

SECTION B QUESTION 2

CANDIDATE (C)

RADIO

Question number

M.E.S	C.A.M
- Columns - suit - authority	- medium shots of dialogue
- Shankerman - Dr.	- close up of ticking clock
- side kick in web suit	- 'prayer'
- man like women	- zoom lens gradual
- In a underground layer	
space age screens of all	
nations	

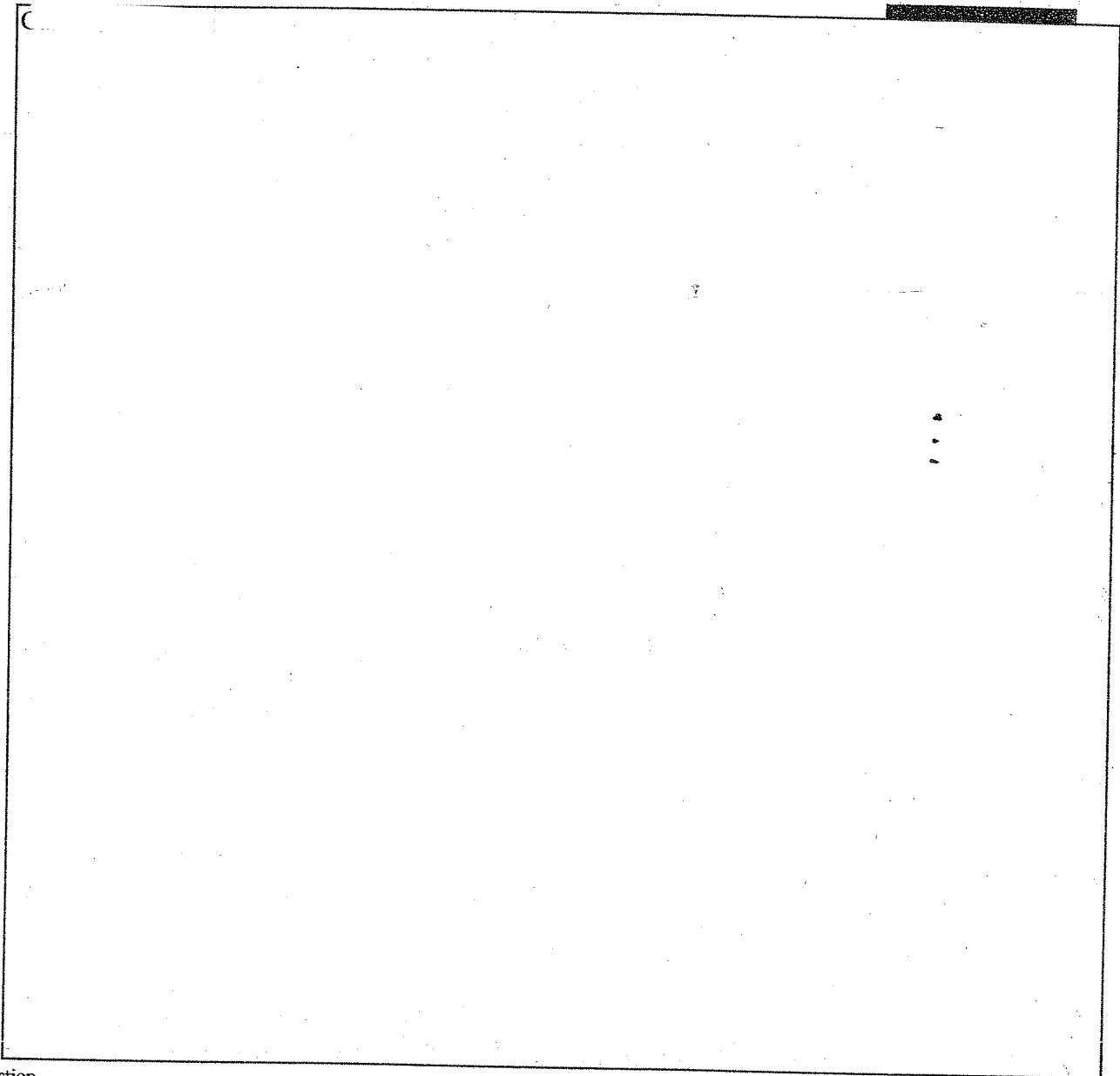
Leave blank

Channel

2. ~~Channel 103~~ ~~is~~ ~~the~~ ~~main~~ ~~local~~ ~~radio~~ ~~station~~ ~~based~~ ~~in~~ ~~Jersey~~. It is owned by Sir Ray Tindel who also owns seven other radio stations around the UK including Island FM in Guernsey, (Jersey's neighbour). The Tindel Group set up Channel 103 in 1992 and began ~~with~~ in a general Jersey office block which they soon developed into a radio station. Technological convergence is extremely important for individuals and audiences withing ~~the~~ ~~channel~~ ~~103~~ as they develop and become easily accessible.

