



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

HELD AT

RADIO KWARA

NO. 2 POLICE ROAD, GRA, P.MLB 1345, KWARA STATE, NIGERIA

BY

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DEDICATION

I dedicate this Students Industrial Work Experience Scheme (SIWES) report to Almighty Allah, the Most Gracious and Most Merciful, for His blessings and guidance towards the successful completion of this SIWES programme.

ACKNOWLEDGEMENTS

I would like to begin by expressing my heartfelt gratitude to the Creator of heaven and earth, the One who knows the beginning and the end, the Alpha and the Omega, the Almighty Allah, for His guidance and blessings throughout this journey.

I am deeply grateful to my beloved parents, **Mr. and Mrs. OGUNDELE**, whose unwavering support and prayers have been my foundation. To my siblings and dear friends, your encouragement and companionship have meant the world to me.

My special thanks go to my SIWES based supervisor, for your guidance, mentorship, and invaluable insights during this program. I also extend my profound appreciation to everyone who supported me during my SIWES experience. May the Almighty Allah bless, protect, sustain, and guide you through all of life's journeys.

Lastly, I wish to express my sincere regards to the school's Board of Trustees and the entire staff of the Mass Communication Department for their dedication and support. A big thank you to everyone who contributed to making this experience a memorable and successful one.

REPORT OVERVIEW

This report provides a comprehensive account of my Student Industrial Work Experience Scheme (SIWES) at Radio Kwara, detailing my activities, skills acquired, and the impact of the training on my career development.

The report outlines my involvement in newsroom operations, news writing, program presentation, interview techniques, translation of news from English to Yoruba, radio marketing strategies, and newspaper reviews. It also highlights my exposure to essential broadcasting equipment and the practical knowledge gained in radio production and journalism.

Furthermore, the report discusses the impact of SIWES on my professional growth, emphasizing the development of technical, communication, and analytical skills. It also includes recommendations for improving the SIWES program, such as enhancing hands-on training, upgrading equipment, providing structured mentorship, and extending the program duration.

In conclusion, this SIWES experience at Radio Kwara has been instrumental in bridging the gap between theoretical learning and practical application, preparing me for a future career in broadcast journalism and media communication.

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CHAPTER ONE

INTRODUCTION

The Students' Industrial Work Experience Scheme (SIWES) is a scheme established by the Industrial Training Fund (ITF) in 1973 to help students of tertiary institution in Nigeria acquire technical skills and practical exposure in an industrial environment based on various course of study.

Prior to the Establishment of SIWES, science and technology education in Nigeria was marred with the problem of lack of adequate practical and industrial skills and working experience that will prepare students of tertiary institution in Nigeria for employment opportunities in industries. It was in this view that the scheme was established and students in tertiary institution of Nigeria studying sciences and technology related courses were mandated to participate in the program to enable them have technical knowledge and working experience before graduating from their prospective institution and makes it a smooth transition from the lecture room to the world of work.

1.1 BACKGROUND TO THE STUDY

SIWES was established by industrial training fund to solve the problem of lack of adequate practical skills in preparation for employment in industries by Nigerian graduates of tertiary institutions.

The Students' Industrial Work Experience Scheme (SIWES) was designed, established and implemented by the Industrial Training Fund (ITF) in 1974 to ensure acquisition of field practical knowledge and skills by students before graduation, mainly coordinated by the National University Commission (NUC). The NUC recognizing the importance of job specifications in the scheme did set the necessary machinery in motion soon after the resolution was taken in 1998. However, from 1989-1993, the drawing up of the minimum academic standards documents (a major statutory of commission) owe resultant accreditation exercise and the movement of the commission secretariat to Abuja did not leave sufficient time to actualize this goal.

It was not until January 1996 at a 3 days national workshop in Jos that specification was drawn for the entire program that had industrial attachment component in the minimum academic standard documents. Participants were drawn from senior academic from universities across the country,

SIWES coordinators and officers in all nine panels, each headed by a senior academic officer were constituted for the entire forty-six program. Prior to drawing job specification, however, a one-day meeting was held at which a five-day meeting was presented and the procedure content and format for presentation of the specification documents were decided.

SIWES commenced in 1974 in the aim of making education more relevant to bridge the gap between the theory and the practice of agriculture, engineering, technology and science related discipline in tertiary institutions in Nigeria.

