

General Certificate of Secondary Education
June 2004



MEDIA STUDIES
FOUNDATION TIER
Controlled Test

3571/F

To be worked during May 2004

F

(To be distributed to candidates at the start of the test)

In addition to this paper you will require:

- a 12-page answer book;
- 2 plain A3 design sheets (enclosed);
- 2 programme schedule sheets (enclosed).

Time allowed: 3 hours

Instructions

- Use blue or black ink or ball-point pen for your written work.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is 3571/F.
- Attempt all **four** tasks.
- Use the glossary on page *four* for an explanation of the italicised words in the test paper.
- When you begin a new task, start on a new page. Write the task number at the top of each page.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book. Cross through any work you do not want marked.

Information

- The topic area examined in this paper is **Local and Community Radio**.
- The maximum mark for this paper is 100.
- All questions carry equal marks.

Advice

- You are advised to do the tasks in the order given.
- You may make any sketches and diagrams which you think will help explain your answers.
- You should use drawing and colouring materials, as appropriate.

Complete **ALL** Tasks, but read through the whole paper first.

'Converse' Radio
Middle Street
Rochester
ME35 8QT

27 April 2004

Dear Colleague

Radio is resurfacing!

The 'Converse' company is sponsoring initiatives in schools and colleges in Britain and Europe to set up *restricted service licences*.

'Converse' Radio is committed to giving students a chance to experience what Local and Community Radio is all about, by helping them to create their own *community radio* station.

We aim to give students a **real** taste of the Radio Industry.

We will be sponsoring a temporary 24-hour licence for schools and colleges, creating the opportunity to broadcast to a potential audience of thousands of listeners within an approximate three kilometre radius. Remember, you will have to take into account the needs of your target audience.

You have already expressed an interest in this project, so now you have the opportunity to bid for one of the 24 one-hour slots that will make up the station's output. The sponsor of the station will be **'Converse' Radio** and we are hoping to broadcast on 87.7 FM. Part of your brief is to come up with an appealing name for your programme *slot*.

To be considered you have to complete the following tasks.

Good luck and I look forward to hearing your plans!

Yours truly



R. D. O'Station
(On behalf of Converse Management)

Task 1**Total for this question: 25 marks**

Describe some of the ways that local radio stations have appealed to listeners since they began broadcasting in the mid 1960s.

Task 2**Total for this question: 25 marks**

- On your programme *schedule* sheet fill in the name of your *programme*, the content of your one-hour programme and your time slot. You might like to include music, interviews, *special interest features*, *jingles*, competitions and anything else that you think would appeal.
- In your answer booklet explain:
 - how your programme content would appeal to your target audience
 - how your programme content would be appropriate for your time slot.

Task 3**Total for this question: 25 marks**

It is important that we attract as many listeners in the local community as possible for your programme. What promotional devices could you use to publicise your slot and why would you use them? You might like to consider *trails*, posters, *flyers* and anything else you can think of.

Task 4**Total for this question: 25 marks**

Now design an eye-catching poster that could be displayed around the local community to publicise your programme. You should include all the appropriate information. (Use the design sheet.)

We need some clear and concise responses to these tasks. We look forward to hearing from you.

END OF QUESTIONS

TURN OVER FOR GLOSSARY

Glossary

<i>Restricted service licences:</i>	Temporary licences generally issued for no more than 28 days, operating on a limited area (approx. 3Km. radius). Sometimes used for special events or a trial broadcast.
<i>Community radio:</i>	Run on a small budget usually for specific communities – e.g. hospital radio.
<i>Slot:</i>	A short period of time within the day’s broadcasting.
<i>Schedule:</i>	The sequence of programmes to be broadcast.
<i>Programme:</i>	A distinct/self-contained part of the schedule, often named after the presenter.
<i>Special interest features:</i>	Items that cover hobbies, unusual pastimes, or events that could include guests, information, phone-ins, etc.
<i>Jingles:</i>	Short pieces of music and words which promote the programme.
<i>Trails:</i>	Short extracts, adverts, announcements, etc. to promote or lead into your programme.
<i>Flyers:</i>	Small advertising leaflets that are designed to attract attention to the event.
<i>Segment:</i>	A distinct part of the programme.