story will not surface

3-2. The armed services' basic policy for the release of disaster information is formulated by which of the following organizations?

1. DoD
2. U.S. State Department
3. OASD(MRAL)
4. USIA

3-3. Guidance on the dissemination of disaster information is contained in which of the following regulations?

1. DoD Regs
2. AEC Regs
3. CHINFO Regs
4. *PA Regs*

3-4. Peacetime naval disasters are best categorized in what way?

1. As man-made or predictable
2. As predictable or unpredictable
3. As naturally occurring or man-made
4. As naturally occurring or unpredictable

3-5. Within CHINFO, detailed case studies of naval disasters may be obtained from which of the following divisions?

1. Professional development
2. Media operations
3. Plans and policy
4. Administration and resource management

3-6. All except which of the following lessons were learned from the USS *Iowa* disaster?

1. Identifying a CIB site as soon as a disaster strikes
2. Having a written public affairs emergency reaction plan
3. Knowing how to communicate with Navy families
4. Getting the most accurate and complete facts to the news media as quickly as possible

3-7. Because of the magnitude of the USS *Midway* fire, the OPREP-3 reporting system was used instead of the unit SITREP format.

1. True
2. False

3-8. Recovery efforts during Hurricane Hugo were strengthened by the establishment of which of the following organizations?

1. Navy Family Information Center
2. Green Cross Disaster Relief Center
3. CHINFO Field Activity Center
4. Charleston Disaster Assistance Center

3-9. Which of the following public affairs objectives must be met during an adverse news situation?

1. Preserving good community and media relations
2. Retaining public confidence in the Navy
3. Both 1 and 2 above
4. Protecting military equipment and supplies

3-10. During a disaster situation, the public affairs office performs which of the following tasks?

1. Providing the news media with immediate, unlimited accces *to* the disaster scene
2. Providing possible causes of the disaster
3. Both 1 and 2 above
4. Safeguarding classified information and material

3-11. A command disaster plan should be issued in which of the following forms?

1. An official directive
2. A CHINFO instruction
3. An informal letter
4. A memorandum for the record

3-12. The general responsibilities for public affairs office personnel during a disaster should be specified in which of the following documents?

1. A command disaster plan
2. A public affairs office plan
3. A qualifications file
4. A training record

3-13. During a disaster, the public affairs office staff should have which of the following materials readily available?

1. *Public Affairs Communicator*
2. The Navy Disaster Preparedness Manual, SECNAVINST 5720.35F
3. Department of the Navy Information and Personnel Security Program Regulation (OPNAVINST 5510.1 series)
4. Both 2 and 3 above

3-14. In most cases, the majority of the information appended to a public affairs office disaster plan falls into which of the following categories?

1. Detailed case studies on past disasters
2. Sample releases on past disaster
3. Policy materials
4. Background materials

3-15. In making a functional telephone number checklist for use in a disaster situation, you should use which of the following systems?

1. Establish an alphabetical list
2. List people by rank and billet
3. Divide the list into meaningful categories
4. Set up a chronological list

3-16. To make sure the CO is kept fully informed during a disaster situation, the PAO should establish which of the following provisions?

1. Set up a direct telephone line to the operations office
2. Assign a staff member to deliver messages every half hour
3. Make up forms to record the public affairs activities so a brief report may be made as often as necessary or requested
4. Assign a JO to stand by in the CO's office during a disaster

3-17. A major disaster strikes your command. In the ensuing 15 minutes, you discover that you are in need of additional personnel to handle messenger and typist duties. You should get temporary staff members from which of the following sources?

1. CHINFO
2. Other departments within the command
3. Area coordinator
4. The appropriate NAVINFO

3-18. All except which of the following are advantages of a CIB?

1. Reduction of inaccurate news by providing a single source of information
2. Reduction of security violations
3. Restriction of news flow to the media
4. Restriction of news media to less reliable sources of information

3-19. What practice is usually required before disaster information is released to reporters?

1. Naming several officers to answer reporters' questions
2. Referring reporters to either the officer in charge or the PAO
3. Naming one official spokesman for the Navy to handle contracts with the public
4. Naming the PAO on the staff of the naval district commandant where the disaster occurred to be an official spokesman

3-20. The individual selected as the official spokesman/release authority for disaster information should be identified in what document?

1. Command disaster plan
2. Public affairs office disaster plan
3. Unit SITREP
4. CHINFO Report 5720-3

3-21. You are the assistant PAO of Naval Air Station Stimpson. The air operations officer calls to let you know a Navy C-9B Skytrain II burst into flames and crashed on takeoff. To gather as much information on the crash as possible, you should position members of your staff in which of the following locations?

1. The CO's office
2. The legal office
3. The accident scene or near it
4. The nearest Navy Public Affairs Center

3-22. In a crisis or disaster situation, public affairs staff members should man the positions specified in which of the following document?

1. Command disaster plan
2. Watch, Quarter and Station Bill
3. Disaster checkoff list
4. Disaster POA&M

3-23. To facilitate the dissemination of timely and accurate information in a crisis, you should designate a staff member to keep a running account of what information?

1. Queries received
2. News release issue times
3. OPREP-3s and unit SITREPS sent
4. All of the above

3-24. The initial news release on an accident should be sent to the news media within what maximum amount of time?

1. 30 minutes
2. 1 hour
3. 45 minutes
4. 2 hours

3-25. Which of the following information should be included in an initial news release on an accident?

1. The type of equipment involved, regardless of classification
2. The possible causes of the accident
3. The unclassified pertinent facts about the mission when the accident occurred
4. The names and telephone numbers of command personnel involved in past accidents

3–26. If the public affairs office fully cooperates with the news media during a disaster, what will be the most likely result?

1. Reporters will report the facts objectively
2. Reporters will report the facts accurately
3. Both 1 and 2 above
4. Reporters will look for secondary sources of information

3-27. When releasing information to the news media during a disaster situation, a PAO should make it a standard operating practice to take which of the following actions?

1. Check and recheck the facts
2. Help the news media meet deadlines by providing damage estimates based on conjecture
3. Release the names of personnel assisting in disaster relief operations
4. Clear all facts with CHINFO before releasing them

3-28. Anticipating the needs of the news media by getting them the facts is known by what term?

1. Venture
2. Adulation
3. Initiative
4. Control

3-29. The circumstances surrounding a disaster are often negative in connotation and sometimes painful for a PAO to admit. How should the PAO solve this problem when dealing with the news media?

1. Release only the facts favorable to the Navy and command
2. Maintain complete honesty and candor
3. Avoid talking to the news media
4. Refuse to assist the news media in discovering the facts

3-30. If a PAO allows a reporter access to a disaster scene, which of the following actions should he take to maintain impartiality?

1. Ask the reporter allowed access to make his report available to all reporters
2. Issue a press release on the access
3. Make sure the reporter allowed access gives the story to a major wire service
4. Allow similar access to all reports

3-31. When there are too many reporters at the scene of a big story, which of the following procedures should be used to gather information?

1. Request the reporters to pool certain information
2. Allow all the reporters access to the scene
3. Have one of your JOs write a news release
4. Allow only wire service reporters access to the scene

3-32. Good taste in the release of information or photographs of a disaster is based on which of the following standards?

1. Personal evaluation
2. The Associated Press code of ethics
3. CHINFO regulations
4. BUPERS regulations

3–33. Before briefing reporters at the CIB, either the senior JO or the PAO should take which of the following actions?

1. Request the assistance of the must senior PAO in the region
2. Fax the proposed brief to CHINFO
3. Prepare a list of contingency questions and answers for probable news media inquiries
4. ask reporters to submit their questions in advance

3-34. Which of the following documents should you use to verify media credentials at the CIB?

1. Public affairs office recall bill
2. Public affairs office listinq of local media members
3. Command disaster plan
4. Command contingency POA&M

3-35. All of the following are legitimate media ground rules except which one?

1. Not physically distrubing parts of the accident scene before the investigators arrive
2. Not wearinq short-sleeved shirts to the accident scene
3. Not irterviewing injured personnel or their next of kin
4. Not wandering from the designated access area to get additional information or photographs

3-36. When, if ever, may a reporter be excluded from visiting the scene of an accident on base?

1. When the reporter's experience level is in question
2. When the public affairs office has had problem with the reporter's news organization
3. When the reporter's presence would interfere with rescue, damage control or evacuation measures
4. Never

3-37. A rnagazine photographer takes a picture of an accident scene that has exposed classified equipment. Which of the following actions should you take?

1. Take his film by force, if necessary
2. Escort him to the on-scene PAO, where he will notify the reporter of Title 18 U.S. Code 793 (d), 795 and 797
3. Do not tell him about the classified equipment and hope the photographs will not be used
4. Tell him he will go to jail if the magazine publishes the photograph

3-38. Two photographers refuse to obey the ground rules established at the site of a Navy helicopter crash off–base. Classified material is present at the crash site. What action should you take?

1. Physically restrain the photographers with the aid of public affairs staff members
2. Request the assistance of armed DoD or Navy security personnel
3. Request the assistance of civilian law enforcement personnel
4. Physically disable the photographers' camera equipment, then give them written procedures for reimbursement

3-39. Every effort is made to release the names of accident victims at a military command within CONUS concurrently with the announcement of the accident. This is done for which of the following reasons?

1. To notify the next of kin via the news media
2. To alleviate undue anxiety for the relatives of other personnel in the involved unit
3. To maintain a “high profile” in the news media
4. To shift public attention from the possible cause of’ the accident to the personnel involved

3-40. A Navy plane crashes overseas, killing all aboard. The bodies are impossible to identify promptly. What is the policy on releasing a casualty list?

1. Release the names at once
2. Release no names for 24 hours
3. Seek approval of the Chief of Naval Personnel for release of a partial list
4. Release a list of the ship’s pilots and aircrewmen not involved in the accident

3-41. Which of the following procedures is recommended to provide reporters with information that concerns a disaster involving highly technical equipment?

1. Explain the equipment to them in layman’s terms
2. Make available pertinent technical manuals
3. See that a specialist is available to answer their questions
4. Suggest that they interview the company officials who manufactured the equipment

3-42. In debriefing the survivor of a disaster, the public affairs representative should tell him to avoid making general statements about the disaster based on his or her own isolated experiences.

1. True
2. False

3-43. Which of the following characteristics is typical of a Judge Advocate General (JAG) investigation?

1. Administrative
2. Fact-findinq
3. Both 1 and 2 above
4. Binding

3-44. For which of the following reasons should a command withhold information about an investigation?

1. When it involves an accident with 20 or more casualties
2. When it is in progress
3. Both 1 and 2 above
4. When it covers a wide geographical area

3-45. The media, in most cases, must obtain copies of investigation reports by which of the following methods?

1. Writing a letter to the CO
2. Writing a letter to CHINFO
3. Filing a FOIA request
4. Filing a request with the Navy Judge Advocate General’s Office

3-46. What statement best describes a significant difference between the investigative reports the media receives and those Navy families receive?

1. The media reports contain more information than the reports to families
2. The media reports contain autopsy information, the reports to families do not
3. The reports to families contain photographs, while those to the media do not
4. The reports to families contain more information than those to the media

3-47. A public affairs office can ease the anxiety of Navy family members during a disaster by performing which of the following functions?

1. Providing command brochures and fact sheets
2. Providing the names of casualties as quickly as possible
3. Providing toll-free telephone numbers that family members can call for more information
4. Providing temporary living quarters on base

3-48. Which of the following instructions outlines the duties and responsibilities of the casualty assistance calls officer (CACO)?

1. NAVMILPERSCOMINST 1770 series
2. OPNAVINST 1770 series
3. SECNAVINST 5720.44A
4. CHINFOINST 5720.90D

3-49. What should be your primary concern when you arrange media coverage of a military funeral?

1. Providing reporters with unlimited access at the grave site
2. Researching and implementing strict ground rules
3. Preserving the dignity of the event
4. Providing interviews with the bereaved

3–50. Whert discussing media coverage arrangements with the CACO, you should cover which of the following points?

1. Location, timing and logistics concerns
2. Media coverage plan
3. Casket preparation
4. All of the above

3-51. In a conversation with the CACO, you discover that the family of a deceased Navy man does not object to media coverage at the church. Before contacting the media, what further action, if any, should you take ?

1. Consult *PA Regs* for additional guidance
2. Talk with the next of kin and determine what type of media coverage they desire
3. Talk with church officials to determine their policy on media coverage
4. None of the above

3-52. Before a disaster strikes, the PAO should discuss the available information channels with which of the following command family groups?