~~Channel~~ ~~103~~ contains two fully operational studios which contain Bentley software for the use of an internal email system to which receives news bulletins from Sky News. This also receives quotes and interviews which allows ~~the~~ ~~channel~~ ~~103~~ to release national news as well as local news. ~~Channel~~ ~~103~~ also have a sound fader desk which avoids the presenter having to turn away from the microphone to press buttons which could cause a momentary lapse with audio. Technology convergence is very important as it enables ~~the~~ ~~channel~~ ~~103~~ to produce and deliver better results to the community which Sir Ray Tindel feels strongly about.

Unfortunately, ~~Jersey~~ ~~103~~ ~~do~~ not have D.A.B (digital audio broadcasting). D.A.B allows a person to listen the radio ~~station~~ from a variety of technologies such as a mobile phone, a laptop



Question
number

	and an MP3 player. The existing analogue FM
	only allows radio stations to be transmitted via
	car or house radios. Some of the benefits of D.F.B
	is that you do not get a husky sound when there is
	a weak signal, you have a much wider choice of
	radio stations as the you can fit more stations onto a
	smaller part of the spectrum and it is easily
	accessible due to the technological convergence of
	products. There are approximately 7 million receivers

Leave
blank

of D.A.B in UK homes and the technological convergence means that this number will continue to multiply as people obtain many products such as an MP3 player and mobile phone which is accessible to digital audio broadcasting making it very important.

Although Jersey may not be able to access D.A.B. ~~channel~~ Jersey 103 realise that many people obtain a computer with an internet connection. Unlike Internet broadcasting where a person can select a radio station from anywhere around the world and listen live, pause live broadcasting and are able to use a screen mouse and keyboard to access the radio, ~~Jersey~~ ^{channel} 103 supply podcasts which are available to play back.

After a meeting with Peter Mac, a presenter on the breakfast show ~~for Jersey~~ ^{channel} 103, he informed us that the prep area where the news and jingles were created was extremely important. Being sponsored by Sure Mobile, (a provider for mobile phones in Jersey), the revenues generated by adverts gave ~~sponsor~~ funds to create jingles which not only punctuated the show but caused listeners to remember the name of the show and frequency through constant repetition. The jingles, ~~As~~ Peter told us, were played at very specific times to suit the mood of the programme. Although the radio authority only permit 9 minutes of adverts per hour, Peter said that channel 103 control when they are played. As technologies produce and converge into other media area such as channel 103 funds from

Question
number

Leave
blank

sponsor can remain and important aspects of
trial can be performed. ✓

Section B Question 2

Institution and Audience

Examiner's Comments: Candidate C Radio

This candidate chose to use the case studies of Channel 103 Jersey Island, an independent radio station. Throughout the candidate's response this main case study is compared to other radio examples.

The candidate examines the internal 'digital' process of Channel 103 and its reliance on existing Sky News service provision. The candidate notes a disadvantage for the radio station is that it does not have digital broadcast facilities, nor Digital Audio broadcasts. It is argued that the development of DAB would benefit the Channel, because it would broaden its audience base. One digital initiative the radio station can provide its audience with is podcasts of radio shows. This technological convergence would enable the audience to playback radio shows online or on their own MP3 players.

Institutional links are made with the radio stations use of jingles and the sponsorship by Sure Mobile and revenues, generated by adverts – an obvious appeal to advertisers would be the Channel's audience and technological initiatives, such as the use of ipods (repeated exposure for the advertisers). This ability to use technological convergence provides benefits for the audience in terms of quality of provision and meeting audience demands

Overall this is a competent response.

The response was awarded a competent EAA mark for the understanding of technological convergence in the media area of Radio. The examples used were credited with a competent low level three, the examples used are beyond basic, but an area of development in this candidates response is to develop at a second case study of a radio station in this media area. The use of terminology is mostly relevant.