



**TECHNICAL REPORT ON STUDENTS INDUSTRIAL WORK
EXPERIENCE SCHEME (SIWES)**

HELD AT



**KWARA STATE BROADCASTING CORPORATION,
RADIO KWARA, ILORIN**

No, 2 Police Road GRA, Ilorin Kwara State

BY

**BISIRIYU MISTURA TOWOBOLA
ND/23/MAC/PT/0706**

SUBMITTED TO:

**THE DEPARTMENT OF MASS COMMUNICATION, KWARA STATE
POLYTECHNIC
INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY
(IICT) P.M.B. 1375 ILORIN, KWARA STATE.**

**IN PARTIAL FULFILMENT FOR THE AWARD OF NATIONAL DIPLOMA
(ND) IN MASS COMMUNICATION, KWARA STATE.**

14TH AUGUST TO 18TH NOVEMBER, 2023

DEDICATION

I dedicate this to God for seeing me through; also to my lovely parent **Mr & Mrs Bisiriyu** for their support both morally and financially, May God reward you abundantly with long life and good health.

ACKNOWLEDGEMENT

Special appreciation goes to my parent Mr. and Mrs. Bisiriyu for their love and care. I applaud them for making me fall in love with education and for always keeping me in check with the fashion design skills.

My gratitude is incomplete without acknowledging my maternal family for their support and contribution to my onward progress in life.

I also commend my supervisor Mr. Isiaka D.N for his intellectual contribution and support during my (S.I.W.E.S).

A big thank you to my colleagues from different intuitions that formed the group members during my training.

TABLE OF CONTENTS

Title.....	i
Dedication.....	ii
Acknowledgement.....	iii
Table of Contents.....	iv
Chapter One: Introduction	
Chapter Two: Activities during SIWES	
Chapter Three Four: Two Chapters reporting on work actually carried out with clear Statement on experience gained	
Chapter Five: Summary, Conclusions and Recommendation..	

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

SIWES stands for acronym for Student Industrial Work Experience Scheme. The Student Industrial Work-Experience Scheme (SIWES) is a planned and supervised training intervention based on stated and specific learning and career objectives, geared towards developing the occupational competencies of the participants. It is a programme required to be undertaken by all students of tertiary institutions in Nigeria pursuing courses in "specialized engineering, technical, business, applied sciences and applied arts and Mass Communication". The Federal Government on 8th October 1971 established the industrial training (ITF) to acquaint the students on the industrial work method. The SIWES which is a subsidiary formed in 1973 was initiated to improve the students' technical abilities to expose them to industrial culture thereby getting the acquainted with the role to play towards the technological advancement of the nation. It creates an avenue on environment in which the students are exposed to areas of their various disciplines to enhance their mental and creative minds the aspects of Practical. It is therefore a practical aspect of the academic work, which students may not have opportunity to carry out throughout their stay in the higher institutions.

1.2 IMPORTANCE AND OBJECTIVES OF SIWES

The Students Industrial Work Experience Scheme (SIWES) is the accepted skills training programme, which forms part of the approved Minimum Academic Standards in the various degree programmes for all the Nigerian universities. It is an effort to bridge the gap existing between theory and practice of engineering and technology, science, agriculture, medial, management and other professional educational and Mass Communications programmes in the Nigerian tertiary institutions. It is aimed at exposing students to machines and equipment, professional work methods and ways of safe-guarding the work areas and workers in industries and other organization.

1.3 OBJECTIVES OF SIWES

- i. Specifically, the objectives of the student's industrial work experience scheme are to
- ii. Prepare students for the work situation they are likely to meet after graduation.
- iii. Provide an avenue for students in the Nigerian Universities to acquire industrial skills and their course of study.
- iv. Make the transition from the university to the world of work easier, and thus enhance students' contacts for later job placements.
- v. Enlist and strengthen employers' involvement in the entire educational process of preparing university graduates for employment in industry.
- vi. Provide students with an opportunity to apply their theoretical knowledge in real work situation, thereby bridging the gap between university work and actual practices; and expose students to work methods and techniques in handling equipment and machinery that may not be available in the universities.