1. Command ombudsmen
2. Officer’s wives club
3. CPO spouse support group
4. All command family groups

3-53. What is the most important reason the PAO and senior journalist should provide accurate disaster information to families as quickly as possible?

1. To guard against the receipt of inaccurate media reports
2. To prevent family members from causing a civil disturbance
3. To fulfil the provisions of the DoD Family Information Act of 1974
4. To promote the professionalism of the PAO and his staff

3-54. With the help of the PAO, a family member should establish which of the following precondition rights before granting a media interview?

1. Reviewing the entire interview on video or audio tape and edit as necessary
2. Excluding the surname
3. Selecting the most favorable camera angles
4. Choosing another interviewer, if necessary

3-55. An explosion aboard a naval base claims the lives of three sailors. You should consider arranging a memorial service on base for which of the following reasons?

1. To provide maximum media coverage
2. To streamline the execution of full military honors
3. To strengthen the bond between the leadership of the command and its internal audience
4. To uphold the privacy of the subsequent funeral

3-56. The memorial service plan should be distributed command wide in what format?

1. Instruction
2. POA&M
3. Notice
4. Point paper

3-57. Which of the following individuals is usually responsible for providing the details of the memorial service schedule?

1. Senior chaplain
2. PAO or senior journalism
3. Officer in charge
4. CACO

3-58. Which of the following individuals normally coordinates hearse and coffin flag arrangements for a memorial service?

1. PAO or senior journalist
2. CACO
3. Personnel officer
4. Senior chaplain

ASSIGNMENT 4

Textbook Assignment: "The Command Information Bureau" and "Media Relations," page 3-1 through 4-10.

4-1. *A* CIB may be formed during which of the following events?

1. Training exercises
2. Actual combat
3. Serious incidents
4. All of the above

4-2. An event involving the Navy and Air Force warrants the forming of a CIB. When this happens the CIB name is changed in what way?

1. To AIB
2. To JIB
3. To C/AFIB
4. To NJIB

4-3. Which of the following is an important advantage of a basic CIB establishment plan?

1. Optimizing the use of the media
2. Serving the information goals of the area coordinator
3. Reducing the public affairs office response time
4. Augmenting the staff of the C/AFIB

4-4. To manage CIB personnel and equipment in the most competent manner, what action should the senior journalist take?

1. Start the CIB in advance of the event
2. Execute the CIB plan simultaneously with the CHINFO CIB plan
3. Call the closest NAVINFO and get the latest personnel and equipment management guidance
4. Review the latest issue of *Public Affairs Communicator* to get the most current CIB information

4-5. Which of the following individuals is normally designated as the CIB releasing authority?

1. CO
2. XO
3. PAO
4. Senior JO

4-6. The CIB establishment plan is usually a part of which of the following documents?

1. The public affairs office disaster plan
2. The Watch, Quarter and Station Bill
3. The public affairs annex to the operations order
4. The media relations plan

4-7. A sound CIB plan allows the public affairs office to be reactive rather than proactive.

1. True
2. False

4-8. When selecting CIB operatinq methods, you should consider which of the following areas?

1. Public affairs theories
2. CIB case studies
3. Both 1 and 2 above
4. Available public affairs resources

4-9. What CIB division handles media communications and messing concerns?

1. Administrative support
2. Liaison
3. Media relations
4. Media escort/briefing

4-10. A land-based unit associated with a CIB and which handles the distribution of news received from the CIB in the operational area is known by which of the following titles?

1. CIB wing
2. Secondary CIB
3. Sub-CIB
4. CIB-Ashore

4-11. Every CIB staff member should be able to perform which of the following tasks?

1. Read and interpret classified operational information
2. Complete sensitive tasks under pressure
3. Deal with others in a polite and thoughtful manner
4. Both 2 and 3 above

4–12. Which of the following is NOT a CIB personnel responsibility?

1. Escorting next of kin to the event sites or related areas
2. Assisting the news media as directed by the CIB OIC
3. Assisting in setting up interviews
4. Maintaining the CIB for comfort, health and safety

4–13. At what point should you identify possible CIB locations?

1. At least two days before the establishment of the CIB
2. Before the initial drafting of the CIB establishment plan
3. During the initial drafting of the CIB establishment plan
4. After the initial drafting of the CIB establishment plan

4-14. Which of the following locations is considered suitable for a CIB?

1. Recreation center
2. Civilian apartment building
3. Navy communications center
4. BEQ

4-15. For which of the following reasons should the public affairs staff and civilian media have separate CIB work areas?

1. To maintain mutual privacy
2. To prevent confrontations
3. Both 1 and 2 above
4. To alleviate tension between the two groups

4-16. Which of the following items should be a part of the CIB civilian media work space?

1. Crawling message sign
2. Televisions
3. Lockers
4. Bulletin board

4-17. During a peacetime CIB, the public affairs office must supply the media with which, if any,of the following items?

1. Modems
2. ENG equipment
3. Portable laptop computers
4. None of the above

4-18. For which of the following reasons should you include carbon paper and a manual impact key typewriter in the CIB “crash kit”?

1. They are inexpensive, nice to have items
2. They will be in constant use by the CIB staff and the media
3. They are excellent backups to copiers and computers/printers
4. They will be used by computer-illiterate members of your staff

4-19. What statement best describes an important guideline regardinq CIB military transportation support?

1. It may be provided if similar commercial transportation is available
2. Ground vehicles must not be used under any circumstances
3. Aircraft must not include those driven by propellers
4. Ground vehicles must be able to transport heavy, cumbersome equipment

4-20. You are the assistant PAO of the USS *Hawaii Kai* (DDG 92). A reporter refuses to submit her story to you for review before it is transmitted using the communications system of the ship. What action should you take?

1. Reassure the reporter that the review is solely for security reasons, not censorship
2. Reprimand the reporter and have her removed from the ship immediately
3. Explan to the reporter that it is the CO's rule and it must be followed
4. Call the XO and have him explain the situation

4-21. When, if ever, may the Navy provide civilian reporters with meals at a CIB?

1. When the meals are of the MRE variety
2. When 10 or more reporters request the service
3. When it is more beneficial to the Navy
4. Never

4-22. Which of the following media pools is authorized the use of military billeting when civilian berthing is available?

1. NATO
2. DoD
3. UN
4. UNITAS

4-23. A reporter asks you about receiving routine sick call treatment during CIB operations. The nearest civilian hospital is five hours away by car. What should you tell the reporter?

1. Sick call treatment is not available under any circumstances
2. Sick call treatment is available only on a reimbursable basis
3. Written permission from the unified commander must be obtained before sick call treatment can be received
4. Sick call treatment may be provided and reimbursement is not required

4-24. All of the following are items that are part of the CIB media packet except which one?

1. Information on off-limits areas
2. Discount coupons for the Navy Exchange
3. Command policy statements
4. Important telephone numbers

4-25. Which of the following individuals should normally receive top priority in a media pool?

1. United Press International photographer
2. Local television cameraman
3. ABC Radio reporter
4. Daily newspaper color photographer

4-26. Media ground rules are given to reporters and photographers in what form?

1. Command notice
2. Command instruction
3. Written policy statement
4. Oral notification

4-27. Before issuing a CIB credential to a free-lance reporter, you may check which of the following pieces of identifcation?

1. Shot record
2. Visa
3. Both 1 and 2 above
4. CPR certification

4-28. After calling a newspaper to verify the employment of a reporter, you discover that she is an imposter. What action, if any, should you take?

1. Inform her of Title 18 U.S. Code 793 (d), 795 and 797
2. Revoke her CIB credentials if issued, then immediately contact security personnel
3. Give her limited CIB access to avoid any community relations repercussions
4. None

4-29. Which of the following CIB registration forms should you draft with the aid of the command legal office?

1. Statement of charges
2. Ground rules
3. Both 1 and 2 above
4. Waiver agreement

4-30. The media identification badges issued at the CIB should contain which of the following features?

1. A statement of indemnity
2. A double-laminated exterior
3. A photo of the reporter or photographer
4. A statement that they are the property of the U.S. government

4-31. What is the most crucial element in successfully disseminating news to the media?

1. Flexibility
2. Politeness
3. Circumlocution
4. Ambivalence

4-32. News briefings are normally held (a) how often, and (b) during what parts of the day?

1. (a) Twice daily
   (b) morning and afternoon
2. (a) Twice daily
   (b) morning and evening
3. (a) Three times daily
   (b) morning, afternoon and evening
4. (a) Four times daily
   (b) two in the morning, two in the evening

4-33. What statement best describes the main difference between a news briefing and news conference?

1. A news briefing is used to update reporters formally on a particular situation while a news conference is used only as a last resort
2. A news briefing is used only during operations and exercises while a news conference is used only during adverse news situations
3. A news briefing is used to periodically update reporters on a situation while a news conference is irregularly held
4. A news briefing is used to update reporters periodically on a situation while a news conference is authorized and scheduled only by ASD(PA)

4-34. During a news conference, the CO elects to provide reporters with information that may be used only when no harm can result from its release. What type of briefing is this called?

1. Background
2. Off-the-record
3. Procedural
4. Elective

4-35. Because reporters in the CIB share the same information, personal, one-on-one interviews should be arranged when requested to allow more complete, credible and varied reporting.

1. True
2. False

4-36. What should be the main goal of news releases produced by CIB staff members?

1. To complement the stories produced by the news media
2. To provide a hard-sell pitch for the Navy
3. To compete directly with news media stories
4. To tell the story from the media's point of view

4-37. Navy produced photographs available for media use should be in which of the following formats?

1. 5 by 7 and 8 by 10 inches
2. 4 by 5 and 8 by 10 inches
3. 8 by 10 and 11 by 14 inches
4. 5 by 7 and 4 by 5 inches

4-38. What is the preferred location for the videotape platform in the CIB conference room?

1. The immediate left of the lectern
2. The immediate right of the lectern
3. At the rear of the conference room
4. In the middle of the conference room

4-39. Which of the following methods is recommended when you write the CIB after-action report?

1. Conduct an in-depth interview with the CO and get his impressions
2. Follow the guidance in *PA Regs,* appendix C
3. Review and evaluate each section of the CIB establishment plan
4. Schedule a training session and evaluate the CIB with your staff

4-40. The job of communicating the Navy's message to the public is demanding because of which of the following trends?

1. Fewer Americans have had firsthand military experience than in previous years
2. More Americans are illiterate than ever before
3. Fewer Americans are in tune with the mass media than in the 1960s
4. More Americans harbor antimilitary sentiments than ever before

4-41. The senior journalist and PAO can educate the new generation of reporters and the public in which of the following ways?

1. By learning to communicate more effectively
2. By opening a dialogue with the news media
3. Both 1 and 2 above
4. By communicating more effectively with the internal audience

4–42. Which of the following statements best describes the effect of the news media on the American public?

1. The news media “war of words” eventually leads to civil turmoil
2. The thought process of the public is influenced, in large part, by what is being said in the news media
3. The off-duty activities of media employees have a profound effect on the youth of America
4. The day–to-day actions of the news media are often viewed with contempt by the American public

A. Magazine

B. Newspaper

C. Television

D. News service

E. Radio

F. Syndicates

Figure 1

IN ANSWERING QUESTIONS 4-43 THROUGH 4-50, SELECT THE NEWS MEDIUM IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

4-43. The oldest form of mass communication

1. B
2. C
3. D
4. F

4-44. Among its advantages are variety, mobility and immediacy:

1. A
2. D
3. E
4. F

4-45. Provides in-depth stories that amplify wire service spot-news stories:

1. B
2. C
3. D
4. F

4-46. Usually grouped as consumer, news or internal/promotional:

1. A
2. B
3. C
4. F

4-47. Provides the mass media with coverage they cannot afford to get by any other means:

1. A
2. C
3. D
4. E

4-48. The newest and most powerful of the mass communications media:

1. C
2. D
3. E
4. F

4-49. Offers coverage in greater depth than broadcast or pictorial media:

1. A
2. B
3. D
4. E

4-50. An informal, intimate and timely medium:

1. A
2. B
3. E
4. F

4-51. You are tasked with assisting an author who is writing a book about your command. The author asks you for information and materials that go beyond the scope of your regular press kit information. What should you tell him?

1. You have to get further guidance from the PAO
2. You will not be able to accommodate his request for further information
3. You have to get further-guidance from CHINFO
4. You have to call the area coordinator and get permission to provide more information

4-52. A reporter looks for a story that will help him earn professional acclaim and praise. This is known as what type of journalism?

1. Prize
2. Pack
3. Hitchhiker
4. checkbook

4-53. What can the senior journalist and PAO do to help inexperienced reporters understand Navy phrases and terminology?

