



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

UNDERTAKEN AT

SOBI 101.9 FM

BY

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DEDICATION

I dedicate this Student Industrial Work Experience Scheme (SIWES) training report to Almighty God for his protection and who endowed me with knowledge, wisdom and understanding throughout my industrial training. Also dedicate this piece of work to my parent.

ACKNOWLEDGEMENT

All thanks to my beloved parent, my departmental HOD, lecturers and staff of Mass Communication Department, Sobi 101.9 FM's teams, my SIWES trainers, Supervisors and colleagues for their financial and moral support.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

SIWES (Student Industrial Work Experience Scheme) was introduced in Nigeria in 1973 by the National Board for Technical Education (NBTE). Its primary aim is to provide students in Nigerian higher institutions with practical work experience in their field of study. SIWES was designed to bridge the gap between academic knowledge and practical skills, helping students acquire the necessary skills to enhance their employability upon graduation.

Initially, it was intended for students in technical and vocational courses, but over time, it expanded to include students in various fields of study such as engineering, sciences, and social sciences. SIWES is a mandatory program for students in polytechnics, universities, and colleges of education, and it is typically carried out in industries, government establishments, and private organizations.

During the program, students are expected to gain hands-on experience in their chosen profession, interact with industry experts, and improve their practical knowledge, thus making them more competitive in the job market. The scheme is coordinated by both the institutions and the industrial establishments, and students are usually required to submit reports and evaluations based on their experiences.

1.2 OBJECTIVES

The main objectives of the Student Industrial Work Experience Scheme (SIWES) are:

1. **To expose students to real-world work environments:** SIWES aims to provide students with practical experience in their chosen field of study, complementing theoretical knowledge acquired in the classroom.

2. **To develop students' technical and professional skills:** By working in industries, students are able to hone their technical abilities, adapt to industry standards, and gain relevant job-related skills.
3. **To prepare students for the labor market:** The program helps students acquire the practical skills and experience needed to be more competitive and employable after graduation.
4. **To enhance students' understanding of their course of study:** Through hands-on experience, students are able to better understand how their academic studies are applied in real-world scenarios.
5. **To foster collaboration between institutions and industries:** SIWES serves as a platform for partnerships between academic institutions and industries, facilitating knowledge exchange and helping to improve the educational curriculum based on industry needs.
6. **To improve students' attitude to work and increase their productivity:** The program encourages professionalism, time management, and work ethics, ultimately leading to a well-rounded and disciplined workforce.
7. **To contribute to national development:** By equipping students with the skills necessary for industrial and professional advancement, SIWES contributes to the overall growth and development of the nation's economy.

