



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

UNDERTAKEN AT



**NATIONAL MOONLIGHT NEWSPAPER
Alimi Close, Off Ahman Pategi Road GRA, Ilorin,
Kwara State**

BY:

**OKUNWA DAMILOLA
ND/23/MAC/PT/0068**

SUBMITTED TO:

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DEDICATION

I dedicate this student industrial work experience scheme (SIWES) report to Almighty God for His power and grace towards the completion of the SIWES programme

ACKNOWLEDGEMENT

My acknowledgement goes to Almighty God, my parents, Kwara State Polytechnic Ilorin, My supervisor at National Moonlight Newspaper and to my friends.

REPORT OVERVIEW

This is an industrial attachment report for the Students' Industrial Work Experience (SIWES) programme carried out at National Moonlight Newspaper, Alimi Close, Off Ahman Pategi Road, GRA, Ilorin, Kwara State within the period of three months from August, 2024 to November, 2024.

The report comprises the background of SIWES, the description of the organization, its aims and objectives, the experiences gained as an industrial training student and the summary, conclusions and recommendations.

It has a total of 5 chapters with sub-chapters. It also has the preliminary pages, such as the title page, report overview and table of contents and recommendations on the improvement of scheme.

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CHAPTER ONE

1.1 INTRODUCTION/MEANING OF SIWES

The student Industrial work Experience Scheme (SIWES) is an appreciable skills training which is included as part of the minimum academic standard in Nigeria tertiary institution. The scheme is a participatory program involving Universities, Polytechnics and technical colleges for students of various institutions in Nigeria. It is run jointly by the Industrial Training Fund (I.T.F).

1.2 HISTORY OF SIWES.

Students Industrial Work Experience Scheme was initiated by the Industrial Training Fund (I.T.F) in 1973 so as to complement the theoretical knowledge acquired in higher institutions with practical experience. It is coordinated by I.T.F and N.U.C and is under the umbrella of the Ministry of Education. It gives a unique opportunity to student to be introduced to the industrial environment and obtain the technical knowledge while studying

It was established as a result of realization by the Federal Government in 1971, of the need to introduce a new dimension to the qualify and standard of education detained in the country in order to achieve the much needed technology advancement, because it has been shown that a correlation exist in a country level of economic, technological development and its level of investment in manpower.

It is funded by the Federal Government of Nigeria and operated by I.T.F and coordinated agency are (NUC, NCCE, NBTF) Employees of labours and the institution.

1.3 AIMS AND OBJECTIVES OF SIWES

1. To provide students with industrial skills and needed experience while the course of study.
2. To create conditions and circumstances, this can be as close as possible to the actual work flow.
3. To prepare specialists who will be ready for any working situations immediately after graduation.
4. To make student gets the experience on the equipment that may not be available within the walls of an educational institution.
5. To give students the ability to try and apply the given knowledge.

The objectives of SIWES programme are all about strengthening future employees. Such program is successful attempt to help students to understand the underlying principles of their future work. After passing the programs, the students can concentrate on the really necessary factors of his or her work.

CHAPTER TWO

DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT

LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

National Moonlight Newspaper was established on 14th of March 2014, founded by Alhaji Sulyman Toyin Olokoba as Publisher/Editor-In-Chief. According to the edict, it shall be the duty of the corporation to disseminate the knowledge and to encourage interests in the state and to give guidance to the public upon any matter of public interest. By this singular directive and as spelt out in succeeding paragraphs of the edict, the corporation was to publish newspapers and periodicals, carry out all the function common to a newspaper organization, including the promotion, the encouragement and the stimulation in the study of journalism. One other thing the edict directed the corporation to do, which makes it clearly too similar in other states of the federation, was that it shall encourage, by competing or otherwise the composition of music and literature of all kinds and, alongside shall maintain depots for distribution of periods on the literature books.

Several years of experience had shown the need, the status to organize some form of publicity for its work and progress and it had become clear, for go to corporation was established, that no other could care for the business of spreading information and education in the state better than the state itself indeed, experience has shown that a great deal is of the work of development, which had been carried out in the state and according to the tastes, dictates and desires of the people, had been treated like a candle put under the bushel would give publicity to the art and culture of the people of Kwara state, and according to the edict, carry report of outstanding and general interest as well as informed criticism and features.

