



ICM

MARCH 2017

PROGRAMMING FOR TV, RADIO & THE INTERNET

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. If a TV programme is failing to attract or retain an audience, there are a number of options available to a station. Review the options. [20]
 - 2. The clock is a key concept in radio scheduling. Explain the concept of the clock. Support your answer with an example of a clock for a music station. [20]
 - 3. Critically evaluate the key influences on radio programming. [20]
 - 4. Analyse the main goals typically set for a new TV programme. [20]
 - 5. Critically evaluate the main testing approaches used to determine the effectiveness of potential radio formats, music mixes, on-air personalities and promotions. [20]
 - 6. Set out the typical stages in the development of a TV programme from concept to the decision to proceed to serialisation. [20]
 - 7. Analyse the main sources of radio programme development. [20]
 - 8. Review the effectiveness of focus groups in television testing. [20]