CHAPTER TWO

DESCRIPTION OF THE ESTABLISHMENT OF ATTACHMENT

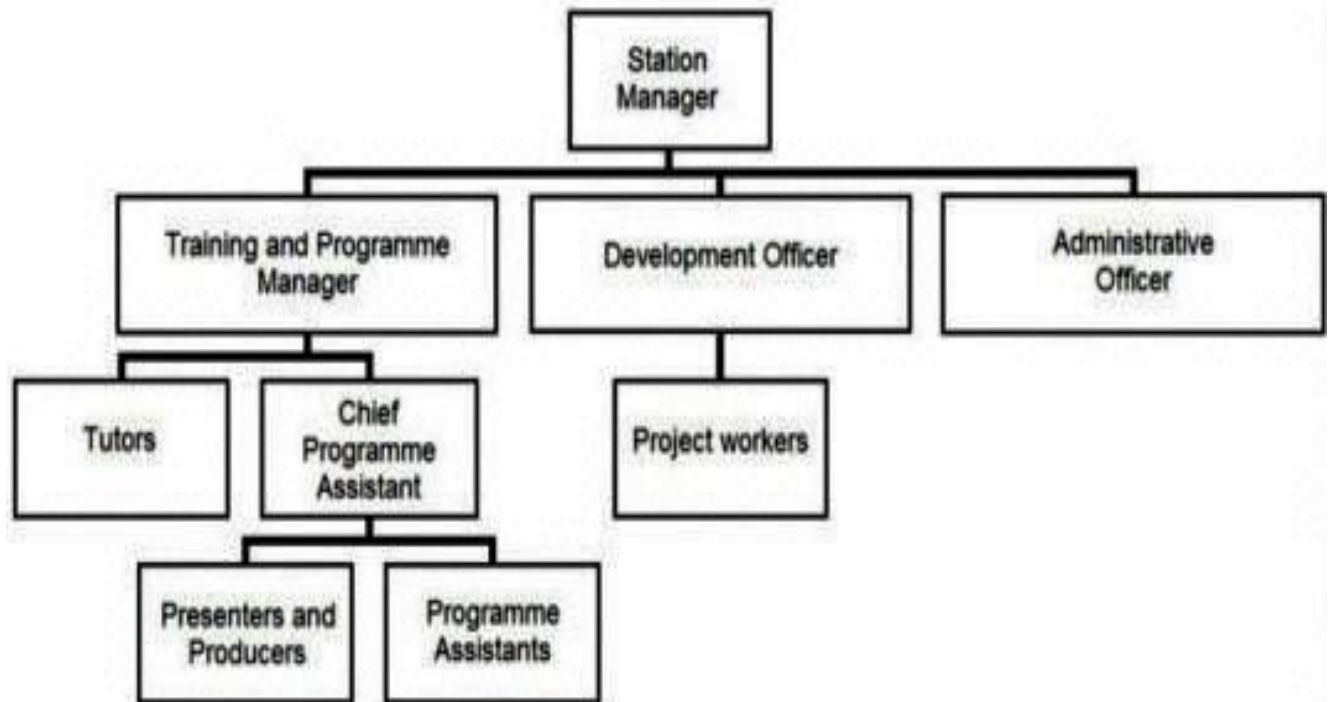
2.1 LOCATION AND BRIEF HISTORY OF SOBI FM, 101.9 ILORIN

Sobi 101.9 FM Ilorin is an indigenous radio station, based in Ilorin, the capital city of Kwara State, in the North Central region of Nigeria. Its ownership/management structure is a purely Nigerian affair. Our contents are Pan-Nigerian, with a Corporate Content Direction (CCD) being “Engendering Social Rebirth among the Youths”.

It was established in July 2010; and between that time and now, it has won many awards, such as the Nigeria Media Nite-Out – 2019 and 2021; YOMAF Best Radio Station of the year, 2018.

ORGANIZATIONAL CHART (ORGANOGRAM)

Like all other frequency modulated station Sobi FM is headed by general manager who direct and regulates the activities of the seven departments that make up the station each department which includes news department programs department marketing all as its head.



2.3 OVERVIEW OF VARIOUSLY DEPARTMENTS

Administrative Department:

The administration office handles the general administration of the stations human and material assets, enrollment measures composing report preparing discipline and understanding execution of approaches corporate undertaking staff government assistance and modern relation it is going by the manager administration that is dependable to general manager.

Engineering Department

The engineering division is boarding with the upkeep of gear vehicles structures and the preference. The division is presently added by a chief technical official who is mindful to the general manager

Finance Department

It gets all earnings because of the station and makes approved installment and consumption. it is going by the chief accountant mindful to the general manager.

Marketing Department

Elements of the showcasing office incorporate upgrading income age, guarantees sponsorship of significant project and discovering publicist view of project and administrations the the division is going by the marketing manager capable to the general manager

News and Current Affairs

The news division is liable for the creation of useful educative and engaging news and news program sought after inside the system even handed and adjusted revealing of issues and occasions headed by manager news and current affairs which capable to general manager

Program Department

The programs division design and executes through standard booking and endorsed program strategy produce nearby projects and communicate suitable network programs The division is headed by a manager program mindful to the general manager.

CHAPTER THREE

3.0 DESCRIPTION OF WORK DONE

3.1 BROADCASTING

Broadcasting is the distribution of audio and video content to a large audience through radio, television, and other media. It's a one-to-many model that uses the electromagnetic spectrum to transmit signals.