1. Review the phrases and terminology with the reporter's supervisor
2. Translate the phrases and terminology into civilian terms, when possible
3. Ask thee reporter to read *PA Regs* before seeking any information
4. Both 2 and 3 above

4-54. In a "mob" journalism situation, the senior journalist should be pugnacious and defend the command and Navy at all costs.

1. True
2. False

4-55. All except which of the following media-related functions are performed by the senior JO and PAO?

1. Arranging interviews
2. Reviewing and editing all media products
3. Researching the interview issues
4. Researching the backgrounds of reporters and news organizations

4-56. Which of the following public communication strategies should be the goal of every public affairs office?

1. Reactive
2. Winging it
3. Both 1 and 2 above
4. Proactive

4-57. Before releasing news to the media, the PAO must balance each release between (a) what principle and (b) what considerations?

1. (a) Limited disclosure
   (b) accuracy, security and objectivity
2. (a) Maximum disclosure with moderate delay
   (b) security, accuracy, strategy and propriety
3. (a) Maximum disclosure with minimum delay
   (b) security, accuracy, propriety and policy
4. (a) Restricted disclosure
   (b) accuracy, brevity, clarity and propriety

4-58. Upon completing a news release, you realize your command may not have the authority to release the information. What should you do?

1. Seek the advice from the PAO in the next highest command in the chain
2. Send the release with a cover letter to CHINFO
3. Call the nearest NAVPACEN for advice
4. Ask the CO for permission to release the information

4-59. What is the main advantage of the news release?

1. Reliability
2. Low cost
3. Acceptability
4. High volume

4-60. When producing a news release, you should avoid which of the following practices?

1. Triple-spacing the copy
2. Noting the preferred release method
3. Using a preprinted form
4. Writing more than one page

4-61. What is the main purpose of a news advisory?

1. To keep CHINFO informed of important newsworthy events
2. To inform the appropriate NAVINFO about a possible marketing opportunity
3. To inform the media about a particular event and invite coverage
4. To provide the media with follow-up information on an accident or incident

4-62. The oral release of information to the media should be made in which of the following ways?

1. In person only, reading from a prepared text
2. By telephone only, reading from a command directive
3. In person or by telephone, reading from a prepared text
4. By audio or video tape, reading from a command directive

4-63. A query sheet should include which of the following item of information?

1. The home address of the reporter
2. The source of information and coordination
3. The latest chain of command flow chart
4. The home telephone number of the reporter

4-64. A reporter wants to interview the CO to get his views on preventing sexual harassment in the Navy. Before the interview takes place, what action should you and the PAO take?

1. Get the reporter's questions in advance and submit them to the CO for approval
2. Set up a mock interview with the PAO acting as the reporter
3. Give the reporter the CO's views in the form of a news release
4. Discuss the interview with the CO and reporter before it takes place

A. On-the-record

B. Off-the-record

C. Background/not for attribution

D. Deep background

Figure 2

IN ANSWERING QUESTIONS 4-65 THROUGH 4-69, SELECT THE GROUND RULE IN FIGURE 2 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 2 MAY BE USED MORE THAN ONCE.

4-65. No source is revealed, but the reporter may use the information:

1. A
2. B
3. C
4. D

4-66. Information that must not be printed under any circumstance or in any form:

1. A
2. B
3. C
4. D

4-67. The source can be identified in general terms:

1. A
2. B
3. C
4. D

4-68. The interviewee may be identified by name and title:

1. A
2. B
3. C
4. D

4-69. The ground rule that should be avoided as often as possible:

1. A
2. B
3. C
4. D

4-70. Following a serious accident aboard your naval station, you recommend to the CO that he make a short statement to the media and answer a few questions. The CO can take advantage of this opportunity to accomplish which of the following tasks?

1. Provide an educated guess on the cause of the accident
2. Inform the next of kin of fatalities
3. Reassure family members that the CO is in charge and he is doing all he can
4. Tell the media and family members that the person(s) responsible for the accident will be dealt with accordingly

4-71. Which of the following rules must be followed before you or the PAO grant a general interview?

1. The interviewee must have had previous media exposure
2. The CO or XO must monitor the interview for security and policy violations
3. The PAO must screen the questions 24 hours before the interview
4. The subject matter of the interview must correspond with the interviewee's position of responsibility

4-72. The talk show interview, in most cases, centers on what facet of the interviewee?

1. Professional experience
2. Personality
3. Personal views on hard news issues
4. Management abilities

4-73. Your CO anticipates being the subject of an ambush style interview when he leaves his home this morning. What comment, if any, should the CO give to the waiting reporters?

1. "I am sorry, I do not have the time to talk to you"
2. "You have no right to be here: please leave before I call the police"
3. "My PAO can answer all of your questions"
4. None

4-74. From the interviewee's perspective. what is the primary disadvantage of the remote interview?

1. The confusion caused by audio feedback in the earplug
2. The distraction caused by the large bank of monitors needed to conduct the interview
3. The confusion caused by the floor director's hand signals
4. The distraction caused by the studio audience

ASSIGNMENT 5

Textbook Assignment: "Media Relations" and "Community Relations and Special Events," pages 4-11 through 5-17.

5-1. LCDR Excelsis is scheduled for an interview at a local television studio. Which of the following uniforms should she wear during the interview?

1. Full dress white
2. Summer khaki
3. Winter blue alpha
4. Service dress blue

5-2. LCDR Excelsis's television interview site has been changed to her office space aboard ship. In this case, which of the following uniforms is considered appropriate?

1. Winter blue bravo
2. Full dress white
3. Winter working blue bravo
4. Uniform of the day

5-3. When, if ever, should an interviewee maintain eye contact with the camera?

1. When the station uses the remote interview format
2. When the interviewee is uncomfortable with the reporter
3. When the station uses the ambush interview format
4. Never

5-4. During a live television interview, the interviewer sets up a question by using grossly incorrect data about your command. What should the interviewee do?

1. Demand an immediate retraction
2. Tactfully correct the interviewer
3. Politely ask the interviewer to reveal the source of the data
4. Politely ask the interviewer to go to the next question

5-5. Which of the following actions should you avoid during a television interview?

1. Engaging in foot tapping or finger drumming
2. Assuming you are on the air at all times
3. Maintaining a positive attitude
4. Using humor when appropriate

5-6. Which of the following individuals is usually the center of attention at a news conference?

1. The senior JO
2. The PAO
3. The XO
4. The CO

5-7. Preparing an individual for a news conference is best accomplished by using what method?

1. Holding a formal command meeting attended by senior personnel
2. Conducting a "murder board"
3. Holding training using *PA Regs* as the primary guide
4. Conducting a mock news conference using easy–to-answer questions

5-8. When you select the location of a press conference, what are the two primary concerns

1. Availability and accessibility
2. Aesthetics and availability
3. Operational security and availability
4. Accessibility and operational security

5-9. When selecting the visual background for a news conference, you should follow which of the following rules?

1. Choose colors with geometric patterns for the best visual effect
2. Choose materials that reflect light and are the same colors as Navy uniforms
3. Choose colors that contrast favorably with Navy uniforms and avoid distracting backgrounds
4. Choose materials that have been preapproved by CHINFO and avoid geometric patterns

5-10. Which of the following individuals usually assumes the role of news conference moderator?

1. The senior JO
2. The PAO
3. The CO
4. The area coordinator

5-11. The news conference moderator is usually responsible for all except which of the following tasks?

1. Establishing ground rules
2. Closing the news conference
3. Making the principal statement
4. Conducting the question and answer period

5-12. Embarks involving national media must be approved by what individual?

1. CHINFO
2. SECNAV
3. CNO
4. ACNO (Undersea Warfare)

5-13. The purpose of the media embark predeparture briefing is to allow reporters to do which of the following things?

1. Meet the CO and other important people
2. Get answers to preliminary questions
3. Both 1 and 2 above
4. Obtain basic knowledge of damage control equipment

5-14. Justin Case, a local newspaper reporter and a retired JO1, is embarked aboard your ship. If feasible, he should receive the same wardroom and berthing privileges given to what naval officer?

1. Lieutenant
2. Lieutenant commander
3. Commander
4. Captain

5-15. What method is the most effective to inform the crew about a media embark?

1. Word-of-mouth
2. 1MC
3. Quarters
4. Plan of the Day

5-16. A JO1 decides to market a story to several publications not officially affiliated with the Navy. Before mailing the story, he should take what action, if any?

1. Chop the story through the most senior PAO in the region
2. Coordinate the release with the nearest NAVINFO
3. Call the CHINFO media relations division for detailed guidance
4. None

5–17. Which of the following functions is NOT performed by the six NAVINFOs?

1. Supplying print and broadcast features to internal commmand media
2. Providing videotapes and graphics to the media
3. Arranging media visits to ships and stations
4. Providing research assistance to the media

5-18. NAVPACENs in Norfolk and San Diego place special emphasis on marketing (a) what type of story to (b) what specific medium?

1. (a) Expanded hard news
   (b) wire services
2. (a) Extended human interest
   (b) newspapers
3. (a) Expanded photo features
   (b) hometown newspapers
4. (a) Extended sports
   (b) television stations

5-19. Which, if any, of the following stories will *All Hands* accept from the fleet?

1. Reenlistment
2. Homeowner
3. Change of command
4. None of the above

5-20. During a conflict or war, tension between the Navy and the media can result from the Navy's taking which of the following actions?

1. Restricting information because of security considerations
2. Releasing too much information at one time because of propriety concerns
3. Releasing too much follow-up information on generic topics
4. Restricting informations because of policy restrictions

5-21. The size of a news media pool is normally determined by which of the following factors?

1. The size of the event and the availability of host unit billeting
2. The accessibility of area coordinator funds and the availability of host unit billeting
3. The number of available seats and baggage capacity of ground or air transportation, and the availability of host unit billeting
4. The size of the event and the availability of the host unit ground or air transportation

5-22. The movements of all reporters and photographers in a media pool must be controlled tightly so that all information is accessed fairly.

1. True
2. False

5-23. Establishing credibility with the media can be done in which of the following ways?

1. By getting to know the reporters personally and winning their confidence
2. By attending the same social functions as reporters
3. By knowing the command and Navy public affairs inside and out
4. By being firm but fair in your news dissemination approach

5-24. In dealing with the media, the senior 30 should meet all except which of the following conditions?

1. Being available at all hours
2. Answering a reporter's question with speculation
3. Knowing the individuals who work in the media
4. Telling the truth at all times

5–25. What is the basis of a good community relations (COMREL) program?

1. Frequent and interesting releases to the media
2. A good CO and PAO
3. Participation by Navy personnel in community affairs
4. A good command with concern for community welfare and a program designed to earn public acceptance

5-26. Normally, a CO delegates the responsibility for planning and rnaintaining a community relations program to which of the following individuals?

1. The XO
2. The operations officer
3. The family services officer
4. The PAO

5-27. Which of the following is NOT an objective of a community relations program?

1. To earn public acceptance and understanding
2. To evaluate public attitudes
3. To separate community relations from public affairs
4. To identify the military mission with the public interest

5–28. Civilian companies which are understood and accepted by a community have identified practices that tend to assure effective community relations. Which of the following is NOT included among these practices?

1. Behaving like a good neighbor
2. Telling the community about itself
3. Maintaining a modest and reserved attitude about its value to the community
4. Telling its employees about the planned community relations program it has

5-29. In what way can the Navy benefit from a good community relations program?

1. Better recruiting
2. Higher esteem in the community where Navy personnel live and work
3. Increased support for the Navy's mission
4. All of the above

5-30. Planning and implementing the DoD community relations program are responsibilities delegated to which of the following individuals?

1. SECDEF
2. ASD(PA)
3. CHINFO
4. DIRPA

5-31. The responsibility of putting positive emphasis on the importance of good community relations in the execution of his mission belongs to which of the following individuals?

1. PAO
2. XO
3. CO
4. All of the above

5-32. Which of the following groups is an external public in a community relations program?

1. Families of U.S. Naval Academy midshipmen
2. Retired Navy personnel
3. Career civilian employees of the Navy
4. Members of Congress

5-33. The namesake ship program is designed to generate positive community relations at which of the following levels?

1. State
2. National
3. Both 1 and 2 above
4. International

5-34. The base-community council should include which of the following individuals in its membership?

1. Interested citizens
2. Key civic leaders
3. Senior command petty officers
4. Public affairs office staff personnel

5-35. Which of the following complaints can be classed as requiring remedial action?

1. Navy personnel are unable to receive adequate services in the local community
2. Prices of commodities in the local community are too high for Navy personnel
3. Navy drivers fail to heed a special speed zone near an elmentary school
4. Housing for Navy personnel in the local community is inadequate

5-36. A remedial community relations program is often referred to as a “fire prevention” program.

