

Multimedia and Mobile Journalism Quiz

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- 1. What are the “3 S’s” challenges of mobile journalism?**
 - a. Sensor, Stable, Sound
 - b. Static, Scenery, Stable
 - c. Stability, Scenes, Size

- 2. Which of the following are advantages of mobile journalism? (Check all that apply)**
 - a. Outlets using phone-generated content multiply the number of video cameras staff have access to.
 - b. Apps are easy to use and camera functions are powerful.
 - c. Content can be moved quickly from the scene to publication, especially to social media.
 - d. The zoom on the camera creates high quality pictures.

- 3. When it comes to sound, what equipment do you need to connect an external microphone to your phone or tablet?**
 - a. A pre-amp
 - b. 30 watt-equivalent LED
 - c. A tablet frame

- 4. What are the type of lenses that should be in a mobile kit? (Circle all that apply)**
 - a. Telephoto
 - b. Wide-angle
 - c. Macro
 - d. Microscopic
 - e. Prime

- 5. True or false: When looking for an app for mobile journalism, you want to consider one that meters light separately from the camera’s focus point.**
 - a. True
 - b. False

- 6. True or false: When choosing an app for audio make sure you find one that allows you to monitor audio through headphones in real-time.**
 - a. True
 - b. False

7. **What is meant by, “straight arrows work best,” when describing a production strategy to manage multimedia content?**
 - a. A single person should be in charge of the doing, producing, and organizing the content.
 - b. The workflow should be simple and a series of straight lines.
 - c. Straight arrows are needed in order to gather multiple opinions or approvals on each piece of content.

8. **Which of the following would be an example of curated content?**
 - a. A style reporter who Instagrams two great outfits each day that aligns to the latest clothing trends
 - b. Repeating the same story in multiple locations
 - c. Retweeting every story from the Sunday edition

9. **One of your reporters is preparing a story that will cover multiple mediums – including using social media to promote an in-depth print piece, an online photo gallery and an emotional video piece. What’s the best strategy to manage what will be a high volume of content?**
 - a. Set aside an entire server to handle the content stream.
 - b. Appoint a single person to shepherd the piece from inception to publication.
 - c. Make the piece’s writer responsible for everything.

10. **Your workflow is a mess and you know you have to clean it up. Someone suggests that you look into project-management software. You don’t have a lot of money to spend and you have a staff that you feel doesn’t want to learn a whole new program. What’s the best strategy?**
 - a. Apply for a grant to bring in a professional grade content-management system.
 - b. Think through what your needs are and then make a decision about what accomplishes that task the best.
 - c. Google Docs