

TEACHERS COLLEGES OF JAMAICA

BACHELOR OF EDUCATION

DECEMBER 2018- EXAMINATIONS

COMMON PAPER

PHYSICAL EDUCATION

SPORTS JOURNALISM

PE410SEB

**YEAR: 4
SECONDARY**

TIME: 3 HOURS

INSTRUCTION: Answer ALL questions in Section A, and any THREE in Section B.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

SECTION A – ANSWER ALL QUESTIONS

1. The most recommended style of writing news/sports stories is the Inverted Pyramid. Discuss. (5 marks)
2. List any five of the six characteristics of news and explain their importance to composing stories. (5 marks)
3. Rewrite the following soft leads into hard leads.
 - a) Having earned his Bachelors and Masters Degrees through a sports scholarship, he always told friends he would one day be director of sports at one of Jamaica's two major Universities. Ten years later, former Manning Cup winner, Dalton Myers was recently appointed director of Sports at the University of West Indies, Mona, having beaten two other candidates who were shortlisted for the job. (5 marks)
 - b) Struggling with a number of positive drug tests in recent years, the Kenya Anti-doping Commission, KAC, which implemented a series of recommendations from the World Anti-doping Agency to fall in line with global standards, has received the nod of approval by president of WADA Dick Pound. This, after he met with the boards of KAC and the Kenya Olympic Association one day ago in Nairobi. (5 marks)

SECTION B

Answer **THREE** questions from this section. Each question is worth 10 marks.

1. Write a news story from the press release below for publication in a daily newspaper. Also note what additional information you would require to make the story complete. (10 marks)

INSPORTS MEDIA RELEASE

FOR IMMEDIATE RELEASE

Thursday, May 15, 2016

INSPORTS announces \$1.6m Mini Basketball investment

Kingston, Jamaica – The Institute of Sports (INSPORTS) today announced a \$1.658 million investment towards the development of Mini Basketball.

Mini Basketball is a programme which introduces boys and girls, ages twelve and under, to the rudiments of the sports and where they both play on the same teams in competition.

Speaking at a function at the Holy Family Primary School to launch the initiative INSPORTS Administrative Director Ian Andrews spoke of the agency's thrust at developing sports at the youth level especially for kids within this age group.

The programme will concentrate on the parishes of St. James, St. Catherine and the Corporate Area and will accommodate approximately 40 primary and prep schools. Additionally the programme will incorporate three strategic community-based under-12 clusters of approximately 40 youth each from the communities of Majestic Gardens, Arnett Gardens and Rae Town.

The primary schools component of the programme will see INSPORTS personnel and other select coaches visiting schools to conduct training sessions for students and technical workshops for physical education teachers.

The 2015-2016 phase of the project will culminate with regional schools tournaments in the three pilot parishes with the top teams meeting in the national champion of champions' tournament.

The Institute of Sports, an agency under the Office of the Prime Minister, will be working closely with the Jamaica Basketball Association (JABA) and its respective regional bodies to implement this programme.

JABA's development executive Calvin Martin, in his remarks, welcomed the partnership with INSPORTS which has come after almost two years of negotiations and planning.

-ENDS-

2. Write an editorial addressing the matter outlined below.

West Indies captain Darren Sammy has called for mediation to settle a contractual dispute that threatens to wreck the team's chances of winning next month's World Twenty20.

With the West Indies Cricket Board (WICB) standing firm in its stance that players must sign the offered contract by Sunday or be replaced, Sammy's position could open the door to a resolution.

It is the clearest indication yet that Sammy's 15-man squad does not want to boycott the World Twenty20, which starts in India on June 8.

However, Sammy said mediation was the best way to settle the matter, if the board would not "consider our request to double the match fees (of \$6,900), share 50 percent of sponsorship fees and award 100 percent of prize money to players."

This came after Muirhead confirmed to Reuters that the WICB selection panel, chaired by Clive Lloyd, was mandated to select a new team if the current squad, which includes Chris Gayle and Dwayne Bravo, did not sign by Sunday's deadline.

Sammy, who referenced the fiasco of the abandoned Indian tour in 2014 after a similar row over contracts, said it was the "arrogance and high-handedness of the board" which had caused the problems.

"You cannot continue (to) force players to be represented by a body that they are not members of and do not want to represent them," he said, adding that 14 of the 15 players in the squad were not members of the West Indies Players Association (WIPA). WIPA is the exclusive collective bargaining agency for West Indies players. "Any issues you or a particular group of players may have with the representation you receive from your association are best taken up with WIPA," Muirhead told Sammy via email.

West Indies won the 2012 World Twenty20 in Sri Lanka and are currently ranked the second in the world in the format.

Write an editorial addressing the matter.

(10 marks)

3. You are a sports reporter with the Television Jamaica and an unnamed source has told you that Bolt's season is over because he has undergone a surgery in Germany on his injured ankle. See paragraph below. Using your journalistic knowledge, discuss the steps you would take to develop the story.

Six-time Olympic gold medallist Usain Bolt sustained an ankle injury during the Camperdown Classic at the National Stadium on Saturday, February 13. He left the track in a wheelchair. His manager Nugent Walter told reporters it was done out of an abundance of precaution and revealed that the 29-year-old sprinter would undergo an MRI scan the following day to ascertain the seriousness of the injury. It has been five days since that MRI should have taken place and there has been no word from Bolt, Walker or his coach Glen Mills about the nature and/or seriousness of the injury.

(10 marks)

4. Given the changing cultural dynamics and enhanced competition that have accompanied the evolution of media convergence, analyse the place of journalistic ethics in current day media. (10 marks)
5. Write a 60-seconds promo to be played on radio for the campaign described below. The National Commercial Bank Foundation (NCBF) has announced details of a new initiative called 'London to Rio', a campaign aimed at raising \$80m for Jamaica's Senior Track and Field to compete at the summer's Olympic Games in Rio De Janiero, Brazil between August 5 and 21. The electronic raffle, the first of its kind in the Caribbean, will get under way as of June 1 and end July 1, with each ticket costing \$500. The winner of the raffle will win a 2016 Toyota Carolla. (10 marks)
6. Write a press release about the event outlined below. The Jamaica Government (GOJ) today announced the completion of the signed the Jamaican Athletes' Insurance Plan (JAIP). Prime Minister Portia Simpson Miller said 1,323 athletes representing 28 National Associations and Federations will be covered under the three year plan. The contractors are Guardian Life Insurance and Allied Insurance Brokers. The national athletes will receive group health, group life and personal accident insurance coverage and services. These services include basic health services, major medical, overseas medical emergencies and maternity benefits, dental and optical. Funds to support this insurance plan have been secured for the next three years through the Sports Development Foundation (SDF), the Tourism Enhancement Fund (TEF), and the National Health Fund (NHF). Three year contracts were signed on Thursday with the providers and the plan will commence on February 1, 2016. Rhodes Scholar Sherona Forrester, a member of Jamaica Senior Women's Football team spoke on behalf of the athletes. (10 marks)

END OF EXAMINATION