1.4 IMPORTANCE OF SIWES

- i. It provides students with an opportunity to apply their theoretical knowledge in real life situations.
- ii. It exposes students to more practical work methods and techniques. iii.) It strengthens links between the universities employers, and industrial training fund (ITF). iv). It also prepares the after graduation. students for the labour

CHAPTER TWO

DESCRIPTION RADIO KWARA

2.1 LOCATION AND BRIEF HISTORY

Kwara State Broadcasting Corporation is the corporate name of the station and Radio Kwara, Ilorin, remains the Station's Identity. Radio Kwara, Ilorin, is one of the public-owned broadcast media in the country. The Station Broadcasts on Medium Wave Meter Band, popularly known Frequency Modulation, (FM) Meter Band. It also echoes to the public on Ninety-nine- Dot-One Midland FM station. The Broadcasting House and Corporate Headquarters of the station is located at Number Two, Police Road, GRA, Ilorin.

COVERAGE CAPACITY

Radio Kwara, Midland FM station covers more than twenty-three states and remains the most heard broadcast station in the entire North- Central region of the country.

INDEPTH

Radio Kwara, Ilorin operates within the confines of the operational guidelines and ethical regulations as entrenched by relevant monitoring and supervising agencies. The station hinges its services on protecting and projecting indigenous values. It serves as a link between the government and the governed through effective tracking of the performances of government towards addressing the aspirations of the masses.

Similarly, the station performs other relevant social responsibility services, like promoting good governance and equitable distribution of dividends of democracy. Above all, Radio Kwara encourages inter-cultural, inter-religious and exchange of useful ideas to accelerate socio-economic lives of the people. However, the station is always mindful of ownership and control, without compromising its social responsibility to its numerous audiences.

CORE VALUES OF THE STATION

RADIO ACRONYM CONNOTES THE FOLLOWING AS CORE VALUES

- ✓ Responsive to Dynamic Environment
- ✓ Adaptive to New Environment
- ✓ Diligence to Work
- ✓ Integrity and Innovation
- ✓ Outstanding Performance
- ✓ Knowledge of the Job
- ✓ Wealth of Experience
- ✓ Awareness
- ✓ Respect for Individuals
- ✓ Ability
- ✓ VISION STATEMENT

To be the preferred medium operating in a uniquely professional environment for world class broadcast.

MISSION STATEMENT

"To build a broadcast giant promoting societal values and human development through

performance driven innovative and quality services" Radio Kwara is managed by a team of competent Management structured under the General Manager as the head of the Station. There are (5) Directorates in Radio Kwara with all the Directors responsible to the General Manager. These Directorates include Director General Administration, Director Programmes, Director News and Current Affairs Department, Director Marketing and Director Engineering Services. Other departments are the accounting department and audit department.

2.2 OBJECTIVE OF RADIO KWARA

The main objectives of Broadcasting are to inform, educate and entertain. In carrying out these functions, Broadcasting organizations are guided by certain codes, ethics and practice. These are the dos and don'ts of broadcasting which cover and protect the rights of the audiences. They also take account and cater to the nature, interest and sensibilities of groups, like the women and children.

1. Respect the culture, norms, traditions and religions of societies and environments.
2. Ensure peaceful co-existence
3. Information Dissemination to the entire state

Here in Nigeria Broadcasting is regulated by the National Broadcasting Commission (NBC) which grants licenses to the operators and monitors their output to ensure adherence to professionalism.

There is Broadcasting Organizations of Nigeria (BON), a voluntary association of radio and television stations which came into existence in 1973. The Society of Nigeria Broadcasters (SNB) formed in 1979 caters to the welfare of practitioners, while BON is involved in training and exchange of ideas and programmes and Nigeria Union of Journalists.

BON, in addition, engages in joint coverage of important events like the National Sports Festivals, the 2nd All Africa Games of 1973, first West African Games of 1977 and the 2nd World Black Festival of Arts and Culture, (Festac 77). There is as well FIBAN (the Freelance and Independent Broadcasters Association of Nigeria) formed in 2002 to cater for the welfare of its members.

DEPARTMENTS AND FUNCTIONS

General Organization of Radio Kwara General Administration

General administration division is the General Manager or station manager, the business manager, the accountants, the secretaries, and other administrative and office staff. These employees serve various duties such as the payment of wages and salaries, membership fees and subscriptions for industry information, license and other government-imposed fees, taxes, insurance, legal and auditing fees, and contributions to charitable organizations.

