Welcome to NCSL News' Media School. Here's a pre-test to determine your concepts of the media and how they relate to your job responsibilities. Simply select what you believe is the "best" answer to the question.

1. "News" is best defined by:
   - ☐ a. information that's important to the reader/viewer
   - ☐ b. what affects the most people
   - ☐ c. something new, unusual, different or controversial
   - ☐ d. what can sell the most papers or get the biggest ratings

2. Most reporters are motivated by:
   - ☐ a. awards, such as the Pulitzer Prize
   - ☐ b. a good story
   - ☐ c. finding corrupt activity
   - ☐ d. truth and justice

3. When writing a story, reporters:
   - ☐ a. can only write what people tell them
   - ☐ b. are required to find opinions on both sides of the issue
   - ☐ c. must include statements from everyone they interview
   - ☐ d. already have an opinion and try to find sources to support the opinion

4. The number of reporters covering state legislatures over the last 10 years is:
   - ☐ a. declining
   - ☐ b. increasing
   - ☐ c. about the same

5. The public gets most of its information about the legislature from:
   - ☐ a. the media
   - ☐ b. a legislator's district communications (e.g. newsletters, speeches, news columns)
   - ☐ c. the Internet
   - ☐ d. the legislature's public information office

6. Given the opportunity, you would rather have your story appear:
   - ☐ a. in the newspaper
   - ☐ b. in a magazine
   - ☐ c. on radio
   - ☐ d. on television

7. Most articles and broadcast stories about government are generated by:
   - ☐ a. news releases or press conferences
   - ☐ b. reporters' personal interactions and reflections
   - ☐ c. editor assignments
   - ☐ d. news tips

8. An interview is:
   - ☐ a. a reporter's opportunity to get a subject to say something that will create news
   - ☐ b. useless since a reporter will write what he/she wants to anyway
   - ☐ c. usually not worth the stress
   - ☐ d. an opportunity to get your point across

9. When being interviewed, you have the right to:
   - ☐ a. set certain ground rules
   - ☐ b. nothing. The reporter sets the ground rules
   - ☐ c. ask to review the article or story before print or broadcast
   - ☐ d. change or revise a quote

10. When you are being interviewed, your role is to:
    - ☐ a. represent your organization only for that specific topic or situation
    - ☐ b. speak for your entire organization
    - ☐ c. get the interview over with as soon as possible
    - ☐ d. make sure the legislature's side of the story is included in the news piece

11. When a reporter makes a factual mistake in a story, you should:
    - ☐ a. do nothing. No one would see the correction anyway.
    - ☐ b. have your public information office write a press release so other news outlets don't use the same facts in future stories.
    - ☐ c. let the reporter immediately know about the mistake.
    - ☐ d. call the editor or publisher and let them know of the reporter's shoddy reporting.

12. "Off the record" means:
    - ☐ a. what you say will not be used
    - ☐ b. what you say may be used, but without your name
    - ☐ c. what you say is for background and will not be used within the story
    - ☐ d. what you say will be held in confidence by the report
    - ☐ e. different things to different people

13. At noon, a newspaper reporter says she needs information for a story she needs to file by 5 p.m. The information is sensitive. You should provide the information:
    - ☐ a. as soon as you have it
    - ☐ b. two hours before deadline
    - ☐ c. an hour before deadline
    - ☐ d. 15 minutes before deadline

14. You are given an option as to when a television or radio reporter comes to visit to do a story for that night's news. Should you schedule the interview for:
    - ☐ a. 10 a.m.
    - ☐ b. 2 p.m.
    - ☐ c. 3:30 p.m.
    - ☐ d. live at 5 p.m.

15. No comment" is:
    - ☐ a. the best way to avoid answering a sensitive question
    - ☐ b. a signal to reporters that you are covering up something
    - ☐ c. sometimes appropriate
    - ☐ d. never appropriate