

Name: _____

Reading Comprehension: Career Spotlight

Directions: Read the story “Cultivating Minds” (page 26). Then answer the questions below.

1. According to Tracy Rutherford, why is the agricultural (ag) communications field thriving?
 - A. Because more information is going online.
 - B. Because many people are leaving the field, paving the way for new talent.
 - C. Because people will always need to use agricultural products.

2. Which of the following is the best example of an ag communications job?
 - A. newsletter editor for a consumer goods company that sells dairy products
 - B. reporter for the *Kansas City Star*
 - C. economist specializing in commodity pricing

3. What does Tracy Rutherford say is the most important skill for anyone in the field of ag communications?
 - A. Web design
 - B. writing
 - C. public speaking

4. Coursework for ag communications degrees often include specific areas of concentration, some examples of which are named in the article. What is one of those areas? How might someone use that area of concentration in a job?