In addition, maintenance of the building and of equipment, utilities, office supplies, computers, station automobiles, and other administrative services and supplies are also provided by the general administrative department. It is not surprising, then, that this department consumes one-third of the total operating expenses of a station, although only about 13 percent of the total staff may be in administration. Marketing the sales department at Radio Kwara responsible for generating the revenue for the station to survive. A general

sales manager leads a team that is comprised of a national/regional sales manager, a local sales manager, account executives, and at times, a traffic manager. In most cases, the national/regional sales manager will be a liaison from an outside organization that wins advertising contracts from regional and national advertisers. The local sales manager, then, is charged with securing advertising accounts with local businesses and organizations.

A staff of account executives helps the local sales manager sell advertising time to local businesses employing solicitation tactics similar to sales businesses. However, the salespeople of television must negotiate advertising sales using a rate card, a definitive list of airtime costs during the various time periods and television programs.

Programming

The programming department, in conjunction with the production and news departments, acquires and schedules the product that the audience consumes, which in turn allows the sales department to create revenue, which in turn allows the general administration department to facilitate station operations. The programming department is responsible for filling the entire broadcast day with programming and is therefore saddled with arguably the most challenging job in television. Consequently, this department also works closely with the traffic department in programming schedule. structuring the daily Programming is second only to general administration in terms of operating expenses. The department, if its station is affiliated with a network, needs almost 25 percent of the total budget of the station to function. However, an independent station may give as much as half of its total operating budget to the acquisition of programs. Programming may consist of a program director, a videotape librarian, a ratings researcher, an acquisitions staff, a continuity standards staff, and on-camera personalities for use in locally originated programs. The program director, helped by the acquisitions personnel, may obtain the majority of the programming of a station from syndicators and other program suppliers. If a station is affiliated with a major television network, then programming will have the luxury of choosing how much programming it will schedule from the network. In a larger market, viewership research may be conducted to help the program director select a programming plan that will attract a substantial audience. Community feedback also aids in planning decisions.

However, all decisions concerning programme acquisition are ultimately controlled by the amount of revenue gained from sales and the resulting budget allotted the programming division.

CHAPTER THREE AND FOUR

3.1 ACTIVITIES DURING THE SIWES PERIOD

When I resumed, I was properly documented at the office of the Industry-based S.I.W.E.S coordinator. After documentation I was posted to the Place of my Primary Assignment, the News and Current Affairs Department. I was formally introduced to members of the department for integration into the department. I was then briefed on the established rules of engagements at the News and Current Affairs Department after which I met with my in-house trainer(s) to guarantee desired familiarity. News and Current Affairs Department gathers information on daily basis, writes news, reports news, covers events to be disseminated to the general public at specific times the Department handles Current Affairs Programmes to create public awareness. Information passed from the News and Current Affairs Department is well refined, well referenced and also reliable. The department performs and ensures the core-values of efficient information management and delivery to members of the public. News and Current Affairs Department, however, has its unique internal structure in performing the identified responsibilities and duties, which are;

- Reportorial.
- Editorial.
- Current Affairs.

News Room serves as Central Operational points for Reportorial and Editorial while Current Affairs Unit handles current issues, affairs and activities.

3.2 INTERNAL STRUCTURE OF THE NEWS AND CURRENT AFFAIRS DEPARTMENT

I served and operated all through my SIWES period at the News and Current Affairs Department of Radio Kwara, Midland 99.1 FM, Ilorin.

3.3 SKILLS AND KNOWLEDGE ACQUIRED

I acquired practical knowledge on the under listed

NEWS WRITING STYLE

News Writing has universal way of writing it. In other words, there is a global standard of writing news. It means that the style is adopted by the Journalists around the world. The style are;

1. The Inverted Pyramid
2. 5Ws and H

The style is peculiar to both print and broadcast. It should be noted that the style of broadcast is different from print. Television style is different from radio style. Every medium now adopts in-house style and Editorial policies e.g the in-house style is different from TV to TV, Radio to Radio, Print to Print. Similarly, newspaper in-house style is also different magazine to magazine and journal to journal. Also, Editorial policies of every media also different 5Ws and H explains what happens, where it happened, why it happened, who it happened to and how it happened. It should be noted that your news item

must answer all the 5Ws and H questions. Additionally, lead should not bear more than one or two of the 5Ws and H. It is an aberration and erroneous for all 5Ws and H to occupy a lead. Interestingly, news Writing is a creative writing, hence it should be learnt through vocation and professionalism, your creativity will appear in your news writing if you have one. In a nutshell to write a very good news item, you have to be brainy, good command of English and intelligence.

