



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAM
BAC2201: INTERVIEWING AND REPORTING

Date: Wednesday 13th March 2019

Time: 11:30 – 13:30

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A ONE AND ANY TWO QUESTIONS IN SECTION B

1. Set out below is a press release about a new programme to provide small scale farmers in Kenya with easier access to credit facilities. It is currently nearly 500 words long.

Nairobi, Kenya (31 February 2019) – The Alliance for a Green Revolution in Africa (AGRA) today signed a Memorandum of Understanding (MOU) with the Government of Kenya seeking to scale up access to agricultural financing in the country.

The Programme for Rural Outreach of Financial Innovations and Technologies (PROFIT) is a six-year development program whose goal is to contribute to the reduction of rural poverty in Kenya. The program is expected to boost access to financing for smallholder farmers across Kenya by scaling up a similar initiative currently running in Kenya, whereby a risk sharing facility of \$5 million was provided by AGRA, IFAD and the Government of Kenya to Equity Bank. The existing scheme has helped leverage a total of \$50 million of financing and has so far benefited over 49,000 smallholder farmers in the form of direct lending for farm inputs.

Through the newly-announced PROFIT initiative, IFAD and the Government of Kenya will avail an additional \$10 million to be used in the form of risk-sharing instruments. The money is expected to scale up financing by a number of Kenyan banks and Micro-Finance Institutions with the aim of leveraging close to \$100 million of new credit financing mainly

targeting smallholder farmers.

A credit facility of \$7 million will also be provided under the PROFIT Program, targeting Deposit Taking Micro-Finance Institutions that may need immediate access to funds for expansion for their rural and agricultural portfolios, but may not have financial leverage capacity. In addition, the Program also recognizes the need to promote the use of technology in promoting financial outreach. In this connection, an Innovation Facility of \$2 million has also been availed to develop and pilot-test innovations that use technologies in the financial sector to support rural financing.

The PROFIT Program has also allocated \$5 million in the form of technical support and capacity building to banks and also for beneficiaries with limited business experience, and to strengthen the management and governance of selected rural Savings and Credit Cooperatives Organizations to enhance their efficiency.

In addition, the Program is extending a further \$2 million in the form of a financial graduation facility to facilitate financial graduation interventions targeting the unbanked through skills training and asset creation for vulnerable women and youth.

“The majority of our small-scale farmers continue to face difficulties in accessing affordable credit and we, the Government of Kenya and key partners like AGRA, are doing something about it. We are addressing these challenges in order to improve the plight of poor farmers,” said Mr Joseph Kinyua, Permanent Secretary, and Ministry of Finance.

“This programme will avail affordable credit to small-holder farmers so that they can buy fertilizers and other inputs to improve farm productivity, enhance their food security and expand their income base. The initiative is therefore expected to make a major contribution towards efforts to eradicate absolute poverty and provide for national food security,” he said.

- a) Provide a summary of the article of between 70 and 100 words in length.
Candidates may be penalised for exceeding those limits. (15 marks)
- b) Provide an opening paragraph of no more than 30 words for the front page of 'The Standard' newspaper. (5 marks)
- c) Describe 5 advantages of using a tape recorder to conduct magazine interviews. (5 marks)
- d) Discuss the use of straw polling to gauge the popularity of candidates of the Nairobi governorship in the run up to an election. (5 marks)

SECTION B

2. (a) Quotes can make a significant impact on the coherence and impact of an article. Analyse the key issues in obtaining and using quotes. (10 marks)

(b) Use the appropriate quotation marks for any of these sentences. (5 marks)

- i. Did you see that new movie asked my friend.
- ii. When she saw his new Mercedes, she exclaimed What a beautiful car.
- iii. I just finished reading Mwangi Kamau's short story The Lottery.
- iv. You're out of your mind exclaimed Atieno, slamming the door.
- v. (v)The Wasteland is a poem by T.S. Eliot.

3. Feature sections in publications have contributed to growing readership and offer content diversity in weekend newspapers in Kenya.

- a) Describe the characteristics of feature articles (10 marks).
- b) Describe one technique you would use to help your interview relax (5 marks)

4. Interviewing is a technique that all journalists must master to affectively discharge their duties.

- a) Explain the approach you would take to planning and carrying out a telephone interview with a developer planning to build a new 20-storey office block in the face of public opposition (10 marks).
- b) List FIVE questions that you would ask (5 marks)