1. True
2. False

5-37. Basic DoD community relations policy is contained in which of the following DoD directives?

1. 5410.18
2. 5320.44A
3. 5400.19
4. 5411.18

5-38. Policies for planning and conducting Navy community relations programs and rating participating in public events are based on which of the following factors?

1. Practical experience
2. Executive order
3. Public law
4. Each of the above

5-39. Establishing policy on military participation in public events is determined by all except which of the following factors?

1. Practical experience
2. Public law
3. Educational level
4. Navy regulations

5-40. When, if ever, may a Navy command endorse a specific religious group as part of a community relations program?

1. When the religious group is represented in the base-community council
2. When key command personnel are affiliated with the religious group
3. When an in-depth evaluation reveals that endorsement is in the best interest of the command
4. Never

5-41. Which of the following is NOT one of the four basic stages. in developing a community relations program?

1. Funding
2. Fact finding
3. Communication
4. Evaluation

5-42. Common interests between a command and the local community can be identified by using which of the following processes?

1. Communication
2. Evaluation
3. Fact finding
4. Funding

5-43. The disorderly conduct of Naval Air Station Foley personnel while on liberty in town causes tension between the command and the local community. If the PAO ignores this problem, which of the following results is likely to occur?

1. Mass civil unrest
2. Antimilitary demonstrations
3. Congressional action
4. Both 2 and 3 above

5-44. Which of the following community-provided amenities is/are most important to Navy personnel and their dependents?

1. Abundant goods and services
2. Adequate, reasonably priced housing
3. Low-cost public transportation
4. Plentiful, reasonably priced restaurants and bars

5-45. Which of the following community power structures is the easiest to determine?

1. Formal political
2. Economic
3. Social
4. Both 2 and 3 above

5-46. Which of the following groups is NOT considered a type of leader in the informal power structure of a local community?

1. Decision makers
2. Influential
3. Elected officials
4. Opinion leaders

5-47. What will probably be your most feasible source of information about the attitudes of local citizens toward a naval air station and how these attitudes are formed?

1. An attitude survey constructed by the public affairs staff
2. A professional survey constructed by CHINFO
3. A detailed examination of a variety of published materials
4. An interview with the opinion leaders for information

5-48. You should give special attention to spotting existing and potential problems in community relations by taking which of the following actions?

1. Reviewing correspondence from time to time
2. Noting remarks made in formal and informal contacts with local civilians
3. Noting remarks made in staff meetings
4. All of the above

5-49. You should establish a community survey file in the COMREL section of the public affairs office for which of the following reasons?

1. To provide the CO with detailed community demographic information
2. To provide community information used daily by the public affairs office staff
3. To provide important community information to newly reporting officers and their families
4. To provide community information needed by the media during visits and embarks

5-50. In an overseas location, the community survey file of a command should be developed with the assistance of which of the following organizations?

1. Department of Overseas affairs
2. Department of Foreign Relations
3. U.S. Information Service
4. U.S. Government Information Agency

5-51. In reviewing your community survey file, you discover it is grossly out of date. You may update your file by conducting research in which of the following locations?

1. Local chamber of commerce
2. City comptroller’s office
3. Both 1 and 2 above
4. City tourism office

5-52. After the PAO and his staff have collected all the essential information about a community, what is the next step in developing a community relations program?

1. To analyze the data for meaning and relevance
2. To make the data available for use in speeches and reports
3. To formulate the objectives of the community relations program
4. To formulate courses of action to take to carry out the program

5-53. Before you plan a special event in a very conservative South Florida community, you should examine which of the following community segments?

1. Peculiarities of local dress
2. Level of public interest in education and the arts
3. Acceptance of the Navy
4. All of the above

5-54. What factor is recommended the must to motivate interaction between a Navy base and the community?

1. Declaration of the internal budgetary situation of the base
2. Determination of the on-base jobs filled by local civilians
3. Recognition of the mutual interests between the base and the community
4. Recognition of those individuals involvd in past community relations programs

5-55. In evaluating your community relations efforts, you should take which of the following actions?

1. Get acquainted with the public affairs staffs of area military organizations
2. Learn the chain of command of the local government
3. Both 1 and 2 above
4. Gain an understanding of tile departments and functions of the base-community council

5-56. The first draft of a proposed community relations program should cover all except which of the following areas?

1. Specific base-community council assignments made by the CO and PAO
2. A statement of objectives with a tentative schedule of activities and projects
3. A statement of policy based on guidelines from higher authority
4. Specific delegations of authority for community relations activities

5-57. Assume you are working in a relatively small public affairs office with insufficient resources to conduct a full–scale community relations program. You should start with which of the following program elements?

1. A practical station newspaper and a speakers bureau
2. An aggressive public visitation program
3. A functional station library
4. All of the above

5-58. What is the goal of the “communication” segment of community relations program development?

1. To reach as many publics as possible
2. To give a complete picture of the Plan to all Navy personnel in the command
3. To explain the plan to those who are affected and whose help is essential
4. To get criticism and suggestions from all hands before a program is put into operation

5-59. Before the draft of a proposed community relations program is submitted to the commander or CO for approval, it should be reviewed by which of the following individuals?

1. Chief of staff or XO
2. Operations or administrative officers
3. Flag secretary or administrative officer
4. Senior PAO in the area or his assistant

5-60. After a community relations program is offically adopted, you should make it a team effort by taking which of the following actions?

1. Giving the basic program information and the reasons behind it to all command members
2. Asking the CO to explain the program to all command personnel assigned to the base-community council
3. Both a 1 and 2 above
4. Giving the basic program information and the reasons behind it to all department heads and division officers

5-61. You can select the proper communication channel to reach a specific public in your community by taking which of the following actions?

1. Asking the local newspaper publisher
2. Asking the president of the local chamber of commerce
3. Looking up the facts you collected and analyzed in your community survey
4. Researching the available communication channels in the local press register

5-62. Evaluating, the final segment in community relations program development, ties back to what other segment, if any?

1. Planning
2. Communicating
3. Fact finding
4. None

5-63. Evaluating should accomplish which of the following goals?

1. Measure results against objectives
2. Mearsure results against the past histories of community relations programs
3. Measure successes against failures
4. Measure weak spots against strengths

5-64. A special event, from the public affairs point of view, may be characterized in which of the following ways?

1. As an official ceremony
2. As planned news for a specific purpose
3. As an adverse incident reported according to prescribed standards
4. As an event conducted to benefit the community

5-65. Special events in which Navy participation is authorized are described in which of the following references?

1. *Navy Regulations*
2. *PA Regs*
3. *BUPERS Manual*
4. *Special Event Manual*

5-66. A military flyover in the public domain Must be approved by which of the following individuals?

1. CHINFO
2. CNO
3. SECNAV
4. ASC(PA)

A. Internal

B. Community

C. Regional, National and International

D. Special

Figure 1

IN ANSWERING QUESTIONS 5-67 THROUGH 5-73, SELECT THE PUBLIC IN FIGURE 1 THAT FITS THE SPECIAL EVENT DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

5-67. An awards ceremony at the base:

1. A
2. B
3. C
4. D

5-68. A program conducted for the Navy League:

1. A
2. B
3. C
4. D

5-69. Navy participation in a parade:

1. A
2. B
3. C
4. D

5-70. A launching ceremony of a ship:

1. A
2. B
3. C
4. D

5-71. An allied exercise:

1. A
2. B
3. C
4. D

5-72. A demonstration at a conference of oceanographers:

1. A
2. B
3. C
4. D

5-73. A dedication of a new building on base:

1. A
2. B
3. C
4. D

5-74. Under which of the following circumstances would operational plans be modified in favor of public affairs objectives?

1. When a guest cruise is being combined with a training exercise
2. When a fleet exercise is being combined with a demonstration for VIP civilians
3. Where a U.S. Senator desires to attend an awards ceremony aboard a destroyer
4. When a U.S. Representative has asked for Navy participation in a Fourth of July parade

5-75. What is the first step in planning a special event?

1. Considering the facilities you have at your disposal
2. Deciding what you are going to do and why
3. Determining the logistic support available
4. Deciding how you will supervise the event

ASSIGNMENT 6

Textbook Assignment: "Community Relations and Special Events" and "Speeches," pages 5–18 through 6-21.

6-1. When you review your special event objectives and personnel requirements, what is the most important factor?

1. Attention to detail
2. Impact of the event
3. Military protocol
4. Objectivity

6-2. When a major event is held ashore, how many command directives would probably be necessary to cover all the details, including public affairs, security and logistics?

1. One
2. Two
3. Three
4. Four

6-3. A special event evaluation report is NOT required when which of the following conditions exist?

1. The special event involves 500 people or less
2. The report is obviously unnecessary
3. The report cannot be completed because of time and budgetary contraints
4. The special events section of the base-community council does not require it

6-4. In planning for a major event,the PAO will have to make all except which of the Following decisions?

1. Where the event will occur
2. What the program will be
3. The order of events
4. The guest list

6-5. To make sure all necessary arrangements for a mjor special event are in place, you should take which of the flollowing actions?

1. Draft a comand directive that names a coordinator and assigns tasks to appropriate subordinate commands or staff members
2. Request the commander to appoint suitable assistants for the event and make it a matter of record in the special events file
3. Request that public affairs personnel from nearby commands be ordered TAD to your command
4. Request that the commander make the major arrangements himself while you attend to the needs of the media and internal community

6-6. A special event is scheduled at your command in two weeks. What is the best way to tell media members they are welcome to cover the event?

1. Prepare and distribute an advance news release
2. Prepare and distribute a news advisory
3. Both 1 and 2 above
4. Arrange an advance media availability

6-7. In planning a special event, you should coordinate the electronic media power requirements with which of the following officers?

1. Public works
2. Operations
3. Safety
4. Security

6-8. The decision of whether to formulate a media pool during a special event depends upon which of the following factors?

1. The types of media covering the event
2. The experience level of the reporters or photographers
3. The length of the event
4. The nature of the ceremony

6-9. Media members covering a special event will most likely require which of the following services?

1. Access to food and beverages
2. Use of command audiovisual equipment
3. Both 1 and 2 above
4. Access to telephones

6–10. To prevent security violations, you should issue parking authorizations to media representatives as they file through the main gate.

1. True
2. False

6–11. A group of guests is visiting your naval station. You should keep the group organized with regard to billeting and transportation arrangements by what means?

1. Using separate colors for identification on name tags, signs and baggage
2. Assigning a trained guide to each guest
3. Giving each guest a list of all members in the group
4. Dividing the group into subgroups according to age, then assign alphanumeric identification tags to each member

6-12. Guests should wear identification tags on their right lapels for which of the following reasons?

1. It is a long-standing Navy tradition
2. It allows the tags to be read easily when guests shake hands
3. It is required by CHINFO
4. It is required by *PA Regs*

6-13. What is the main purpose of a pamphlet designed for guests visiting your command?

1. Entertainment
2. Information
3. Identification
4. Both 2 and 3 above

6-14. All of the following are considered appropriate ship/station guest souvenirs except which one?

1. Photograph signed by the CO
2. Ball cap
3. Paperweight made from scrap material
4. Command plaque

6-15. From the Navy’s point of view, what is the main purpose for naval personnel to give a speech?

1. To transmit a Navy message to a few influential people
2. To transmit a Navy message to the largest number of influential people
3. To promote a political viewpoint that will increase congressional support for additional Navy funds
4. To earn money from speaking engagements for the recreation fund

6-16. Under DoD guidelines, a PAO would disapprove a request for a speaker for which of the following events?

1. A local Boy Scout jamboree
2. A monthly chamber of commerce meeting
3. A Republican state convention
4. An American Legion convention

6-17. DoD policy prohibits Navy speakers from appearing at which if the following events?

1. A convention open to members of the press
2. A meeting where communists may be present
3. A religious assembly
4. A meeting barred to anyone because of race

6-18. Which of the following speech-related jobs would a senior journalist be required to do?

1. Write a speech for another person to deliver
2. Arrange a speaking engagement
3. Give an informal speech when necessary
4. All of the above

6-19. A speech to be delivered by a senior Navy official must receive a security and policy review by whom?

1. CHINFO
2. CNO
3. ASO(PA)
4. SECDEF

6-20. Which of the following approaches are NOT normally associated with a goodwill speech?

1. Service to the community
2. Historic
3. Assurance
4. Organization and operation

6-21. To reinforce the bonds between your command and the local community, you should offer which of the following services to the audience of a goodwill speech?