For students in polytechnics and mono-technics and college of education, the duration of SIWES is for 4 months while university undergraduates go for a 6 months duration. Each institution is expected to have a SIWES coordinator who is in charge of all activities that pertains to students industrial training in the institution.

The production of SIWES job specification is without doubt a milestone in the development of academic activities in the national university system. The benefit derivable by the employer, universities and the students alike are immense and will go a long way to move the country forward technologically.

Operators: The ITF, the coordinating agencies (NUC, NCCE, NBTE), the employers of labor and institution.

Funding: The Federal Government of Nigeria

Beneficiaries: Undergraduate students of the following; Agriculture, Engineering, Technology, Environmental, Sciences, Education, Medical sciences and Pure and applied sciences.

1.2 OBJECTIVES OF SIWES

- 1.** It provides students the opportunity to test their interest in a particular career before permanent commitments are made.
- 2.** It provides an avenue for students in tertiary institutions to acquire industrial skills and work experience in their course of study.
- 3.** Makes the transition from school to the world of work easier and enhances students contacts for later job placement.
- 4.** It helps students to develop skills and techniques directly applicable to their careers.

5. It provides students the opportunity to understand informal organizational interrelationships.
6. It helps students develop skills in the application of theory to practical work situations.
7. It increases a student's sense of responsibilities
8. It prepares students to enter into full time employment in their area of specialization upon graduation.
9. It provides students the opportunity to develop attitudes conducive to effective interpersonal relationships.

CHAPTER TWO

DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT

2.1 Background

Ilorin was the first location in Kwara State where broadcasting services were provided by the Kwara State Broadcasting Corporation (also known as "Radio Kwara"). These services began in 1950 as a relay station. In those days, people referred to it as the provincial broadcasting Network. The one quarter kilowatt (kW) medium wave transmitter that was completed at the time could only reach an area within an eight-kilometer radius of Ilorin. However, the Kwara State Broadcasting Corporation as it is now was not one of the beneficial byproducts of the first state to be created in Nigeria. It did not come into existence until the adoption of the Kwara Edict No. 3 of 1979, but it took effect back on April 10th, 1978.

The decree that transferred the federal radio station in Ilorin to the government of the state of Kwara in 1978 allowed the federal government to boost the transmitting capacity of Radio Kwara, which was a service of the Kwara state government. After then, the station emitted two medium-wave signals of 50 kilowatts each at Budo Eko. As a result of this turn of events, the state government gave its stamp of approval to a suggestion made by the corporation to build four imported 10 kW medium wave transmitters in the periphery area of what was then the state of Kwara in order to ensure adequate coverage. The Egba title was bestowed to two of them. One of them was located at Okike, close to Okene (both of which are now in Kogi State), and the other was located at Koro, in New Bussa (which is now in Nigeria Skew). Each of the three stations that had been reserved was eventually built and put into operation.

Between the years 2000 and 2002, efforts were made to resurrect the station. As a result of these efforts, a new tower mast and a 50 kW thorn cast transmitter were installed so that normal broadcast could resume. In spite of the efforts made by the administration of Alhaji Mohammed Lawal, there was still an insufficient amount of transmitter. On the other hand, the government of Dr. Bukola Saraki, who took office in May 2003 and immediately began renovating the station, awarded a contract for the provision of contemporary studio equipment and an additional 50Kw Harris transmission, bringing the total cost to nearly ₦300,000,000.

2.2 Radio Kwara and Its Objectives

Established in 1950 Radio Kwara has a rich history as a leading broadcasting station in florin, Kwara State, Nigeria. The station has evolved over the years, playing a pivotal role in shaping the media landscape within the region.

Mission: Radio Kwara is dedicated to delivering high-quality and culturally relevant programming to its diverse audience. The station's mission is to: Provide accurate and timely information to the community. Promote cultural preservation and understanding through diverse content, facilitate community engagement and dialogue on important societal issues, Serve as a platform for education and entertainment for the people of Kwara State.

Objectives: Radio Kwara's objectives reflect its commitment to the community and the broader goals of media dissemination. Key objectives include:

- **Community Empowerment:** Empower the community through informative and educational programs that address local needs and concerns.
- **Cultural Promotion:** Actively promote and preserve the rich cultural heritage of Kwara State through various programs and initiatives.
- **News and Information:** Disseminate accurate and unbiased news coverage to keep the public informed about local, national, and international events.
- **Entertainment:** Provide a diverse range of entertaining content, including music, talk shows, and cultural programs, catering to the preferences of the audience
- **Community Development:** Contribute to the development of the Kwara community by highlighting issues, proposing solutions, and fostering positive civic engagement, through its mission and objectives, Radio Kwara continues to be a significant force in shaping public discourse, fostering community ties, and contributing to the overall development of Kwara State.