LEAD

Lead is the first paragraph of a news story. Rules guiding lead writing In Broadcast.

- It must contain the most important
- It must be short as much as possible
- It must be straight forward
- Two to three conjunction must be avoided in lead casting
- The idea of the lead must be properly conveyed

TYPES OF LEAD

1. Issue-based lead
2. Personified lead

1. Issue-based lead is the type of lead that focuses on the issue in the first paragraph. This means that the subject matter takes center stage.

2. Personified lead is the type of lead that links the issue with the speaker

Example of Issue based lead.

Students of Tertiary institution have been asked to desist from acts capable of impeding their academic pursuit.

Personified;

Vice chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

It is important to note that news is written from general to specific and every word in a news item will be queried by the duty Editor, which means that the news writer/Reporter must be proficient in the spellings of English words, Sentence constructs, punctuation and other necessary grammar agreements.

ATTRIBUTION;

It reflects where the event has taken place and who is involved as the case may be. It should be emphasized that a news item without an attribution will be grossly inaccurate.

TYPES OF ATTRIBUTION

Immediate/Instant Attribution

Delayed attribution

Immediate/ Instant Attribution; is the paragraph that comes immediately after the lead using the extract of the example of Personified lead.

Vice Chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

Professor Akanbi gave the encouragement while addressing a cross section of Students at the University Auditorium of the institution.

He frowned over immorality of some Students and charged them to turn a new leaf to secure a better tomorrow.

NEWS SOURCES

1. Press Release is an information materials meant to be broadcast or publish. It will be submitted to broadcast or print media.

TWO TYPES OF PRESS RELEASES

1. Essay format style press release: This is a press release not written in news style. It is written with personalized words e.g we want to use this medium to draw the attention of general public. The words I, We, You, My, Our and others are directly used in writing such a press release. If such a press release gets to a news room five minutes before broadcast, it cannot be accommodated because the release is not treated and raw, such could be used in subsequent news bulletin.

However, such a press release if important to be used when it gets to the news room five minutes before broadcast the best thing we can do is to flash ie information reaching us says the General manager, Kwara State Television Authority, Mr. Haliru Idris has been relieved of his appointment, details of this in our subsequent bulletins or Breaking news.

2. Real news Writing style format; this is a format written in news style. This means that the press released was written, issued and prepared by a professional journalist/news writer.

In this situation, if such a press release enters the news room five minutes before programme

such a release can still go in full because the release has been treated from the originator. It should be noted that press release is also referred to as press Statement, news statement, news released and news.

Press release can be issued in two ways;

- ❖ Through Hard Copy and Softy Copy. It should be emphasized that copy is the most preferable i.e it will simplify the work of the duty Editor as their will be no room for typing.

Those That Can Issue Press Release Government, Non-governmental Organization (NGO)/ Civil Society organization, Religious bodies, Students Unions, Transport Unions, Security Agencies, Tertiary Institutions, Corporate Bodies, Individuals, Families

- ❖ Press Conference is a situation where journalists are invited, addressed and given opportunity to ask questions.
- ❖ Coverage; This is a situation where journalist visit the scene of the event or incidence e.g convocation, Matric, rallies, Government activities, flood, fire disaster,

building collapse etc 4. Beat- Assigning a reporter to cover a particular place or sector e.g

Kwara State Government House, is a beat been covered by Radio Kwara correspondent, Abdulrasheed Okiki, Kwara State house of assembly, Saheed Abdullahi, Office of the first lady, Amina Mustapha, Police beat, Olayinka Alaya, Judiciary beat Bashir Jimoh, Health beat Maryam Abdulkadir Yusuf.

Other beats Include: Education, Environment, INEC Sport etc.

Beats is also referred to as specialized reporting this is because, writing of beat requires expertise and choice of words, it should be noted that terminologies must be used to write the news. Anyone covering a beat is perceived to be a specialist in such a beat places him or her as knowledgeable in that area. For instance, a reporter covering health as a beat for more than ten to fifteen years would have deep knowledge than the so called medical Doctors. 5. News Agency of Nigeria: is a parastatal-agency of federal government under federal ministry of information that sells news items for interested media organizations both print and broadcast stations.