1. Money to assist the indigent
2. Personnel to assist in city approved public works projects
3. Speakers to make future presentations
4. Both 2 and 3 above

6-22. What is usually the purpose of a speech delivered by a Navy speaker during Armed Forces Day?

1. Stimulation
2. Actuation
3. Entertainment
4. Information

A. Introduce
B. Actuate
C. Stimulate
D. Convince
E. Inform

Figure 1

IN ANSWERING QUESTIONS 6-23 THROUGH 6-27, SELECT THE SPEECH CLASSIFICATION IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION.

6-23. Arouses interest in the speaker:

1. A
2. B
3. C
4. D

6-24. Uses evidence to sway the intellectual attitude of an audience:

1. A
2. B
3. C
4. E

6-25. Broadens knowledge in a particular subject:

1. B
2. C
3. D
4. E

6–26. Stimulates an observable action:

1. A
2. B
3. C
4. D

6-27. Arouses feelings of admiration or respect:

1. B
2. C
3. D
4. E

6-28. Which of the following speech delivery methods is completely unplanned?

1. Extemporaneous
2. Memorization
3. Manuscript
4. Impromptu

6–29. A speech incorporating the manuscript delivery method is considered appropriate in which of the following situations?

1. When the speech deals with the speaker's opinions and ideals
2. When the speech involves sensitive security or policy issues
3. When the person delivering the speech is a neophyte public speaker
4. When it is determined by audience research

6-30. A speaker's credibility may be in question if he uses which of the following speech delivery methods?

1. Memorization
2. Extemporaneous
3. Manuscript
4. Impromptu

6-31. The extemporaneous speech delivery method is most accurately described by what statement?

1. It is a stilted method that should be used only when the subject deals with sensitive naval issues
2. It often results in an unnatural, inflexible presentation and should be avoided at all costs
3. It is based on a key-word outline, allowing the speaker to adapt the talk to the situation
4. It is an off the cuff method based on the memorization of a manuscript

6–32. which of the following techniques is the most desirable when you begin a speech?

1. Encouraging questions from the audience
2. Telling the audience you are nervous and appreciate their compassion
3. Posing one or two questions to the audience
4. Using a quotation that directly relates to the subject of the speech

6-33. The entertainment value of a humorous anecdote in a speech is more important than its relation to the topic.

1. True
2. False

6-34. Which of the following is NOT an example of a rhetorical question for a speech?

1. What can we do about inflation?
2. Can you see the graph in the back of the room?
3. Is the military-industrial complex really complex?
4. Why is there air?

6-35. The use of striking facts or statistics at the start of a speech is designed to get the audience to do which of the following things?

1. Prepare for a set of rhetorical questions
2. Anticipate elaboration by the speaker
3. Experience a feeling of awe
4. Each of the above

6-36. What is the limited objective step in the introductory portion of a Speech?

1. A one-sentence statement of what you will talk about
2. A general statement of the purpose of the speech
3. A short statement that describes the importance of your speech to the audience
4. A statement designed to hold the alteration of the audience through the remainder of your speech

6-37. Which of the following skills is basic to motivating an audience to listen to a speech?

1. Convincing them that you are a good speaker
2. Selecting a good attention-getter
3. Persuading them that your message is beneficial to them
4. Having an appealing introduction to the speech

6-38. Which of the following techniques can help you select a good appeal to motivate an audience?

1. Analyzing your audience
2. Developing can innovative attention step
3. Combining an innovative attention step with the impromptu speech delivery method
4. All of the above

A. What

B. Why

C. How

D. How to

Figure 2

IN ANSWERING QUESTIONS 6-39 THROUGH 6-43, SELECT THE SPEECH EXPLANATION APPROACH IN FIGURE 2 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 2 MAY BE USED MORE THAN ONCE.

6-39. Used to state the way in which a main point will accomplish an objective:

1. A
2. B
3. C
4. D

6-40. Used to explain the unknown by the use of analogies:

1. A
2. B
3. C
4. D

6-41. Used to give reasons for a stated quality or characteristic of your objective:

1. A
2. B
3. C
4. D

6-42. Used to tell your audience the essential procedure to use in a specific process:

1. A
2. B
3. C
4. D

6-43. Used to support facts using material that is meaningful and interesting:

1. A
2. B
3. C
4. D

6-44. Phrasing the main speech points as briefly as possible without sacrificing the meaning is known as what style technique?

1. Parallelism
2. Conciseness
3. Motivation
4. Comparison

6-45. Establishing motivation in the main points of a speech can be done by using which of the following phrasing techniques?

1. By using a series of three or more rhetorical questions
2. By using similar sentence structure for each main point
3. By using the words “you” and “your”
4. By using the words “them” and “they”

6-46. Parallelism, when applied to wording the main points of a speech is defined as using the same phrase at the end of each sentence.

1. True
2. False

6-47. Which of the following are considered appropriate supporting materials for the main points of a speech?

1. Factutal examples from qualified sources
2. A few personal experiences
3. Both 1 and 2 above
4. One or two jokes

6-48. Recapping the main points of a speech in the summary serves what primary purpose?

1. To signal the next speaker that your speech is about to end
2. To fill out your allotted time
3. To make sure the audience remembers the points
4. To include material you did not provide in the explanation part of the speech

6-49. What is considered the best way for you to end a speech?

1. State that your are finished and thank the audience for listening
2. Close with a strong, positive statement
3. State that you could have said much more about your subject, but you did not have the time
4. Ask the audience if you missed or left out anything

6-50. Which of the following is NOT an advantage of a written speech?

1. It reduces the possibility of a serious misquotation on important matters
2. It assures the speaker of meeting time limitations
3. It provides an opportunity to edit the material
4. It allows the speaker to interject humor and anecdotes as appropriate

6-51. Since the analysis of the audience, the situation and the occasion is important for a written speech, the speech writer should take which of the following actions?

1. Talk with members of the group as part of your research
2. Attend a meeting of the group
3. Either 1 or 2 above
4. Check your files for information about the group

6-52. To meet the needs of a community organization, you should slant a speech by taking which of the following actions?

1. Ask the person who requested a Navy speaker the reason behind the subject choice
2. Ask the PAO what the interests of the inviting organization are
3. Search out the real concerns of the organization
4. Write the speech using the colloquialisms of the organization

6-53. A speech writer should analyze the speaker for whom he is writing a speech for which of the following reasons?

1. To produce a speech he will like
2. To produce a forceful speech
3. To build a good working relationship
4. To reflect the speaker's style

The commanding officer of station, Captain McBeth, has been asked to speak to the local Rotary Club at its luncheon meeting on Veterans' Day. Items 6-54 through 6-62 pertain to what you should or should not do in preparing to write the speech. Mark each statement True or False.

6-54. Determine the purpose that can best be served in the talk:

1. True
2. False

6-55. Analyze the audience and occasion for the speech:

1. True
2. False

6-56. Determine what aspect of the general subject, Veterans' Day, would best suit the captain:

1. True
2. False

6-57. Be ready to recommend to the captain a limited objective to fit the requirements determined by your analysis of the audience, occasion and location:

1. True
2. False

6-58. Avoid references to Captain McBeth's personal experiences:

1. True
2. False

6-59. If the captain prefers a different aspect of the subject than the one you recommend, be prepared to defend your choice.

1. True
2. False

6-60. Prepare a complete, detailed outline for the speech with types of example material:

1. True
2. False

6-61. Check out visual aids, if possible, in the Rotary club meeting room:

1. True
2. False

6-62. Discuss the completed outline with Captain McBeth to be sure the plan is as he visualized it and wants it:

1. True
2. False

6-63. The speech writer should use examples for every point in a speech. These examples should be based on which of the following areas?

1. The personal biases of the speaker
2. The personal experiences of the speech writer
3. The personal experiences of the speaker
4. The academic knowledge of the speech writer

6-64. You can overcome nervousness in public speaking if you cultivate which of the following mental attitudes?

1. Although you may be nervous, you will get over it as soon as you face the audience
2. Since everyone is nervous when giving a speech, it is nothing to worry about
3. Nervousness can be an asset if you understand that it helps you to be alert and prepared
4. After recognizing the problem of nervousness, make up your mind to simply ignore it

6-65. Good eye contact is recommended during a speech for which of the following reasons?

1. It produces the effect of poise
2. It makes the audience feel Wanted
3. It allows the speaker to get feedback from the audience
4. Both 2 and 3 above

6-66. A speaker can gain added confidence during a speech by taking which of the following actions?

1. Memorizing the speech word for word
2. Imagining that all audience members are naked
3. Following rigid grooming Standards
4. Maintaining eye contact with individuals in the front row

6-67. A brief outline covered with strips of paper is known by which of the following names?

1. Paper strip outline graph
2. Flow chart outline graph
3. Pie–graph outline chart
4. Strip—tease outline chart

6-68. Proportional percentages may be displayed using which of the following graphs?

1. Line
2. Bar
3. Picture
4. Pie

6-69. Which of the following types of graphs may be used to illustrate trends or changes over a period of time?

1. Line
2. Bar
3. Picture
4. Pie

6-70. The picture graph is prepared in a fashion similar to that of which of the following graphs?

1. Pie
2. Line
3. Bar
4. Both 2 and 3 above

6-71. What is the main difference between a bar graph and a line graph?

1. The line graph must be drawn in color for maximum effectiveness
2. The line graph does not have to depict authenticated facts
3. The bar graph does not have to indicate any passage of time
4. The bar graph must be drawn carefully to avoid the misrepresentation of data

6-72. Which of the following directly shown devices can be produced using an opague projector?

1. Slap-ons
2. Posters
3. Handouts
4. All of the above

6-73. A speaker should use colored markers or chalk on a dry marker or chalkboard for which of the following reasons?

1. Variety
2. Decoration
3. Emphasis
4. Efficiency

6-74. You plan to distribute data sheets in connection with a speech. is the best time to distribute the sheets?

1. Before you are introduced
2. During the first one third of the presentation
3. During the final one third of the presentation
4. At the end of the presentation

6-75. The opaque projector is capable of projecting opaque objects of any length up to how many inches wide?

1. 7
2. 10
3. 13
4. 16

ASSIGNMENT 7

Textbook Assignment: "Speeches" and "Newspaper Staff Supervision." pages 6-22 through 7-13.

7-1. Which of the following is a disadvantage of the opaque projector?

1. It will not project graphs, clippings or maps
2. It is a complex machine to operate
3. It will not project thick objects.
4. It does not illuminate the screen as brightly as other projectors

7-2. During a presentation, a Navy speaker jots down a few notes on an overhead transparency frame. what is the main advantage of this action?

1. The speaker is not restricted by index cards or a script
2. The speaker can eliminate hand gestures completely
3. The speaker is better equipped to answer any critical questions
4. The speaker becomes preoccupied with the transparency, eliminating any inherent nervousness

7-3. You have found a videotape that will help clarify a speech you are planning. Before presenting it, you should take which of the following actions?

1. Determine where you want to stop the videotape to discuss key parts
2. Emphasize the key points of the videotape in an introduction
3. Plan a post-videotape discussion that begins with you posing several rhetorical questions
4. Edit out any unnecessary parts of the videotape to save time

7-4. Navy speakers prefer what visual aid?

1. Opaque projector
2. Overhead transparency projector
3. Carousel slide prejector
4. Videotapes and associated equipment

7-5. When using an object during a speech, you should adhere to which of the following rules?

1. Mounting the object on the front of the lectern
2. Placing the object on a table
3. Holding the object in your hands
4. Hooking the object on a day marker or chalkboard

7-6. You are setting up a screen for showing slides in a 20– by 35–foot room with a level floor and a three-foot-high stage across one short end of the room. Where should you place the screen?

1. In the middle of the stage and about 1/2 feet above the stage floor
2. In the middle of the stage and about 4 1/2 feet above the stage floor
3. At the opposite side from the lectern and about 1/2 feet above the floor
4. As close as possible to the lectern and about 4 1/2 feet above the stage floor

7-7. Keystoning is most accurately defined by what statement?

1. It is a disruption of the image in which the entire image is significantly reducedt
2. It is a distortion of the imaget in which the entire image is proportionally enlarged
3. It is a distoration of the image in which the top of the picture is enlarged out of proportiont
4. It is a disruption of the image in which a portion of the image is obscured by a foreign object

A. Beaded

B. Matte

C. Rear Projection

D. Lenticular

E. High-Gain Aluminum

Figure 1

IN ANSWERING QUESTIONS 7-8 THROUGH 7-13, SELECT THE SCREEN TYPE IN FIGURE 1 THAT FITS THE DESCRIPTION USED AS THE QUESTION. RESPONSES IN FIGURE 1 MAY BE USED MORE THAN ONCE.