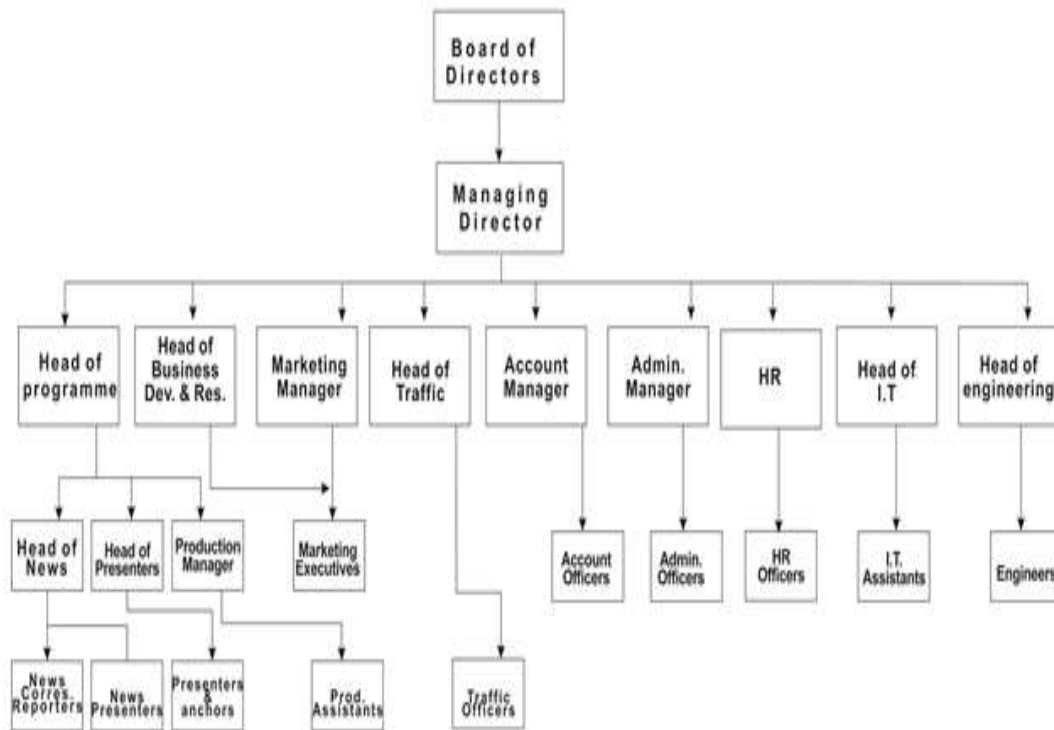
2.3 Departments in Radio Kwara

Structurally, the departments in Radio Kwara are not too different from what is found in other radio stations of its status.

The station department goes as thus:

- **Administration Department:** Manages overall administrative functions Includes administrative staff and office management.
- **Sales and Marketing Department:** Handles advertising and promotional activities involve sales executives and marketing professionals.
- **News and Current Affairs Department:** Responsible for gathering and disseminating news includes reporters, editors, and news anchors.
- **Programs Department:** Plans and schedules radio programs, Comprises program producers, hosts, and content creators.
- **Engineering Department:** Manages technical aspects of broadcasting includes engineers and technicians.
- **Production Department:** Handles the technical aspects of content production, comprises producers, sound engineers, and technicians.

2.4 Organizational Organogram



CHAPTER THREE

ACTIVITIES AND EXPERIENCE GAINED DURING SIWES

3.1 Introduction to the Department I Worked In

During my Student Industrial Work Experience Scheme (SIWES) at Radio Kwara, I had the privilege of working in the News and Current Affairs Department. This department serves as the heartbeat of the station, responsible for gathering, verifying, editing, and broadcasting news and programs to the public. Its role is pivotal in ensuring that Radio Kwara provides accurate, timely, and engaging content that resonates with its diverse audience.

My responsibilities and experiences in this department spanned multiple facets of radio journalism and media production, including newsroom operations, news writing, program presentation, interviewing professionals, and understanding the technical elements of broadcasting. This hands-on exposure enriched my knowledge by connecting theoretical learning to real-world applications, enabling me to work alongside and learn from seasoned broadcasters, journalists, and technical experts.