3.1.1 HISTORY OF BROADCASTING

- Broadcasting began with AM radio in the early 1900s
- Television broadcasting began in the 1930s
- Cable television became available in the 1950s
- Satellites began to be used for broadcasting in the 1960s

3.1.2 TYPES OF BROADCASTING

- Radio Broadcasting: Transmits audio through radio waves Includes AM, FM, and satellite channels
- Television Broadcasting: Includes terrestrial television, closed-circuit television, outside broadcasting, and direct broadcast satellite (DBS)
- Digital Broadcasting: Distributes audiovisual content through the airwaves or cables, Includes satellite and network transmissions
- Internet Broadcasting/Satellite Broadcasting: Uses a satellite orbiting the Earth to send television signals to viewers. Satellite radio has been the fastest growing sector
- Internet-based Broadcasting: Includes internet-based television and radio
- Public Broadcasting: Provides programs that cater to a wide range of tastes and interests within a society
- Telephone Broadcasting: A more specific type of electronic mass communication developed with the expansion of telephone line networks

3.2 DIGITAL MEDIA

Digital Media encompasses any content created and distributed using electronic devices and technology, including websites, social media, videos, podcasts, and more.

Digital media refers to content that is created and distributed through digital channels, such as the internet and computer networks.

3.2.1 EXAMPLES:

- This includes a wide range of formats, including:
- Text-based: Websites, blogs, emails, social media posts
- Audio: Podcasts, streaming music, audiobooks
- Video: Streaming videos, online movies, YouTube videos
- Visual: Images, graphics, animations, interactive content
- Interactive: Games, simulations, virtual reality experiences

3.2.2 HOW IT'S CREATED AND DISTRIBUTED

Creators use electronic devices and technology to design, update, and transmit digital media.

3.2.3 IMPORTANCE

Digital media is a powerful tool for communication, entertainment, education, and commerce.

- **Ubiquity:** Digital media is pervasive in modern life, with people consuming and sharing information online constantly.
- **Accessibility:** Digital media allows for easy access to information and communication from anywhere in the world.
- **Engagement:** Digital media can be highly interactive and engaging, fostering a sense of community and connection.
- **Business Applications:** Businesses use digital media for marketing, advertising, customer service, and e-commerce.
- **Educational Opportunities:** Digital media provides access to a vast array of educational resources and learning materials.

3.3 PRESS CONFERENCE

A press conference, also called news conference or press briefing, is a media event in which notable individuals or organizations invite journalists to hear them speak and ask questions. Press conferences are often held by politicians, corporations, non-governmental organizations, and organizers for newsworthy events.



Picture of a press conference

In a press conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

A media event at which no statements are made, and no questions allowed, is called a photo op. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament to the senate, via media availability.

American [television](#) stations and networks especially value press conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage.

News conferences are often held by [politicians](#); by sports teams; by celebrities or film studios; by commercial organizations to promote products; by [attorneys](#) to promote [lawsuits](#); and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold press conferences reluctantly in order to avoid dealing with reporters individually.

A press conference is often announced by sending an advisory or [news release](#) to [assignment editors](#), preferably well in advance. Sometimes they are held spontaneously when several reporters gather around a newsmaker.

News conferences can be held just about anywhere, in settings as formal as the [White House](#) room set aside for the purpose or as informal as the street in front of a crime scene. Hotel conference rooms and courthouses are often used for press conferences. Sometimes such gatherings are recorded for press use and later released on an [interview disc](#).

3.3.1 MEDIA DAY

Media day is a special press conference event where rather than holding a conference after an event to field questions about the event that has recently transpired, a conference is held for the sole purpose of making newsmakers available to the media for general questions and photographs often before an event or series of events (such as an athletic season) occur. In athletics, teams and leagues host media days prior to the season and may host them prior to special events during the season like all-star games and championship games.

CHAPTER FOUR

4.1 NEWS

News is a report of recent events or information that is new or previously unknown. It can also refer to a person or thing that is widely reported in the media.

4.1.1 EXAMPLES OF NEWS

- ❖ A report of a current event in a newspaper, television, radio, or on the internet
- ❖ Information about something that has just happened or will happen soon
- ❖ A person, fashion, or event that is widely reported in the mass media

4.1.2 NEWS IN A SENTENCE

- "I've got news for you"
- "It's news to me"
- "We just heard the good news – congratulations on your engagement!"

4. NEWS AND MEDIA

News is often presented in the mass media, such as in newspapers, television, and radio. News reports are often structured using the Inverted Pyramid.

NEWS AND UNCERTAINTY

News is often presented in the present or immediate past, even if the most important aspects of a news story occurred long in the past.

4.2 SOURCES OF NEWS

News can come from many sources, including television, radio, newspapers, magazines, and the internet.