This agency has reporters across 774 local government of Nigeria saddled with the responsibility of news gathering for onward purchase by interested potential customers. Any interested customer-media organization is expected to approach the agency with the payment of certain amount to the purse of the agency for subscription. If payment confirmed the customer will be given username and password to login into the portal of NAN for easy access of timely and fresh news across Nigeria, Africa and the world in general. Additionally, subscription to the agency enables its customers to source for news through the agency. Immediately, subscription of the customer elapses that media organization seizes to access fresh news as stall news or outdated news, ranging from news of last week, last month and last year begin to surface. It should be noted that as soon as subscription is renewed, the site-portal of NAN will load and update for new news items. Subscription of a customer that is media organization could be monthly, quarterly, weekly or yearly depending on the category available on the site of NAN. All branches of mass media patronize NAN for example, Radio Kwara has no correspondent at the state house, Abuja but can get news of state house through NAN timely. 6

Monitoring is the process of observing other media houses, whether print or broadcast for the purpose of news gathering. It should be emphasized that no media house can be said to be self sufficient. This means that a media house can monitor other stations.

- ✓ You can monitor a live programme from your own station.
- ✓ You can monitor live programme of your station for news gathering.
- ✓ You can monitor a live programme of another station
- ✓ You can monitor live Broadcast of another station for news gathering
- ✓ You can monitor News of another station for news gathering.
- ✓ You can monitor newspaper online for news gathering.

On Monitoring recording could be made to capture all necessary information for news sourcing, such recorded information has to be transcribed. Bulletin is a mini magazine that

contains information about a particular organization. It means that bulletin does not have information outside that organization e.g Kwara State University Bulletin, GTB bulletin is produced monthly, Quarterly or yearly, It is a source of news when it comes out fresh.

- ✓ Interview: Is the process of engaging in a fact finding mission, for the purpose of gathering information for news. in this situation, Experts on a particular field, Stakeholders and concerned citizens has to be consulted for questioning to extract information. It must be understood that the reporter has an interviewer must book appointment with the interviewee, and such a reporter must be on ground 30minutes before the time. In order words there are occasion where impromptu interview will be conducted. In this case as am interview you must be composed and know the appropriate questions to ask, you may not down your questions or ask your questions offhand, in a situation where we have interest groups like Political parties, religious interest groups or tribes you are expected to interview all parties concerned in other not to be labelled biased.

ACTUALITY: This is confirmation statement of the person interview. It could also be called track or insert.

CHOICE OF WORDS IN NEWS WRITING

1. Said, Noted, Stated, pointed out, Explained, observed, elucidated
2. Advised, Urged, Tasked, Asked, appealed, charged, encouraged, enjoined
3. Emphasized, stressed, reaffirmed, restated, reiterated, reechoed Sad, disheartening, unhappy, lamented, frowned, express worry,
4. express sadness, expressed displeasure Expressed happiness, expressed appreciation, commended, appreciated, applauded, praised, eulogized, hailed
5. Exceptional words: warned and Cautioned, Condolled and commiserated, Dispelled and debunked, Described, Identified Submerged

SENTENCE BUILDING IN NEWS WRITING FOR BROADCAST MEDIA

Sentence construction is the bed rock of news Writing. Poorly constructed sentences is tantamount to news poorly written. Lead casting for broadcast requires simple, concise and straight forward sentences devoid of ambiguity. It should be noted that a lead for a broadcast should not exceed two conjunctions. Also, a news reporter as the first gate keeper must ensure that the lead is not above a sentence or two. A lead should not exceed three to four lines. That is why some professionals in the media practice recommended number of words in a lead, at least 30-40words. Your lead could even be a line sentence e.g Today is World food day, Nigerians have been cautioned against corruption, People in positions of Authority have been asked meet the yearnings and aspirations of the people, Vice Chancellor, Kwara State University, Malete, Professor Muhammed Mustapha Akanbi, has encouraged institutions of higher learning's to strengthen their research base towards solving daughting challenges bedeviling the Nation. Chairman Economic and financial Crime commission Mr. Abdulrasheed Bawa has Cautioned staff members of independent National Electoral Commission, INEC to desist from financial inducement and other form of bribery, before, during and after next year's elections.

For attribution sentences, there should not be lengthy sentences but simple and straight forward. Similarly, Sentences after attribution must also be positioned in line with the lead and attribution sentences.

PRACTICAL NEWS ENGAGEMENT NEWS STORY ON MISSING

A five year old girl, Johnson has been reported missing A statement from the family signed by Mr. Haliru Idris said the missing person is tall, light in complexion and speaks Yoruba and English fluently.