3.2 Description of Activities and Tasks Carried Out

3.2.1 Newsroom Operations

The newsroom, often described as the nerve center of a radio station, is where news stories are sourced, processed, and transformed into impactful broadcasts. My involvement in newsroom activities included:

- **News Gathering:** Observing and assisting in collecting information from diverse sources such as press releases, correspondents, government agencies, and eyewitness accounts.
- **Verification Process:** Witnessing how editors critically examine facts to ensure credibility, highlighting the importance of accountability in journalism.
- **Managing Deadlines:** Understanding the need for strict time management to meet the fast-paced demands of live radio and ensure timely delivery of content.

This role honed my ability to analyze and prioritize information while cultivating a deep respect for journalistic integrity and the rigorous processes behind credible reporting.

3.2.2 Use of Radio Production Equipment

Professional radio broadcasting requires the effective use of specialized tools, and I was introduced to several key pieces of equipment:

- **Microphone:** Essential for capturing high-quality audio during news reading, interviews, and program presentations. I learned to adjust my voice modulation, tone, and pitch for clarity and engagement.



- **Speaker:** Used to monitor live broadcasts and recorded programs, ensuring consistent sound quality.



- **Console (Mixing Board):** Observing sound engineers taught me how to control audio levels, mix sound sources, and blend background music seamlessly into live shows.



- **Ring Light:** Primarily utilized during video-recorded interviews or digital broadcasts to enhance visual clarity and professionalism.



- **Headset** - Allows the DJ or host to hear program audio and speak "on-air" without needing to hold a microphone.



- **Computers** - Used for digital audio editing, scriptwriting, and managing broadcast software.



- **Transmitter**

The transmitter ensures radio signals reach the audience with clarity and consistency.

- **CD/Media Players** - For playing pre-recorded music, jingles, or other audio content during a program.



3.2.3 Interviewing Professionals and Qualities of a Good Interviewer

Conducting professional interviews is a cornerstone of radio journalism. I was trained in the art of interviewing, focusing on:

- **Preparation:** Conducting thorough research on interviewees and topics to frame meaningful questions.
- **Active Listening:** Engaging with responses and asking follow-up questions to elicit valuable insights.
- **Objectivity:** Avoiding bias and ensuring that personal opinions do not influence the conversation.
- **Clarity:** Phrasing questions concisely to encourage comprehensive yet focused answers.

Through mock interviews and observation, I honed these skills, which are vital for building rapport with interviewees and crafting compelling on-air content.

3.2.4 Report Writing from Interviews

A well-structured news report synthesizes insights from interviews into an accessible format for the audience. I developed expertise in:

- Identifying key points and memorable quotes from interviews.
- Summarizing discussions in a concise and engaging manner.
- Ensuring factual accuracy and objectivity.
- Utilizing the inverted pyramid style, presenting crucial information first, followed by supporting details.

This skill is indispensable in journalism, allowing complex conversations to be presented in a digestible and impactful format.

3.2.5 News Story Writing and Key Properties of a Good News Story

News writing demands precision and creativity. I practiced writing stories that adhered to these essential qualities:

- **Timeliness:** Ensuring relevance by focusing on current events.
- **Accuracy:** Verifying all facts to uphold credibility.

- **Clarity:** Writing in a straightforward manner, accessible to all audiences.
- **Objectivity:** Avoiding bias to deliver balanced information.
- **Relevance:** Highlighting newsworthy issues that matter to the audience.

I authored various types of stories, including breaking news, political updates, and human-interest features, refining my storytelling skills.

3.2.6 News Writing, Commentary, and the Importance of a News Lead

Caption: The gateway to every great story lies in its opening line—it's not just about delivering information, but captivating the audience right from the start.

The **news lead**, the opening line of a story, is the anchor that determines its impact and engagement with the audience. During my training, I delved into various styles of news leads, each with its unique purpose and tone:

- **Summary Lead:** A concise, straightforward overview of the story that delivers the most crucial facts upfront.
- **Anecdotal Lead:** A narrative-driven approach that begins with a short, compelling story to immediately hook the reader.
- **Question Lead:** A method that poses a thought-provoking question to spark curiosity and invite readers or listeners to delve deeper.

Additionally, I studied news commentary, an analytical approach that offers deeper insights into events, enriching the audience's understanding of complex issues.

