



Rewarding Learning

ADVANCED
General Certificate of Education
2015

Centre Number

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Candidate Number

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Journalism in the Media and Communications Industry

A2 Unit 1
Cross-Platform Journalism and Digital Interactivity

[A2JA1]

MONDAY 18 MAY, AFTERNOON



A2JA1

TIME

2 hours.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Answer **all** questions in Section A and **one** question from Section B.
Write your answers in the spaces provided in this question paper.
If needed, you can ask for more sheets to finish your answers.
Please attach these sheets to your booklet using the treasury tag supplied.

INFORMATION FOR CANDIDATES

The total mark for this paper is **100**.
Section A carries 75 marks.
Section B carries 25 marks.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.
Quality of written communication will be assessed in **all** questions.

For Examiner's use only	
Question Number	Marks
1(a)(i)	
1(a)(ii)	
1(b)	
1(c)	
2	
3	
4	
5	

Total Marks	
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Section A

Answer **all** questions in this section.

- 1 You are a cross-platform reporter who covers the city of Granton-on-Sea, North Yorkshire, (population 200,000) for Granton Media. The company owns a daily newspaper, *The Granton Times*, a website, *The Granton Times Online* (www.gtonline.com) and a radio station, *Granton FM*.

(a) Spend **35 minutes** completing the **tasks (i) and (ii)** which follow the **situation** outlined below.

It is 11.15 am on a bright but breezy Saturday morning when you see a tweet from the Granton lifeboat press officer. The tweet states that the coastguard has asked the Royal National Lifeboat Institution to launch its all-weather vessel *Mary Jane*.

You contact the lifeboat press officer by telephone for further guidance. He informs you a bird watcher has spotted two two-seater kayaks drifting off the coast and fears their owners may be in the water at a place with dangerous currents, known as the 'Black Rocks'. There is a spring tide today which reached a high point at 10.30 am. He says the kayaks may have been poorly stored along the shore somewhere and simply drifted out to sea at high water. He adds: "The DLA (Deputy Launching Authority) took the decision that this was a potential emergency and the lifeboat was launched at 11.00 am. It will recover the kayaks and initiate a full search of the area until the possible risk to life is eliminated."

You request an update call from the press officer if the situation develops or if the emergency is declared over and the lifeboat is stood down.

He returns your call within the hour to advise the kayaks have been recovered by the lifeboat volunteers and there is no sign of anyone in the water. He adds: "The kayaks are brand new and clearly equipped for a day out for four people but the volunteers had not seen the kayakers. The lifeboat captain is concerned that inexperienced kayakers may be at risk and the shoreline search will continue until there is certainty about the fate of the occupants. An RAF Sea King search and rescue helicopter has been scrambled and is on its way to assist."

Examiner Only	
Marks	Remark

You phone the lifeboat station immediately and one of the kayakers insists on speaking to you to express his thanks to the rescue services. He said: "My name is Peter Wilson and I want to thank the rescue services because without them my family would have been marooned on a small island for the weekend without shelter, food or water. They are a terrific bunch of men and women. I am a successful business owner and plan to make a £5,000 donation to the RNLI to show my gratitude.

"I have been a boat owner for many years and it is reassuring to know that a charity like the RNLI is watching out for you when things go wrong. The volunteers risk their own lives every time they put to sea but without their professionalism and commitment many people would not be alive today.

"I would also like to express my thanks to the bird watcher who first spotted our drifting kayaks and called the coastguard. Without his prompt action we would have been stranded with nothing more than our wetsuits to keep us warm. I'd like to take his family out for a three-course dinner and a good bottle of champagne."

The 48-year-old owner of Granton Plastics, which employs 50 people, explained that an adventure day with his wife and two teenage sons went wrong when they paddled to Sand Eel island to spend the weekend camping. While they strolled around the island looking for a suitable campsite, the high tide and easterly wind carried the kayaks and their equipment out to sea.

He said: "We were excited and tired when we arrived at the island and failed to pull the kayaks far enough up the beach. When we could see they had drifted away I tried to call for help using my mobile phone but there was no signal available in the area. We were not expected home until Sunday night and faced the prospect of at least one night in the open. It was quite a distressing experience for all of us."

The RNLI lifeboat press officer added: "We advise all those who put to sea to fully inform someone responsible about where they are going and what time they intend to return. It is advisable to carry flares or other methods of signalling in case of an emergency."

A spokesman for the RAF search and rescue team said: "The Sea King search and rescue helicopter was scrambled by the coastguard at 11.30 am and began a systematic search of the area in co-operation with the RNLI. Four people were spotted waving from the high point on Sand Eel island and the Granton lifeboat was directed to investigate. The search and rescue team is happy to have been part of a successful operation."

Examiner Only

Marks Remark

- 2 You are the producer of the Granton FM regional news bulletin. Granton FM serves the North Yorkshire region.

The list of 8 stories below is available for today's bulletin. The bulletin will air at **5.30 pm**.

Spend **10 minutes** completing this **task**.

Read the following 8 stories. Select the **top 3 stories** you think would appeal most to Granton FM listeners. Then write the opening **15 seconds** of the **news bulletin script**, headlining the top 3 stories that you have selected. (3 words per second).

Story 1:

The Granton branch of the National Farmers' Union is meeting in the Town Hall at 7pm tonight. The meeting will consider a proposal to step up the NFU campaign calling for the government to provide compensation for members affected by this year's severe flooding. Fifty farms across North Yorkshire lost livestock and crops.

Story 2:

An elderly woman has died after a road traffic accident in Grantonshire last night. The woman, who was aged 70, was the driver of a Ford Escort which collided with a tree just outside the village of Little Granton, on the outskirts of Granton-on-Sea.

Story 3:

Granton band *The Wave* have today announced a new 100 date European tour, which includes five nights at the town's top live venue *The Roxy*. The band, whose members all grew up in Granton, shot to stardom last year with their debut album, *Walking the Dog*.

Story 4:

A Granton father has spoken for the first time of how his family could have been "buried alive" when a massive sinkhole opened up in front of his house. The Baker family, who live in the Eden area of the town, woke up last week to find their car had been swallowed by the 20 foot deep hole. Granton Council civil engineers are now carrying out an investigation.

Story 5:

London buses are to become 'cashless'. Passengers on the capital's buses will soon only be able to pay using an Oyster card. *Transport for London*, which runs the city's public transport, says it decided to introduce the measure after surveys showed that only one per cent of bus passengers paid using cash.

Story 6:

The level of corruption across Europe is "staggering", according to a new report. The European Commission says every year corruption costs the European Union economy 120 billion Euros, or around £99 billion.

Examiner Only

Marks Remark

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