7-8. Capable of providing an image three or four times as bright as a matte screen:

1. B
2. C
3. D
4. E

7–9. Should be used in long, narrow roooms:

1. A
2. B
3. C
4. D

7-10. Capable of producing a reflected image approximately six times brighter than other screens:

1. B
2. C
3. D
4. E

7-11. Reflects images that are nearly equal in brightness at any viewing angle:

1. A
2. B
3. D
4. E

7–12. Permits close inspection of the screen image:

1. B
2. C
3. D
4. E

7-13. Has unique surface characteristics which allow it to be used in a normally lighted room:

1. B
2. C
3. D
4. E

7-14. You are giving a talk using a Carousel slide projector. To minimize eyestrain, you should use which of the following lighting approaches?

1. Use of the least possible light
2. Use of a small light at the front of the room
3. Use of some light behind or toward the rear of the audience
4. Use of some light on both sides of the audience

7-15. What is the purpose of using a feeding device when you are operating an overhead projector?

1. To prevent glare
2. To prevent the risk of bulb failure from switching the light off and on too frequently
3. To avoid the need for a helper
4. To prevent damage to the transparencies

7-16. To keep the mechanics of a presentation in the background, you use a rear projection arrangement with an overhead projector. What type of screen is most desirable in this case?

1. A small, portable translucent screen
2. A large, stationary translucent screen
3. A beaded screen
4. An opaque, lenticular screen

7-17. When qiving a presentation that features the rear projection audiovisual arrangement, you encounter what main problem?

1. The extra work involved in reverse-mounting the transparencies
2. The risk of tripping over the power cord
3. The lack of room behind the screen
4. The increased risk of bulb failure

7-18. Which of the following preparations for projection need NOT be/made before operation?

1. Checking the operation and controls of the machine(s)
2. Running through the material for focus and quality of projection
3. Situating the power cords so people will not trip over them
4. Setting the machine(s) for long-range cue-in

7-19. To prevent feedback or squeal, you should place the sound system speakers in which of the following locations?

1. Directly in front of the lectern
2. At the opposite side of the platform from the speaker's lectern and at the back
3. As for as possible in front of the lectern but in front of the audience
4. At the rear of the room

7-20. In addition to securing Navy speakers for all appropriate occasions, a local speakers bureau performs which of the following functions?

1. Issues audio tapes to AFRTS stations
2. Provides technical advice to the motion picture industry on naval subjects
3. Provides in-depth reference material concerning primary naval subjects
4. Supports and administers the local Toastmasters club

7-21. *Navy Talking points* should be a part of your speakers bureau for which of the following reasons?

1. They provide information on important Navy issues that can be used in a speech
2. They provide valuable information on how to run a speakers bureau
3. They may be used to establish the policy of the speakers bureau
4. They may be distributed to a group when a speaker is unavialable

7-22. Of the following items, which is, NOT normally a part of the command speakers bureau planning directive?

1. A current roster of participants
2. Specific details on the operation of the bureau
3. Applicable restrictions
4. Current administrative procedures

7-23. Who, if anyone, should be excluded from participating in a speakers bureau?

1. Nonrated sailors
2. Navy civilians
3. Junior officers
4. No one

7-24. What is the best way to recruit speakers for the speakers bureau?

1. Make sure the public affairs office is on the command check-in sheet and speak with each individual personally
2. Ask the chairperson of the local Toastmasters chapter to place an advertisement in the local civilian newspaper
3. Make sure excerpts from Chapter 6 of the JO1 & C TRAMAN are printed periodically in the Plan of the Day
4. Ask the personnel officer for permission to review all personnel records on a quarterly basis

7-25. You can ease the task of recruiting speakers for a speakers bureau by taking what action?

1. Making sure participation in the speakers bureau carries extra weight in personnel evaluation
2. Contacting prospective speakers during off-duty hours
3. Publishing the speakers bureau directive in the Plan of the Day
4. Publicizing any awards or commendations given to speakers bureau participants

7-26. A typical speaker's folder should include all except which of the following pieces of information?

1. Past public speaking training
2. Preferred speaking style
3. Biographical data sheet
4. Past speaking engagements and evaluations

7-27. A speaker will be more inclined to accept a speaking engagement if the speakers bureau offers which of the following services?

1. A good civic organization file
2. A complete reference library
3. A large speaker folder
4. A comprehensive letter file

7-28. The letter file of a speakers bureau is primarily used to store transcriptions of all speeches made during a calendar year.

1. True
2. False

7-29. To develop appropraite speaking platforms, you must advertise your speakers bureau. You can do this by taking which of the following actions?

1. Informing nearby military commands
2. Sending letters to various organizations
3. Notifying the local Toastmasters club
4. Each of the above

7-30. You receive a request for a speaker by telephone. Before firming up the speaking arrangements, what further action, if any, should you take?

1. Ask the caller for a follow-up letter
2. Ask the caller if you can meet with him personally
3. Call the PAO in next highest command in the chain and inform him of the request
4. None

7-31. You receive a speaking request and decide that it is in the best interest of the Navy. You immediately make plans to perform an in-depth analysis of the audience, occasion and location. This should be accomplished by reviewing which of the following speakers bureau files?

1. Letter
2. Civic organization
3. Speaker
4. Chamber of commerce

7-32. The public affairs office should provide speaker assistance in all except which of the following areas?

1. Selecting an appropriate topic
2. Suggesting support material
3. Providing a typewritten copy of the speech
4. Assigning an assistant to help with the operation of audiovisual equipment, if requested

7-33. The senior JO should evaluate every speaking engagement by personally attending each one.

1. True
2. False

7-34. A command may publish a funded newspaper if the combined military and civilian work force totals at least how many individuals?

1. 500
2. 1000
3. 1500
4. 2000

7-35. When, if ever, is commercial advertising permitted in a funded newspaper?

1. When all advertising money is donated to the MWR fund of tile command
2. When it is authorized by the CO and area coordinator
3. When all advertising money is added to the public affairs allocation of a command's operating fund
4. Never

7–36. Commercial advertising for a civilian enterprise (CE) newspaper is sold by what individual?

1. CE newspaper publisher
2. CE newspaper editor
3. PAO
4. Senior JO

7-37. From the Navy’s standpoint, what is the most appealing feature of the CE newspaper?

1. It is published at little real cost to the Navy
2. It is staffed exclusively by personnel assigned by the CE newspaper publisher
3. It is published at no cost to the Navy
4. It is fully funded by participating local merchants

7-38. In a contractual relationship between a Navy command and a CE newspaper publisher, what should be the key consideration?

1. The overall profits received by the publisher
2. The information needs of the command
3. The distribution methods of the publisher
4. The financial needs of the command

7-39. You should draft a CE newspaper contract using which of the following publications?

1. NAVPUBINST 5720 series
2. *PA Reqs*
3. NAVPUBINST 5600.4 series
4. Both 2 and 3 above

7–40. In a CE newspaper selection committee, the senior JO usually serves in which of the following capacities?

1. Technical advisor
2. Voting member
3. Committee chair
4. Both 2 and 3 above

7-41. A CE newspaper contract must be rebid after a total of how many years?

1. Five
2. Six
3. Three
4. Four

7-42. What is normally the <u>minimum</u> copy to reader ratio in a CE newspaper contract?

1. 1:5
2. 1:6
3. 1:7
4. 1:8

7-43. The maximum number of pages per issue in a CE newspaper depends largely on which of the following factors?

1. The amount of advertising sold and the availability of editorial copy
2. The frequency of publication and the availability of advertising sold
3. The location of the editorial sources and the availability of production facilities
4. The amount of advertising sold and the availability of production facilities.

7-44. When, if ever, should the name of a CE newspaper be registered as a trade name by the publisher?

1. When the total circulation of the newspaper exceeds 10,000
2. When the total advertising space of the newspaper is less than 30 percent
3. When the command accepts a minimum lump-sum payment of $3,000 from the publisher
4. Never

7-45. The total amount of commercial advertising in a CE newspaper may NOT exceed what percentage of the total newspaper?

1. 40
2. 50
3. 60
4. 70

7–46. In a typical CE newspaper contract, what individual is responsible for distribution?

1. PAO
2. CE newspaper publisher
3. MWR officer
4. Transporation officer

7-47. To determine whether a prospective publisher is reputable, you should gather data from which of the following sources?

1. Current or former clients of the publisher
2. Better Business Bureau
3. Chamber of Commerce
4. All of the above

7-48. The CE newspaper publisher normally pays for and provides the Navy editorial staff with which of the following materials?

1. Computers
2. Floppy disks
3. Printer ribbons
4. Paper

7–49. There are 42 tenant commands within NAS Coquina. The CO of this base is authorized to publish what number of CE or funded newspapers?

1. 1
2. 5
3. 21
4. 42

7-50. A newspaper staff stylebook normally includes information on all except which of the following areas?

1. Headline styles
2. Computer usage procedures
3. Feature writing techniques
4. Ship or aircraft squadron designations

7–51. The use of color photography in a CE newspaper is normally limited by which of the following factors?

1. The CE publisher's ability to make color available
2. The overall cost of the color photorgraphy
3. The color photography skills of Navy staff members
4. The rules listed in NAVPUBINST 5720.4 series

7–52. You decide to run an "opinion" column in your CE or funded newspaper. If an opinion differs from command or Navy policy, what action, if any, should you take?

1. Rewrite the opinion to fall in line with command and Navy policy
2. Run an editor's note at the end of the opinion that states it is not endorsed by the Navy or command
3. Run the opinion as is, but offer your personal rebuttal at the end
4. None

7–53. Which of the following individual normally serves as the editor of a CE newspaper?

1. Senior JO
2. Government service employee
3. Publisher employee
4. Both 2 and 3 above?

7-54. What member of the CE or funded newspaper staff is responsible for the entire editorial content of the newspaper?

1. PAO
2. Editor
3. Associate editor
4. Leisure editor

7–55. The assoicate editor of a CE or funded newspaper is responsible for all except which of the following tasks?

1. Assigning pages for layout
2. Accepting or rejecting story assignments
3. Coordinating the distributio of the newspaper with the publisher
4. Supervising other editors

?–56. For which of the following reasons should the editor and associate editor do more than just manage the CE or funded newspaper staff?

1. To establish contacts and credibility
2. To impress subordinate staff members and to win their trust
3. To be competitive in the annual CHINFO Merit Awards competition
4. To learn the different facets of newspaper production

7-57. Because of manning constraints, the sports editor of a CE or funded newspaper should set up a newsgathering system with which of the following individuals?

1. PAO
2. Base gym manager
3. MWR manager
4. PRT coordinator

7-58. In a CE or funded newspaper staff, general assignment writers. are accountable to which of the following individuals?

1. Leisure editor
2. Sports editor
3. Associate editor
4. Editor

7-59. Classified ads in CE newspapers are listings of commerical goods and services available to members of the command.

1. True
2. False

7-60. You are unsuccessful in enlisting the services of a volunteer cartoonist for your CE or funded newspaper. What action should you take?

1. Direct a general assignment writer to take over all cartoonist duties
2. Ask the publisher to provide a cartoonist
3. Lift the art you need from existing Navy publication
4. Order the monthly Navy Editor Service from NIRA

7-61. The amount of photographic support a CE or funded newspaper staff can get from the base imaging facility largely depends upon the availability of which of the following resources?

1. Funds
2. Personnel
3. Both 1 and 2 above
4. Transportation

7-62. The associate editor should examine personnel factors and work in progress before making story assignments. This is done primarily for what reason?

1. To make sure the staff is adequately crorss-trained
2. To make sure no one staff member is backed up on assignments
3. To maintain a good working relationship with the editor
4. To make sure that military duties receive top priority

7-63. The newspaper staff master assignment sheet should be maintained in which of the following locations?

1. Editor’s office
2. associate editor’s office
3. Main office bulletin board
4. Coffee lounge

7-64. What is the purpose of a copy log?

1. To list stories that are ready for the editor’s review
2. To list, by date, all of the stories produced by the staff in a production year
3. To list, by date, the stories that are typeset and ready for proofreading
4. To list stories that are completed and ready for layout in the paper

7-65. Which of the following items are NOT normally part of a typical newspaper staff credential?

1. Expiration date
2. Social security number
3. Organization name
4. PAO or CO signature

7-66. You are the associate editor of a large CE newspaper. A staff planning session has prompted several major style and editorial changes to all main sections of the paper. In this case, you should run a readership survey within how many months of the changes?