3.2.7 Program Presentation

Program presentation involves captivating the audience through engaging delivery. I refined my skills in:

- **Voice Control:** Modulating tone and pitch for clarity and impact.
- **Audience Engagement:** Using conversational language to connect personally with listeners.

- **Segment Transitions:** Ensuring smooth transitions between program sections.
- **Time Management:** Balancing content delivery within allocated time slots.

These sessions boosted my on-air confidence, enabling me to handle live broadcasts effectively.

3.2.8 Translating News from English to Yoruba

Translation bridges language gaps, ensuring inclusivity. I learned to:

- Adapt content without altering its original meaning.
- Use culturally appropriate expressions for better clarity.
- Avoid literal, word-for-word translation to preserve intent and context.

3.2.9 Sources of News and News Gathering Techniques

Identifying reliable news sources is essential. I explored:

- **Primary Sources:** Eyewitnesses, official statements, and direct interviews.
- **Secondary Sources:** Newspapers, verified websites, and other media outlets.
- **Social Media:** Monitoring official accounts for verified updates.

This training emphasized the importance of authenticity in news gathering.

3.2.10 Marketing Strategies for Radio Advertisements

Advertisements are the backbone of radio station revenue. I observed how teams create impactful ads by:

- Pinpointing target audiences for tailored messaging.
- Crafting catchy jingles and slogans to ensure memorability.
- Keeping messages concise and compelling for maximum effect.

I also witnessed how sales teams negotiate airtime and present advertising opportunities to potential clients.

3.2.11 Newspaper Review Process

Newspaper reviews are integral to radio programming. I gained experience in:

- Selecting key headlines for on-air discussion.
- Comparing perspectives from various newspapers.
- Analyzing the significance of news stories to provide insights to listeners.

This activity sharpened my analytical and presentation abilities.

3.2.12 Writing News from Sermons

Religious broadcasts appeal to a broad audience. I learned to:

- Identify central themes and key messages in sermons.
- Structure them into clear, unbiased news reports.
- Maintain neutrality to cater to diverse listeners.

This skill allowed me to balance professionalism with sensitivity in religious content creation.

CHAPTER FOUR

SKILLS AND KNOWLEDGE GAINED DURING SIWES

The SIWES offered me an invaluable opportunity to transition from theoretical learning to hands-on application. My time at Radio Kwara was not just a training program—it was a transformative experience that fostered both technical expertise and personal growth. Through a diverse range of activities and responsibilities, I acquired skills that are crucial for effective communication, journalism, and media operations. These competencies have profoundly shaped my professional outlook and equipped me with the tools necessary to excel in the ever-evolving field of media and communication.

4.1 Technical Skills Acquired

4.1.1 News Writing and Reporting

At the heart of journalism lies the ability to craft compelling, accurate, and objective news stories. During my training, I mastered the following:

- **Structuring News Reports:** Leveraging the inverted pyramid style, I prioritized key facts at the beginning, allowing for clear and impactful storytelling.
- **Writing with Clarity:** Developing concise, engaging, and reader-friendly news stories that adhered to journalistic ethics.
- **Fact-Checking:** Applying rigorous techniques to ensure the credibility of sources before publication or broadcast, upholding the station's commitment to integrity.
- **Crafting Attention-Grabbing Leads:** Writing powerful news leads that captured the audience's attention instantly, summarizing the essence of the story.

This skill set is critical in modern journalism, where timeliness, precision, and audience engagement are paramount.

4.1.2 Radio Program Production and Equipment Handling

Radio broadcasting is deeply reliant on seamless technical operations. I gained proficiency in:

- **Studio Equipment Operation:** Mastering the use of **microphones**, **speakers**, **ring lights**, and the **mixing console** to ensure professional-grade audio quality.

- **Audio Mixing and Modulation:** Managing sound clarity, adjusting volume levels, and ensuring balanced audio output for both live and pre-recorded shows.
- **Radio Automation Software:** Learning to queue, edit, and schedule programs effectively, streamlining the station's operational workflow.
- **Live Broadcast Management:** Handling transitions, sound effects, and unforeseen challenges during live programs with poise and technical accuracy.

These skills are invaluable for a career in broadcasting, where precision and technical competence ensure a seamless listener experience.

