



**TECHNICAL REPORT**

**ON**

**STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)**

**HELD AT**

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

**NO 2, BROADCASTING HOUSE, POLICE ROAD, G.R.A ILORIN**

**BY**

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**AUGUST – DECEMBER 2024**

## **DEDICATION**

This report is dedicated to Almighty God for seeing me through, I also dedicate it to my Parents.

## **ACKNOWLEDGEMENT**

Special appreciation goes to my Parents for their love and care. I applaud them for making me fall in love with education and for always keeping me in check with my 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 the Director of News And Current Affairs (DNCA) Alhaja Kuburah Mashood Mahmoud and my Supervisor Mrs Aminah Adediji-Soladoye for their intellectual contribution and support during my training (S.I.W.E.S).

A big thank you to my colleagues from different institutions.

## TABLE OFCONTENTS

Title .....	1
Dedication.....	2
Acknowledgement.....	3
Table of Contents.....	4
Chapter One: Introduction.....	5
Chapter Two: Activities during SIWES.....	8
Chapter Three and Four: Two Chapter reporting on work actually carried out with clear statement on experience gained .....	15
Chapter Five: Summary, Conclusions and Recommendation.....	19

## **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 Fund (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 in 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 organizations.

### **1.3 OBJECTIVES OF SIWES**

Specifically, the objectives of the student's industrial work experience scheme are to

- i. Prepare students for the work situation they are likely to meet after graduation.
- ii. Provide an avenue for students in the Nigerian Universities and Polytechnics to acquire industrial skills and experience in their course of study.
- iii. Make the transition from the Polytechnic and university to the world of work easier, and thus enhance students' contacts for later job placements.
- iv. Enlist and strengthen employers' involvement in the entire educational process of preparing graduates for employment in industry.
- v. Provide students with an opportunity to apply their theoretical knowledge in real work situation, thereby bridging the gap between Polytechnic and 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 institutions.

### **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 employers, Polytechnic and universities and industrial training fund (ITF).
- iv. It also prepares the students for the labour market after graduation.

## **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- Point-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 audience.

## **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.

## 2.3 ORGANIZATIONAL STRUCTURE OF KWARA STATE BROADCASTING CORPORATION, RADIO KWARA



## 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 other sales businesses. However, the salespeople of Radio must negotiate advertising sales using a rate card, a definitive list of airtime costs during the various time periods and television programs.

Furthermore, the Radio account executive can also offer to create the advertisement for a client if the client so chooses, in which case the sales department cooperates with the production and programming departments for this venture.

## **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 Radio. Consequently, this department also works closely with the traffic department in structuring the daily programming schedule.

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 programmes.

Programming may consist of a programme director, a studio manager, librarian, a ratings researcher, an acquisitions staff, a continuity standards staff for use in locally originated programmes.

The programme director, helped by the acquisitions personnel, may obtain the majority of the programming of a station from syndicators and other programme suppliers. If a station is affiliated with a major Radio network, then programming will have the luxury of choosing how much programming it will schedule from the network. In a larger market, listenership research may be conducted to help the programme 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.