1. 2 - 4
2 . 5 - 7
3. 8 - 12
4. 13 - 17

7-67. Before you start a beat system for your newspaper, you should consider which of the following factors?

1. Tile size of the command or installation and the size, of the Staff
2. The size and circulation of the newspaper
3. The total number of stringers available and the size of the newspaper
4. The total number of potential readers and the size of the command

7-68. You are in charge of running a stringer system for your funded newspaper. As a minimum requirement, you should make sure your stringers can perform which of the following functions?

1. Type 15 words a minute
2. Call in news tips
3. Write simple news stories
4. Take simple news photographs

7-69. You should provide feedback to your stringers in which of the following forms?

1. Recognition
2. Constructive criticism
3. Both 1 and 2 above
4. Training

7-70. When selecting a photograph for publication, you should consider the quality of the photograph as well as the information in the cutline.

1. True
2. False

7-71. When selecting a photograph for publication from a contact sheet, which of the following is NOT a rule for you to follow?

1. The photograph should be composed to follow the “rule of thirds”
2. The subject of the photograph should be identifiable in at least a one-quarter frontal view
3. The photograph should have only one center of interest
4. The subject of the photograph should be looking at the point of interest

7-72. You are running a story about the services available at the local Navy hospital. To support the story, you consider a photograph that shows a hospital patient in the background. Before you use the photograph, what action, if any, should you take?

1. Get a signed release form from the CO of the hospital
2. Get a signed release form from the photographed patient
3. Get verbal permission from the PAO of the hospital
4. None

7-73. All of the following items are included in a typical set of newspaper galley proofs except which one?

1. Cutlines
2. Artwork
3. Photographs
4. Headlines

7-74. When you proof the blueline, you can get the most thorough check by comparing it to which of the following documents?

1. Galley proofs
2. Reporter's original copy
3. Editor's working copy
4. Master assingment sheet

7-75. Desktop publishing encompasses which of the following newspaper production techniques?

1. Design
2. Document reproduction
3. Page makeup
4. All of the above

ASSIGNMENT 8

Textbook Assignment: "Newspaper Staff Supervision" and "Broadcast Management," pages 7-14 through 8-28.

8-1. Microcomputers used in desktop publishing require what minimum amount of memory?

1. 350K
2. 512K
3. 603K
4. 720K

8-2. You should consider including a good dot-matrix printer as part of your desktop publishing outfit for which of the following reasons?

1. To use as a backup in case the main printer fails
2. To print first drafts of pages
3. To print figures and graphics
4. To produce near-typeset-quality print at a reasonable cost

8-3. You should consider all except which of the following microcomputer peripherals for use with your desktop publishing system?

1. Mouse
2. Scanner
3. Digitizer
4. External modem

8-4. Before You purchase desktop publishing software, you should examine which of the following points?

1. Compatibility with existing hardware
2. Availability of a good graphics file
3. Both 1 and 2 above
4. Popularity among local civilian public relations offices

8-5. The rules and regulations of Navy broadcasting are contained in which of the following DoD instructions?

1. 5120.31-R
2. 5120.20-R
3. 5396.31-R
4. 5720.44-R

8-6. In managing an NBS detachment, you should avoid which of the following practices?

1. Segregating personnel according to job description
2. Asking a JO to complete a nontechnical PMS check
3. Assigning the detachment YN2 to an evening board watch
4. Both 2 and 3 above

8-7. The chief engineer at an NBS detachment usually has direct access to the manpower and resources of what section?

1. Administration
2. Operations
3. Training
4. supply

8-8. What section of an NBS detachment is responsible for television and radio news, production and programming?

1. Engineering
2. Administration
3. Supply
4. Operations

8-9. For natural disaster purposes, the rnanager of an NBS detachment should list tee procedures station personnel must follow in which of the following sources?

1. SOP book
2. Command disaster plan
3. PAO log book
4. Detachment adverse incident plan

8-10. A spot announcement written by a JO2 in the continuity department should be kept in the alibi file for what total number of months?

1. 6
2. 9
3. 3
4. 12

8-11. The continuity section of an NBS detachment normally operates in conjunction with which of the following departments?

1. Television
2. Operations
3. Radio
4. Engineering

8-12. Cross-training at an NBS detachment is important for which of the following reasons?

1. To produce well-rounded leaders of the Navy of tomorrow
2. To keep people interested in their jobs
3. To guard against over-specialization
4. All of the above

8-13. When developing a master television programming schedule, your primary goal should be to provide the viewer with what service?

1. Entertainment
2. Command information
3. Training
4. Education

8-14. Compatibility, with regard to television programmaing, is defined in what way?

1. Scheduling similar materials within a specified block
2. Scheduling materials to conform to the daily activities of the audience
3. Scheduling materials to maximize the use of station equipment
4. Scheduling materials that are approved by the commander

8-15. To obtain compatibility in your programming schedule, you should use which of the following programing strategies?

1. Principle blocking
2. Day division
3. Appeal blocking
4. Dayparting

8-16. The program director should assemble a programming schedule with a good audience flow. In doing this, he is trying to accomplish which of the following goals?

1. Keeping the audience tuned in
2. Maintaining the consistency of the chedule
3. Keeping the schedule moving with few interruptions
4. Maintaining a good relationship with the audience

8-17. To obtain the best possible audience flow in a programming schedule, the program director should base his schedule on which of the following sources of information?

1. Informal conversations with members of the audience
2. Formal conversations with members of the audience
3. Results of the most recent audience survey
4. Results of the most recent command attitude survey

8-18. You should consider repeating a popular program during your programming day for which of the following reasons?

1. To satisfy those audience members who request to see it again
2. To meet the needs of command shift workers
3. To offer additional training opportunities for your staff members
4. To prove your flexibility to the chain of command

8-19. Television stations at NBS detachments are provided with what total number of programming hours per week?

1. 67
2. 85
3. 92
4. 114

8-20. A program director may use Tele-Tips for which of the following reasons?

1. To determine natural break times. for inserting local spots
2. To obtain the latest SATNET program advisory
3. Both 1 and 2 above
4. To obtain the latest news on the entertainment industry

8-21. SATNET is designed to provide NBS detachments overseas with woich of the following programs?

1. New movies
2. New SITCOMS
3. Time-sensitive news and sports
4. Music videos

8-22. Because AFRTS programming cannot compete directly with similar civilian programming, AFRTS-BC programming in certain geographical locations may be subject to partial airing restrictions.

1. True
2. False

8-23. You schedule *Victory at Sea* to air Monday through Friday at 2100. This is an example of what type of blocking?

1. Free form
2. Vertical
3. Diagonal
4. Horizontal

8-24. The free form blocking technique incorporates which of the following blocking techniques?

1. Diagonal
2. Vertical
3. Horizontal
4. Both 2 and 3 above

8-25. To obtain balance when you prepare a television schedule, how should you pattern your prime time programming block?

1. By simulating stateside prime time blocking
2. By simulating AFRTS prime time blocking
3. By copying the prime time blocking of another successful broadcasting detachment
4. By duplicating the free form blocking technique in DoD 5120.31-R

8-26. You are in charge of programming at an NBS detachment. You decide that the time blocking method will best suit your program scheduling needs. To make this method work, you must take which of the following actions?

1. Use the horizontal blocking programming method
2. Use the free form blocking programming method
3. Use filler material to start all programs on the hour or half hour
4. Use television library (TL) videocassettes to start all programs at odd times

8-27. When you schedule your programs to run back-to-back and start them at odd times, you are using what type of time technique?

1. Timer blocking
2. Off-time blocking
3. Direct blocking
4. Sequential blocking

8-28. Initially, you should construct your master program schedule in which of the following ways?

1. By drawing a grid on a dry marker or chalkboard and filling in the blocks
2. By making a rough draft of the schedule on a program schedule work sheet
3. By writing the programs on index cards of different colors and placiing them in the desired order
4. By making a rough draft of the schedule using the programming guidance available from SATNET

8-29. The weekly programming schedule serves what primary purpose?

1. To publicize the schedule to the command
2. To provide alibi copy for the programming director
3. To maintain the consistency of the programming from week to week
4. To simplify last-minute changes to the daily schedule

8-30. All except which of tee following items is usually included in a weekly television schedule?

1. The title of the program
2. The day of the broadcast
3. The time of the broadcast
4. The run time of the program

8-31. To understand the audience appeal of the programs available at your radio station, you should take which of the following actions?

1. Personally interview as many radio listeners as you can
2. Review the list of programs available at your station
3. Both 1 and 2 above
4. Review the AM radio segment of Tele-Tips

8-32. You should play up-tempo music and provide news and information during which of the following radio programming dayparts?

1. Afternoon drive time
2. Midday drive time
3. Morning drive time
4. Fringe time

8-33. You should schedule prerecorded AFRTS-BC programs in which of the following time slots?

1. During the afternoon drive time
2. During the midday drive time
3. After the afternoon drive time
4. after the morning and midday drive times

8-34. In addition to playing music, a DJ should air what type of information?

1. That of immediate interest to the local community
2. That of moderate interest to the local community
3. That of general importance to command personnel
4. All of the above

8-35. According to an AFRTS-Arbitron survey, which of the following local live DJ show formats is considered the most viable for prime-time?

1. Top-40
2. Urban
3. Country
4. Adult contemporary

8-36. Before you add a local live DJ show to your radio schedule, you should consider which of the following factors?

1. The DJ's popularity
2. The manpower resources of the station
3. The DJ’s skill level
4. The CO’S music preference

8-37. The majority of the prerecorded radio shows provided by AFRTS-BC are a total of how many minutes?

1. 45
2. 50
3. 55
4. 60

8-38. When, if ever, can your top-of-the-hour radio newscast exceed five minutes?

1. When the most recent audience survey justifies it
2. When the music format of the following DJ show includes many short selections
3. When training concerns justify it
4. Never

8-39. The master radio program schedule sheet differs from the radio program schedule work sheet in which of the following ways?

1. The master schedule sheet lists the program sources; the work sheet does not
2. The master schedule sheet lists the times the shows air; the work sheet does not
3. The master schedule sheet does not list the names of the shows; the work sheet does
4. The master schedule sheet does not describe the content of the shows; the work sheet does

8-40. A full week of radio programming usually contains what time blocking technique?

1. Vertical
2. Horizontal
3. Both vertical and horizontal
4. Off-time

8-41. Your NBS detachment is equipped with both AM and FM radio stations. To satisfy the different musical preferences of the audience, you schedule two 1300 radio shows: classical music on AM and top-40 on FM. This is known as what type of programming method?

1. Reverse
2. Counter
3. Competitive
4. Forward

8–42. Broadcast quality video cameras are designed to reproduce colors accurately at what color Temperature?

1. 2800°K
2. 3200°K
3. 5500°K
4. 7300°K

8-43. What type of light is most commonly used in the broadcast industry?

1. Pulse xenon
2. Direct beam
3. Tungsten halogen
4. Quartz iodine

8-44. What is the approximate color temperature of fluorescent light?

1. 3200°K
2. 3400°K
3. 4500°K
4. 5400°K

8-45. Which of the following video camera filters does NOT affect the color temperature of light entering a camera?

1. Neutral-density
2. Direct sunlight
3. Fluorescent light
4. Dusk/dawn

8-46. If you are not sure what video camera filter to use in a given situation, What should you do?

1. White balance the camera
2. Use a neutral-density filter
3. Use a direct sunlight filter
4. Take a color temperature meter reading

8-47. You and your ENG team are preparing to do a stand-up in the CO's office (ashore command). Which of the fllowing lighting approaches should you take?

1. Using whatever natural light is available
2. Using a pulse xenon light
3. Bouncing the light off the overhead onto the reporter
4. Both 3 and 4 above

8-48. If you overlight a subject during a righttime ENG shoot, what will must likely result?

1. The amount of contrast between the subject and background will decrease
2. The amount of contrast between the subject and background will increase
3. The acceptable depth of field range will decrease
4. The risk of scrim failure will increase

8-49. With regard to microphone usage during an ENG shoot, you should adhere to which of the following guidelines?

1. Use the camera-mounted microphone for stand-ups whenever possible
2. Use the lavaliere microphone only when it will not be visible on camera
3. Use the camera-mounted microphone only to record natural sound
4. Use the lavaliere microphone only to record natural sound

8-50. Your ENG team is assigned to cover a news conference. When you arrive at the site, you discover that all available microphone space on the lectern is taken. What should you do?

1. Use the camera-mounted microphone
2. Clip a lavaliere microphone to one of the public address speakers
3. Tape a stick microphone to either the left or right side of the lectern
4. Clip a lavaliere microphone to a microphone already in place

8-51. Piecing together a two-minute story from shot sequences taken during aa 14-month construction project is known as what time technique?