4.1.3 Interviewing and Professional Communication

Interviews are a cornerstone of journalism and media communication. My training included:

- **Thorough Preparation:** Researching interviewees and subjects to craft insightful, tailored questions.
- **Active Listening:** Engaging with responses in real time, allowing for meaningful follow-up questions.
- **Neutral and Professional Delivery:** Maintaining an unbiased approach to ensure interviews were informative and balanced.
- **Adapting Interview Styles:** Conducting both structured (formal) and unstructured (conversational) interviews to suit varying contexts.

These skills are crucial for effective information gathering, public relations, and stakeholder engagement.

4.1.4 News Translation from English to Yoruba

Translation in media is an art that demands both linguistic proficiency and cultural sensitivity. I became skilled in:

- **Contextual Adaptation:** Translating English news stories into Yoruba while preserving meaning and intent.
- **Cultural Appropriateness:** Using audience-relevant vocabulary and idiomatic expressions to enhance relatability.

- **Avoiding Literal Translations:** Ensuring translations conveyed the essence of the original text without distortion.

This skill is essential in reaching a multilingual audience, fostering inclusivity, and enhancing the station's reach.

4.1.5 Radio Presentation and Voice Training

Effective radio presentation combines clarity, confidence, and charisma. I honed my abilities in:

- **Voice Modulation:** Adjusting pitch, tone, and pace for diverse program types, maintaining listener engagement.
- **Conversational Delivery:** Connecting with audiences by adopting a relatable and friendly style of communication.
- **Time Management:** Ensuring program elements adhered to strict schedules, avoiding overruns or delays.
- **Live Broadcast Navigation:** Handling unexpected situations, such as technical glitches, with professionalism and ease.

This skill underpins successful broadcasting, enabling presenters to build lasting connections with their audience.

4.1.6 News Commentary and Newspaper Review

Critically analyzing current events requires both insight and objectivity. I developed the ability to:

- **Interpret Complex News:** Breaking down stories to highlight their significance and implications for the public.
- **Compare Perspectives:** Evaluating coverage from multiple sources to provide balanced, nuanced commentary.
- **Deliver Engaging Reviews:** Presenting key headlines concisely, ensuring clarity and relevance.

This skill prepares me for roles in editorial writing, opinion columns, and political analysis.

4.1.7 Marketing Strategies for Radio Advertising

Radio's financial sustainability depends on effective advertising. My training involved:

- **Crafting Targeted Campaigns:** Creating persuasive ads tailored to specific listener demographics.
- **Pricing Models:** Understanding airtime valuation and sponsorship frameworks.
- **Negotiating Advertisements:** Observing sales pitches and learning how to attract advertisers through value-driven strategies.

This knowledge is vital for professionals in media sales, advertising, and marketing.

4.2 Soft Skills Developed

4.2.1 Communication Skills

Clear and effective communication is the bedrock of broadcasting and journalism. I improved my ability to:

- Speak confidently and fluently during live presentations.
- Write concisely, ensuring news and reports were engaging and easy to understand.
- Adapt messaging to resonate with diverse audiences, enhancing engagement.

4.2.2 Time Management and Multitasking

The high-paced nature of radio demands efficiency and agility. I mastered:

- Prioritizing tasks to meet tight deadlines for news gathering and production.
- Managing simultaneous responsibilities, such as coordinating with reporters while editing scripts.
- Ensuring smooth program execution under time constraints.

4.2.3 Teamwork and Collaboration

Broadcasting thrives on synergy. I developed:

- Strong interpersonal skills for coordinating with team members across departments.
- Conflict resolution strategies to maintain harmony and focus on shared goals.
- The ability to collaborate under pressure, meeting deadlines without sacrificing quality.

4.2.4 Problem-Solving and Adaptability

Unforeseen challenges are a reality in live media. I excelled at:

- Resolving technical issues promptly during broadcasts.
- Adapting content to breaking news situations with composure.

- Thinking critically to maintain program flow despite disruptions.

4.2.5 Professionalism and Ethical Journalism

Ethical practices are non-negotiable in journalism. My training emphasized:

- Upholding accuracy and fairness in all reporting.
- Respecting confidentiality and adhering to media regulations.
- Avoiding bias, sensationalism, and misinformation to maintain credibility.

4.3 Relevance of the Training to My Career Development

The practical experience gained during my SIWES at Radio Kwara has laid a solid foundation for my professional aspirations. The combination of technical expertise and soft skills positions me for success in roles such as:

- **Broadcast Journalist:** Contributing to radio, TV, and online platforms.
- **Media and Communications Specialist:** Engaging in public relations, advertising, and corporate communication.
- **News Analyst or Editorial Writer:** Offering informed perspectives in newspapers and blogs.
- **Content Creator and Marketer:** Crafting compelling narratives for branding and media campaigns.