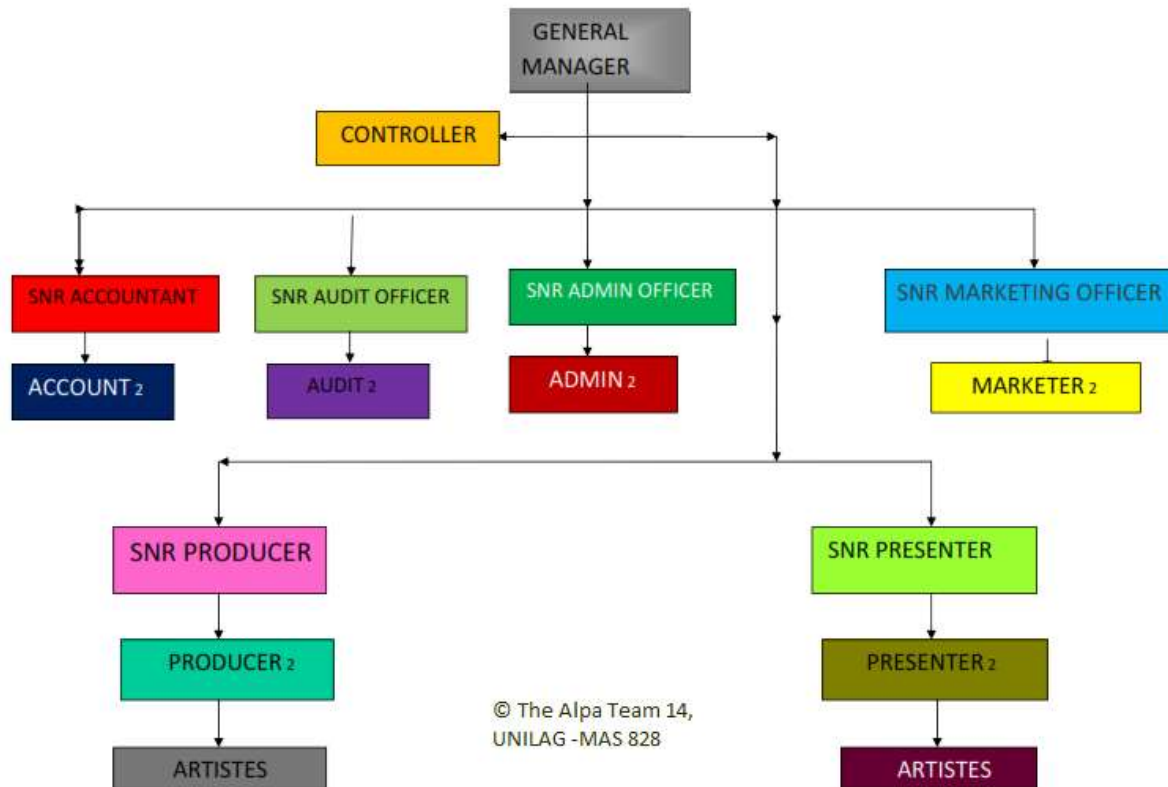
The department performs and ensures the core-values of efficient information management and delivery to members of the public.

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 engagements, 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. Under the supervision of a Senior Reporter, Mrs Aminah Adediji-Soladoye.

### **3.3 SKILLS AND KNOWLEDGE ACQUIRED**

I acquired practical knowledge on the underlisted

#### **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 from 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.



1. It must contain the most important
2. It must be short as much as possible
3. It must be straight forward
4. Two to three conjunction must be avoided in lead casting
5. 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.**

1. Students of Tertiary institution have been asked to desist from acts capable of impeding their academic pursuit.
2. 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**

### **1. Immediate/Instant Attribution**

### **2. Delayed attribution**

Immediate/ Instant Attribution; is the paragraph that comes immediately after the lead

Delayed Attribution is the attribution that comes in the third paragraph and above.

Example of Immediate Attribution 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.

Example of Delayed Attribution 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.

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

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

## **SOURCES OF NEWS**

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 i.e 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 soft copy is the most preferable i.e it will simplify the work of the duty Editor as there 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

2. Press Conference- is a situation where journalists are invited, addressed and given opportunity to ask questions.

3. 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, Aminah Adediji-Soladoye, Police beat, Olayinka Alaya, Judiciary beat Bode Ahmed, 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 it 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 notes 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 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, weather 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.

1. You can monitor a live programme from your own station.
2. You can monitor live programme of your station for news gathering.
3. You can monitor a live programme of another station
4. You can monitor live Broadcast of another station for news gathering

5. You can monitor News of another station for news gathering.
6. 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

Bulletin is produced monthly, Quarterly or yearly, It is a source of news when it comes out fresh.

7. 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
4. Sad, disheartening, unhappy, lamented, frowned, express worry, express sadness, expressed displeasure
5. Expressed happiness, expressed appreciation, commended, appreciated, applauded, praised, eulogized, hailed
6. Exceptional words: warned and Cautioned, Condolenced and commiserated, Dispelled and debunked, Described, Submerged, Identified

## **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.

### **CONCLUSION**

The period has contributed immensely to my academic experience. Students Industrial Working Experience Scheme (SIWES) is an important program for all students. It helps in tackling the issue of unemployment amongst youth as it teaches us way to be independent. The exercise made me understood part of what is expected as a journalist in the practice. It helped groom my relationship skills especially in areas where team work are required and communicating with the staffs and students alike. It has exposed me to work ethics and routines.

The problems, if not tackled, will make it lose its usefulness and vitality notwithstanding the benefits of it.

Finally, I do hope the program will be improved so as to enhance manpower development and student's skill in their respective field of study.