The statement noted that Johnson was last seen at post office area Ilorin, around half past five in the evening and since not returned Anyone with useful information, the missing girl could be found or located should call 09124899616 and 07063677410 or contact the nearest police station.

SPECIALIZED REPORTING

Specialized Reporting/Beats: this is a situation where a reporter is assigned to cover a particular sector or special area. A place where reporter is assigned to he/she is our correspondent. Example;

Government House Correspondent is a beat- the one covering and assigned to Government House from Radio Kwara is Mr. Abdurashheed Okiki.

Kwara State house of Assembly, Ilorin; This is also another beat and the person assigned to from Radio Kwara is Mr. Saheed Abdullah. The House of Assembly members sit from Tuesdays to Thursdays Legislative Days. Judiciary Reporting; the person is assigned to cover the happening in the court and Judiciary as a whole.

Entertainment Beat; anything related to Entertainment.

Others includes: Science and technology Beat, Sport Beat, Business, Defense/Security beat. Etc

- What made it specialized?

It is specialized because terminologies of every beat must be used.

Special Report is the process of finding information with the aid of interview for the benefit of the populace. In other words, there is no physical event, crises or disaster to cover but the reporter takes extra mile to extract information for the purpose of writing his/her news. It should be noted that before a special report can be carried out, the reporter must generate a story idea to be investigated with the aid of interview.

Special Report is special because it takes the reporter special passion and strength to carry it out. For instance, Story ideas like Market Survey, Falling standard of education, high rate of corruption, cultism, moral decadence, prevalence of cancer, covid-19 pandemic and environmental degradation. As some likely story ideas that could be generated and investigated, for the purpose of dishing the public. Similarly, international days such as World food day, World Water day, World mother's day, independence day. Also, traditional festivities such as, Awon Mass Wedding in Shao, Gaani festival in Baruten, Ijakadi day, Aifala day in Ekiti pupa, Ilorin Grand Durba, Eyor in Lagos etc. It should be noted that the lead of a special Report may start with a background information in two or three paragraphs before bringing the interview. Special Report news could be started with what the interviewee said. For a special report to be rich, a reporter needs to sample the opinions of

various respondents, Vox Pop will be adopted to gather information, the beauty of special report is to embark on vox pop.

SPECIAL REPORT EXAMPLE ON MOTHER'S DAYS.

Today is Mothers Day.

The day was set aside by UNESCO... It is celebrated to recognize the role of mother's in Nigeria.

Speaking with Haliru Idris on the significance of the day, a concerned Mother described motherhood as a relationship between a mother and a child.....

SPECIAL REPORT WITH THE STORY IDEA OF SCHOOL RESUMPTION Pupils and Students today in primary and secondary schools resumed Twenty-Twenty Two - Twenty-Twenty Three academic session across Kwara State. Our Staff Reporter, who visited some schools within Ilorin metropolis such as Ologe, Adeta, Okelele, Bababoko, Oja-Gboro and has Akanbi, reports that pupils and Students left he around half-past seven in the morning to resume in their respective schools Our Reporter gathered that the resumption today witnessed low turnout of pupils and Students, in most of the places visited. Teacher's and other auxiliary staff were also at their duty post to set out for work. Commercial and private vehicles were also sites conveying pupils and Students to their schools as at the time of filling this report. It was also gathered that the school resumption led to traffic congestion in some major roads in the state capital.

MARKET SURVEY

Market survey is the process of finding out the price of commodities, goods, foodstuffs and services. Areas Market Survey Can Be Conducted

1. Foodstuff/Palm oil & Groundnut
2. Soup Condiments
3. Ram
4. Life chicken
5. Fabrics
6. Provisions Transport fare
7. Shelter/Accommodation
8. Land
9. Electronic gadget and other services.

SPORT WRITING

Sport Writing is another area of news Writing and reporting which focuses on sporting events, such as football, basketball, table tennis, Handball, golf, polo cricket, hockey etc. It should be noted that there are divergent sport engagements both local and international e.g Nation Cup, Confederation cup, World Cup, Olympics and friendly matches. Sport Reporting also known as sport Journalism is a beat where expertise is required for appropriate coverage of sport activities. Those in the business of reporting sport are regarded as sport journalists under the umbrella of Sport Writers Association of Nigeria, SWAN. In sport activities e.g there are Journalists covering only football, covering only boxing, covering table tennis, covering soccer Journalists are automatically a sport enthusiast which means that such a person will be extremely happy where he or she hears

about any sport activity. Similarly, a Sport Journalist in most occasion are sport analysts and sport commentators who comments and analysis sport activities when the need arises. It should be emphasized that the way you count scores differ from a sport activity to another.