Additionally, the ability to adapt to diverse roles has expanded my career opportunities, making me a versatile and resilient professional ready to thrive in any communication-oriented field.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Experience

The **Student Industrial Work Experience Scheme (SIWES)** at *Radio Kwara* provided me with an invaluable opportunity to transition from theoretical learning to practical application in the media industry. It bridged the gap between classroom knowledge and real-world experience, allowing me to immerse myself in various facets of broadcasting and journalism.

Throughout the training, I was actively involved in activities such as news writing, radio program production, interview techniques, live broadcasting, news translation, radio marketing strategies, and newsroom operations. I gained hands-on experience with critical broadcasting equipment, including microphones, speakers, mixing consoles, and ring lights, all of which are pivotal to radio production.

Moreover, I developed strong analytical skills through tasks such as news commentary, newspaper reviews, and report writing, which equipped me with the ability to present news effectively. Beyond technical proficiency, this experience enhanced my soft skills, such as communication, teamwork, time management, adaptability, problem-solving, and ethical journalism practices. These competencies have boosted my confidence and professional competence, laying a robust foundation for a thriving career in broadcast journalism, media, and communications.

5.2 Impact of SIWES on My Career Development

The knowledge and skills I acquired during my SIWES training at *Radio Kwara* have had a profound impact on my career aspirations and professional growth. Some of the key takeaways include:

1. **Improved Technical Proficiency:** I now possess practical experience in radio production and broadcasting, which gives me an edge in media-related career opportunities.
2. **Strengthened Communication Skills:** My ability to write, present, and translate news has been significantly refined, making me a more effective and articulate communicator.

3. **Enhanced Professionalism:** Exposure to ethical journalism, marketing strategies, and newsroom operations has prepared me to meet industry standards and expectations.
4. **Insight into the Media Industry:** Working in a professional newsroom environment provided me with firsthand experience of journalism, radio programming, and audience engagement.
5. **Broadened Career Prospects:** The versatile skills I acquired are transferable to multiple industries, including public relations, advertising, content creation, corporate communication, and broadcasting.

This training has not only equipped me with the necessary skills but also clarified my career direction, strengthening my resolve to excel in the media and communication industry.

5.3 Conclusion

In conclusion, my SIWES experience at Radio Kwara was a transformative journey that provided me with essential journalistic, technical, and professional skills. The hands-on training in news writing, interviewing, radio program production, and marketing strategies significantly enriched my competencies in the media field.

The exposure to real-world broadcasting operations allowed me to develop a deeper appreciation for the intricacies of the media industry and its role in shaping public opinion. Furthermore, the soft skills I cultivated—such as communication, teamwork, and adaptability—have fortified my ability to excel in dynamic professional environments.

While the SIWES program is already a commendable initiative, I believe its effectiveness can be further enhanced through focused improvements in practical training, access to modern equipment, structured mentorship, and broader industry exposure. This industrial training has prepared me for future professional challenges and career opportunities, making it a highly rewarding and valuable experience.

5.4 Recommendations

Based on my experience, I propose the following recommendations to enhance the effectiveness of the SIWES program for future participants:

1. **Provision of More Hands-On Training**

- Increase the emphasis on practical sessions to help students master skills such as live broadcasting and radio automation software usage.
- Provide additional opportunities for students to gain proficiency in editing and production using industry-standard tools.

2. **Upgraded Equipment and Technology Access**

- Media houses should invest in modern broadcasting equipment and ensure students have access to current technologies and tools used in professional settings.
- Grant students access to recording studios and editing suites for enhanced technical competence.

3. **Structured Mentorship and Guidance**

- Assign dedicated mentors or supervisors to guide SIWES participants effectively.
- Conduct regular **feedback and evaluation sessions** to monitor students' progress and address any challenges.

4. **Extended SIWES Duration for Media and Journalism Students**

- The current duration of SIWES may not be sufficient for students to fully explore all facets of radio broadcasting and journalism.
- Extending the training period or allowing optional internship extensions could offer a more comprehensive learning experience.

5. **Integration of Industry Visits and Workshops**

- Organize **industry visits** to other radio and television stations to expose students to diverse media environments.
- Host **workshops and training sessions** led by industry professionals to deepen students' understanding of the field.