

General Certificate of Secondary Education
June 2004



**MEDIA STUDIES
HIGHER TIER
Controlled Test**

3571/H

To be worked during May 2004

H

(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/H.
- 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.

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 station and 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: 40 marks**

- (a) Local and community radio has to consider the needs of a wide *demographic* audience in a small geographic area. How do they seek to achieve this? (20 marks)
- (b) Since 1967, local radio stations have had the *remit* to provide a '*public service*'. In what ways have they done this? Give examples. (20 marks)

Task 2**Total for this question: 20 marks**

What do you consider to be the main differences and similarities between the content, style and presentation on BBC local radio stations and commercial local and community radio stations in your area? You may refer to either stations in your local area or stations you have researched.

Task 3**Total for this question: 20 marks**

Using the programme *schedule* sheet provided, plan the one-hour slot you are responsible for. You will first have to come up with a *programme* name. Then identify the programme content, including *features* and *drop-ins*, as well as any music you may wish to play. Justify all your choices and say how they will appeal to your target audience.

Task 4**Total for this question: 20 marks**

'Converse' Radio will be responsible for advertising the station but you know the local community better than we do. Identify an appropriate station name and then produce **one** of the following to promote the radio station:

EITHER: an eye-catching design for a poster for display in your local community (use the design sheet)

OR: *copy* for an article to appear in your local newspaper (300-400 words)

OR: the home page for a web site (use the design sheet).

We need some clear and concise responses to these tasks. We look forward to reading them.

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>Demographic:</i>	The various characteristics of an audience in terms of age, gender, culture, etc. This will vary according to the area of the country you live in.
<i>Remit:</i>	Something a station is obliged to do.
<i>Public service:</i>	Designed to ‘educate, inform and entertain’ – a means by which the general public can stay in touch with national and local developments.
<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>Features:</i>	Items that may last 3-5 minutes that might include live interviews, debates, guests, competitions, phone-ins, etc.
<i>Drop-ins:</i>	Items usually much shorter – 1-3 minutes – reminders of what is coming up (flagging), small and contained, often pre-recorded.
<i>Copy:</i>	The text for an article.
<i>Segment:</i>	A distinct part of the programme.