Example of veteran journalists are;

1. Hammed Adio of NTA
2. Toyin Ibitoye of Channels TV
3. Omafowa Ebare of AIT
4. Jimoh Basheer of Herald newspaper (Ilorin)
5. Bunni Adedoyin of Radio Kwara

PRACTICAL NEWS STORY ON FOOTBALL

Kings United of Igbo Owa today trashed Kwara State University, Malete two goals to nothing in there on going Nigeria Premier League season played at the main bow of the Kwara State Stadium Complex, Ilorin.

Bola of Kings United scored the first goal in the twenty eight minute of the match while the second goal was realized at the seventy minute of the match as effort by the Lawrence F.C to equalize proved fertile.

Similarly, Mereylonal of Ilorin walloped Oyinkasola babes one goals to nothing at the ongoing African women Champion holding in Omu-Aran, Irepodun L.G.E.A of the State.

Also, Ayemi B encounter with Betty giant ended goalless draw. In another development, three matches are to be decided tomorrow at Ilorin football championship. Expensive team is expected to confront Aisha warriors at Eleven O'clock in the morning why Doyin Pillar will slog it out with Sandra Thunder.=

Similarly, Praise Park will battle lido F.C at four O'clock in the evening.

NEWS MATHEMATICS

News Mathematics is the process of adding, subtracting, dividing certain figures in every news item that made up a bulletin to determine caster's time on air. In other words, news Mathematics is a strategy of timing a news caster. Every line of a news item must be counted except the one that does not reach the middle. The figure of the lines of every news item would be written first and second part of a bulletin including the headlines and the round off would be calculated together to arrive at specific number of lines to be given to a caster. It should be noted that the second part must not be higher than the first part. The Editor on duty must ascertain the capacity of a particular news caster in order to be given appropriate number of lines. Ideally, news presentation is allocated with airtime. Hence, the caster should not over run the airtime allocated for the news casting. On the other hand, it is not always advisable for the caster to conclude news presentation before the actual allocated time (Preferable to time over run). It is good for duty editor to know the pace of every news caster to be able to take sound Editorial decisions relating to news presentation.

CHAPTER FIVE

SUMMARY

The Student Industrial Work-Experience Scheme (SIWES) is a planned and supervised training intervention based on stated and specific learning and career objectives, geared towards developing the occupational competencies of the participants. It is a programme required to be undertaken by all students of tertiary institutions in Nigeria pursuing courses in "specialized engineering, technical, business, applied sciences and applied arts and Mass Communication". On the other hand, Broadcasting, primary means by which information and entertainment are delivered to the public in virtually every nation around the world. Broadcasting is a crucial instrument of modern social and political organization. My experience in broadcast station like Radio Kwara, is an exposure of value. I was able to expose to the rudiments of News Writing and Reporting. During my training at the News and Current Affairs Department, I practically served at the Editorial unit of the department. I was taught a news story format for radio broadcast should look like.

I learnt that in writing a News story, news are written from the most important to less important every situation as enshrined in Inverted Pyramid style. I also went on a media tour at Gravity FM, Igboko where I was also exposed to News Writing based on its House Style and Editorial policy.

CONCLUSION

Coordinators and Organizers of the SIWES programme must in earnest compel tertiary institutions to adhere strictly to the duration for SIWES attachment in any industry if they really want to bridge the gap between the theoretical knowledge acquired in tertiary institutions and the practical skills required in today's workplace. SIWES coordinators should take note that there are some companies or industries in the country who don't allow industrial attachments, such companies should be penalized under section 8A (2) of Decree No. 47 of 1971 as amended in 2011. By doing this more credence would be given to the Programme.

I urge undergraduates to seize the opportunity given by the SIWES programme to develop their skills and prioritize practical development over theories in their academic pursuit in various field of study.

SIWES has made me to see the other side of my course of study and also afforded me the opportunity to make use and link what I have learnt in the lecture room in the practical field.

PROBLEMS ENCOUNTERED

Getting used to the working environment at first was challenging, meeting at different levels who are at different locations within the city, imbibing good working ethics needed as a journalist,