1. Filmic
2. Aggregate
3. Composite
4. Inclusive

8-52. You should write the intro to a video news story at what point?

1. Before the story is written and assembled
2. Before selecting the sound bites for the story
3. After the rough outline is written
4. After the story is written and assembled

8-53. In a video news story, the primary information transmission carrier is what element?

1. The script
2. The video images
3. The subliminal message
4. The transitory meaning

8-54. What individual answers to the NBS detachment officer in charge and is responsible for making news assignments?

1. Senior reporter
2. News director
3. Broadcast engineer
4. ENG supervisor

ASSIGNMENT 9

Textbook Assignment: "Broadcast Management" and "Audience Surveys," pages 8–29 through 9-10.

9–1. When using the beat call system to gather news, how often should you call your contacts?

1. Once a day
2. Twice a day
3. Once a week
4. Twice a week

9-2. as a general rule, print publications should not be used when you localize a story for the nightly newscast.

1. True
2. False

9-3. The staff members of an NBS detachment (television section) should be trained to follow the principles of which of the Following fields of journalism?

1. Photojournalism
2. Scriptwriting
3. ENG reporting
4. Copy editing

9-4. You should sequence your shots when you shoot a basic video news story. This involves your photographing the object in what way?

1. In relation to its surroundings, then as a single object, then concentrating on several parts of the object
2. In relaton to any similar objects, then on one main part of the object, then concentrating on its surroundings
3. In relation to its main parts, then as a single object, then as one of many objects
4. In relation to its surroundings, then as a single object, then concentrating on its news appeal

9-5. You are preparing to shoot a stand-up at a Special Olympics track event when you discover that you have left the tripod at the studio. To get the most stable shot without a tripod, you should use which of the following techniques?

1. Have a staff member support you from behind
2. Rest the camera on your thighs while kneeling
3. Rest the camera on the ground and angle it carefully toward the reporter
4. Kneel down and rest your posterior on the heels of your feet

9-6. To minimize the appearance of camera movement when shooting a moving object, what should you do?

1. Lean against a wall and place your weight on the outside foot
2. Set the zoom at the shortest focal length, possible
3. Use a neutral density filter while setting the zoom at the longest focal length possible
4. Hold the camera like a rifle and take very shallow breaths

9-7. Stand-ups are done primarily for what reason?

1. To make a reporter famous by keeping him in the public eye on a consistent basis
2. To allow a reporter to convey a great deal of information about a story at the scene
3. To mimic the techniques used in civilain broadcast journalism
4. To minimize the use of zooms and pans in covering a news story

9-8. When, if ever, should one-man shooting assignments be encouraged as a regular practice?

1. When the members of the news team feel comfortable doing it
2. When the results are better than two-member shooting assignments
3. When the newscast can benefit from wider coverage
4. Never

9-9. The anchor of your nightly newscast should exhibit which of the following qualities when on the air?

1. Be competent as a broadcaster
2. Have an appearance that will not district the audience
3. Be in control of the newscast
4. Each of the above

9-10. Under normal circumstances, the anchor should open the nightly newscast in what way?

1. By using his personal identification
2. By using the cold start method as an introduction to the lead story
3. By introducing the lead news story, then giving his personal identification later in the show
4. By giving the top three news headlines, then going to the first story

9-11. The intros and outs of a story should be read by the anchor for which of the following reasons?

1. To give the impression that the anchor is in control of the program
2. To give the newscast added plausibility
3. Both 1 and 2 above
4. To avoid confusion on the part of the news team

9-12. When, if ever, is it appropriate for the anchor to converse with other members of the news team (sports and weather anchors, for example) while on the air?

1. When there is extra time to kill
2. When the anchor introduces another segment of the newscast and its anchor
3. When the presence of adverse news in the newscast calls for a break in the tension
4. Never

9-13. Which of the following video stories should NOT be considered for submission to Nsvy News This Week ?

1. An explosion aboard an aircraft carrier kills three sailors
2. A new advance in paper recycling saves a command thousands of dollars annually
3. A senior chief retires with 26 years of service
4. A tropical storm hits a naval air station, resulting in thousands of dollars worth of damage

9–14. What is the most effective way to cover sports for the nigtltly newscast?

1. Place a reporter in charge of sports full-time
2. Assign the responsibility of sports reporting to your staffers on a rotating basis
3. Use the beat call system
4. Assign the responsibility of sports reporting to the co–anchor as a collateral duty

9-15. What factor is the most important in a video sports story?

1. Drama
2. Human
3. Synchronization
4. Contemplation

9–16. You assign an ENG team to shoot video of a Captain's Cup softball game. You should position your ENG team in which of the following locations?

1. Up and behind home plate
2. In foul ground near first base
3. Either 1 or 2 above
4. In foul ground near third base

9-17. When reading sports copy, the sports anchor should use a fast-paced delivery for which of the following reasons?

1. To fit as much sports news into the typically abbreviated time slot
2. To communicate to the viewer a feeling of suspense
3. To communicate to the viewer a feeling of action
4. To set up another segment of the newscast, such as the "lighter side" of news

9-18. You are scheduled to interview the command sailor of the year on the SITE system. Before the interview begins, you should convey to the interviewee which of the following thoughts?

1. You also will be as nervous as he will be
2. You might ask a critical question or two to keep the interview interesting
3. You are on his side and conducting the interview to tell his story
4. You will be in charge of the interview from start to finish

9-19. You are the senior journalist aboard the USS *Gunn* (AVT 1). It is 1930, and the regular evening television programing is on the air. Suddenly, the CO calls to tell you the ship has passed its first–ever Operational Propulsion Plant Examination (OPPE). He wants you to do a live studio interview with the chief engineer (CHENG) in five minutes. You know nothing about the CHENG or the OPPE. After introducing the CHENG, how should you start the interview?

1. Ask the CHENG to explain the entire evolution
2. Ask your initial questions based on the five Ws
3. Ask the CHENG to give you a brief personality sketch on himself
4. Ask your initial questions based on the CHENG'S past OPPE experiences

9-20. In an interview, you should base each new question on the interviewee's most recent answer for which of the following reasons?

1. To sustain audience interest in the interview
2. To maintain control of the interview
3. To keep your question bank replenished
4. To produce an interview with a natural sounding flow

9-21. During an interview, you can communicate instructions to the camera operator by using which of the following methods?

1. Eye movements
2. Hand signals
3. Seat shifting
4. All of the above

9-22. What is the main advantage of the "talking head" camera shot in an interview?

1. It can highlight the interviewee's personality
2. It is easier to edit than other camera shots.
3. It includes the element of immediacy
4. It gives the audience a desirable dramatic effect

9-23. You are in charge of the 30-minute nightly newscast at your NBS detachment. What policy should you establish and pass to your reporters regarding the selection of interview sound bites?

1. Making mental notes on possible sound bites during the interview
2. Conducting the interview, reviewing it, then selecting the appropriate sound bite
3. Guiding the interviewee toward a preconceived sound bite in a polite manner
4. Scripting the sound bite in advance with the help of the interviewee

9-24. An interviewer, when listening to an interviewee's response, should avoid making any verbal sounds or using body language for which of the following reasons?

1. To preserve the integrity of potential sound bites
2. To give the interviewee the respect he deserves
3. Both 1 and 2 above
4. To allow the camera operator to get a good audio level on the interviewee

9-25. What statement most accurately describes a basic tenet of announcing?

1. Evaluating a person's voice is extremely difficult
2. Announcing is a gift few people are born with
3. You cannot change the basic sound of a person's voice
4. The fundamentals of announcing are extremely subjective in nature

9-26. What breathing method allows you to gain the proper degree of control when announcing?

1. Pharynx induced
2. Diaphragmatic
3. Velumatic
4. Larynx dominated

9-27. While physical in nature, the quality of an announcer's voice is also attributed to what too states of being?

1. Emotional and rational
2. Mental and emotional
3. Mental and rational
4. Logical and emotional

9-28. What are the two types of resonance?

1. Sounding board and cavity
2. Cavity and reverberant
3. Sounding board and reverberant
4. Sonorous and cavity

9-29. What cavity resonator of the voice is considered the most variable?

1. Nose
2. Throat
3. Mouth
4. Sinus cavity

9-30. The only control an announcer has over the invariable vibrators (windpipe and bronchial tubes) is to keep them in good physical condition.

1. True
2. False

9-31. A downward inflection at the end of an idea represents which of the following emotions?

1. Uncertainity
2. Self-assurance
3. Sarcasm
4. Malice

9-32. Announcers use a sudden change in inflection (either up or down) for which of the following reasons?

1. To project a sense of authority
2. To underscore a single item or a series of items
3. To clarify a sentence with a double meaning
4. To project an air of concern

9-33. By combining duration and volume, you can create which of the following elements of announcing?

1. Emphasis
2. Intensity
3. Contrast
4. Both 2 and 3 above

9–34. An audience survey will provide you with valuable information in all except which of the following categories?

1. Recognizing possible personnel changes
2. Identifying the demographics of a typical audience member
3. Determining the intelligence level of a typical audience member
4. Learning the approximate size of the potential audience

9-35. Audience survey information that is already on hand at our command is known as what type of data?

1. Aggregate
2. Composite
3. Consolidated
4. Incorporated

9–36. Content analysis provides data that reflects what your audience is actually viewing, reading or thinking, not on what is being said or printed.

1. True
2. False

9-37. What is the main advantage of research done through mail analysis?

1. Thoroughbess
2. Cost effectiveness
3. Succinctness
4. Swiftness

9-38. The success of the toll–free telephone line operated by CHINFO during Operation DESERT STORM was partially attributed to which of the following factors?

1. The vast amount of statistical feedback gained
2. The money saved in gathering statistical information from family members.
3. Both 1 and 2 above
4. The analysis of the trends found in the calls

9-39. What is the main drawback of the telephone survey?

1. The total cost in terms of resources and manpower
2. The possibility of one telephone line serving several individuals
3. The probability of the surveyor being confused with a solicitor
4. The risk of contacting the same person more than once and getting different responses

9-40. What survey method is considered the most accurate for gathering data?

1. Mail
2. Telephone
3. Personal interview
4. Random analysis

9-41. To get a good response rate when using a mail survey, you should take which of the following actions?

1. Keep the survey short
2. Have the CO sign the survey
3. Include a self-addressed. stamped envelope inside the survey mailer
4. All of the above

9-42. In a mail survey, you should stress which of the following points?

1. That the survey must be returned within three business days
2. That the respondent will not have his identity released
3. That the survey must not be returned with any stray marks on it
4. That the respondent will be compensated for his time

9-43. If you desire a +/-4 percent margin of error, how many survey responses must you receive?

1. 625
2. 750
3. 875
4. 950

9-44. If you break your survey results into smaller demographic catgories (Such as age or sex), which of the following results will occur?

1. The sample size will increase
2. The margin of error will increase
3. The sample size will decrease
4. The margin of error will decrease

9-45. What is the best way to randonly select respondents for an audience survey?

1. Select a number from 0-9, then match this number with the first digit of the social security numbers listed on the base alpha roster
2. Select a letter from A–Z, then match this letter with the first letter of the last names lsted on the base alpha roster
3. Select a number from 1-12, then match this number with the birth months listed on the base alpha roster
4. Select a number from 0-9, then match this number with the last digit of the social security numbers listed on the base alpha roster

9-46. What is the most effective way to ensure the clarity of a mail survey?

1. Mail the survey to CHINFO for an external review
2. Seek volunteers to complete the survey and offer feedback
3. Compare the survey to the sample found in *PA Regs,* Chapter 3
4. Include detailed instructions in the survey

9-47. Because of the difficulty in tabulation, you should avoid using which of the following types of survey question?

1. Open–ended
2. Yes-no
3. Multiple choice
4. Both 2 and 3 above

9-48. To measure the intensity of an particular belief or attitude, you should use what type of scale?

1. Linear
2. Likert
3. Limnetic
4. Lenticular

9-49. When you write multiple choice questions for an audience survey. you should avoid which of the following practices?

1. Writing questions that ask for a numerical response
2. Numbering the responses with letters
3. Placing the last question in a category at the top of a page
4. Writing responses that have overlapping categories

9-50. What statement best describes the use of graphs to display survey results?

1. Display survey results in a manner that best reflects your own personal views while staying within the boundaries of good taste
2. Display survey results in a manner that is aesthetically pleasing while staying within the boundaries of security
3. Display survey results in the most understandable manner possible while keeping within the boundaries of fair presentation
4. Display survey results in the most elaborate manner possible while keeping within the boundaries of good taste

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