4.2.1 NEWS SOURCES

Newspapers and magazines: Publications that are published periodically and contain news and informative articles

- ✓ Television and radio: Media that broadcast news

- ✓ News agencies: Organizations that gather news from around the world, such as Agence France-Presse (AFP) and Reuters
- ✓ Friends and family: People who share information they have heard
- ✓ Primary sources: People who are at the center of an event or issue, such as witnesses, survivors, or union leaders
- ✓ Official records: Records kept by the government or businesses
- ✓ Organizations and corporations: Businesses that may be involved in news events

4.2.2 NEWS GATHERING

Reporters develop and cultivate sources, especially if they cover a specific topic. They are encouraged to be skeptical and use multiple sources, especially when reporting on controversy.

4.2.3 NEWS VALUE

Newsworthy stories often have impact, proximity, timeliness, prominence, conflict, human interest, or novelty.

4.3 JINGLE

A jingle is a short, catchy and memorable musical tune or slogan, often used in advertising, to promote a product, brand or service.

4.3.1 HOW TO WRITE AN EFFECTIVE JINGLE:

- ❖ **Get to know your client:** Once you get a client, try to find out who they are and who they're trying to reach. Ask them, what are some of your strengths? What makes you different from the competition? If they have a slogan, you will want to emphasize it in the lyrics.
- ❖ **Anticipate your audience:** You have to develop a sense of who is going to hear the ad. The musical taste and worldview of a Midwesterner are likely going to be different from those of the people in Buffalo or San Diego.
- ❖ **Make your own music:** Don't use songs by popular artists, and you're not making a song to go on the hit parade. You're making a piece of marketing music to make people want to know more about that business. You have to do that yourself.
- ❖ **Be evocative:** Everything that you buy, whether it's a pack of gum or a ticket for a cruise, always comes down to emotion. Words and music are nothing but color and emotion and

feeling. If you're dealing with a motorcycle dealer, they're selling power and sex and wind and noise and freedom, and you want to call up those feelings in a listener.

- ❖ **Give it time:** Often you may have a client who worries that the spot has been playing for three weeks and their phone hasn't rung. In this attention-deficit world, you have to let things build. It takes time for marketing music to penetrate in the midst of so much competition

SOME EQUIPMENTS USE IN RADIO STATION



Monitor Headphone



Studio MIC



Microphone Stands



Compressor Limiter



4 Channel Mixer



Monitor Speaker



Antenna



FM Transmitter



Cable

1 x Monitor Headphone	1 x Studio MIC	1 x microphone stands
1 x Compressor Limiter	1 x 4 channel mixer	2 x Monitor speaker
1 x FM Antenna	1 x FM Transmitter	30m 1/2" feeder cable

CHAPTER FIVE

SUMMARY, CONCLUSION & RECOMMENDATION

5.1 SUMMARY OF ATTACHMENT

With regards to the 16 weeks industrial training undergone, I can strongly attest to the fact that the Student Industrial Work Experiences Scheme are highly important program for all students, this training has exposed me to skills I needs to utilize and apply in my field to break the gap between theory and practical aspects and has also given me a sense of full practical and market strategies to use in this filed. The training has made me a better entrepreneur as I now adopt what have learnt in this Students Industrial Work Experience Scheme. I am proud of my feet now than I was before knowing fully well on what to do in order to solve some of the nation's problem in terms of employment opportunity. We are problem solver of the nation.

My experience at Austineanneadex Information Technology has brought me up and unveiled the inner me into being a problem solver. My experience was indeed worthwhile through the help of the intern and staffs I worked with.

5.2 PROBLEMS ENCOUNTERED DURING THE PROGRAM

The success of my training is undisputed, but it was not devoid of rough edges. Some of the challenges include:

1. Some of my colleagues there in the organization are not ready to learn and so whenever the supervisor senses an atmosphere of unseriousness the entire students under his supervision will be dealt with and this was a great burden upon me.
2. The issue of expensive transportation. The cost of transport fee from my house to my place of assignment is too high

5.3 RECOMMENDATION/SUGGESTION FOR THE IMPROVEMENT OF THE SCHEME

- Interns should be allowed to undergo full practical after they have been trained and properly tested
- Students undertaking internship should understand the importance of the training and not joke about it. They should use this opportunity to be hardworking and enterprising.
- Stipends should be added to help interns on daily expenses.
- Regular supervision should be carried out by the SIWES's supervisors for proper monitoring of the student