Saliu, suggesting that the standard of the maiden issues was maintained the newspaper would in no time establish itself as a leader among others. The effort continues to be made and the staff and management of the corporations have accepted the challenges in cheerful spirits which will people the establishment towards the ideal.

The brief story of the National Moonlight word on marble of course, be incomplete without mentioning on the platform of the noble man who sees reasons to establish a concrete and unbiased print house which serves the interest of the masses.

NOTE: The newspaper generally known as free tabloid, for this reason, it represents the interest of the masses and it now located at Alimi Close, Off Ahman Pategi Road, GRA, Ilorin, Kwara State, Nigeria as at (2021).

OBJECTIVES AND CORE VALUES OF THE ESTABLISHMENT

The core value of the newspapers' establishment is to give the news impartially, without fear or favor (Adolph Ochs, 1858-1935).

The objectives and core values of the National Moonlight are as follows:

- ✓ Impartiality means reporting, editing, and delivering the news honestly, fairly,

objectively and without personal opinion or bias.

- ✓ Credibility is the greatest asset of any news medium, and impartiality is the greatest source of credibility.
- ✓ To provide the most complete report, a news organization must not just cover the news, but uncover it. It must follow the story wherever it leads, regardless of any preconceived ideas on what might be most newsworthy.

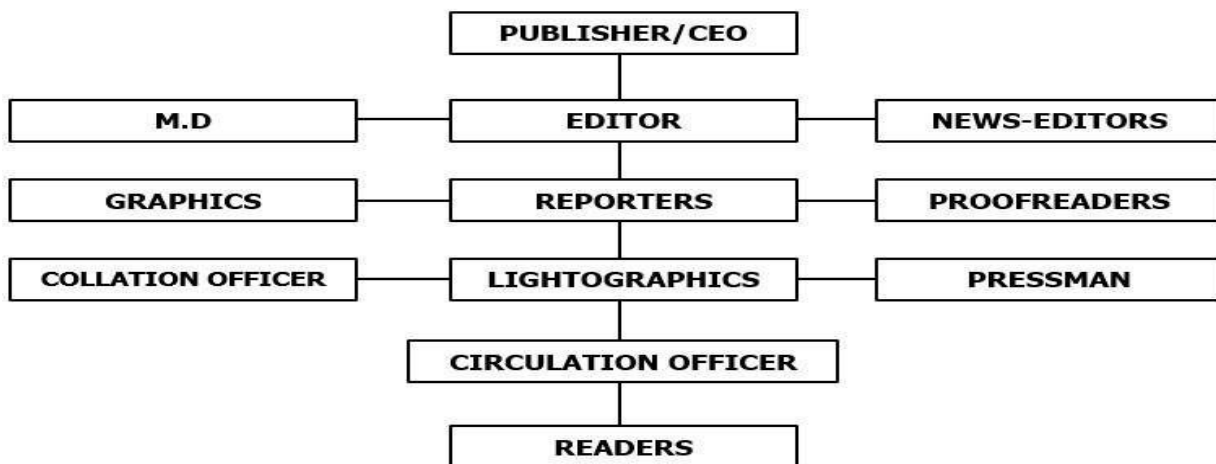
The pursuit of truth is a noble goal of journalism. But the truth is not always apparent or known immediately. Journalists' role is therefore not to determine what they believe at that time to be the truth and reveal only that to their readers, but rather to report as completely and impartially as possible all variable facts so that readers can, based on their own knowledge and experience, determine what they believe to be the truth.

When a newspaper delivers both news and opinions, the impartiality and credibility of the news organization can be questioned. To minimize this as much as possible there needs to be a sharp and clear distinction between news and opinion, both to those providing and consuming the news.

ORGANIZATIONAL STRUCTURE OF ESTABLISHMENT

ORGANIZATIONAL STRUCTURE

OF



OTHERS: Secretary | Accountant | Receptionist | Drivers | Cleaners | Gateman

THE VARIOUS DEPARTMENTS AND UNITS

EDITORIAL DEPARTMENT

The editorial department forms the backbone of any newspaper organization. As the name implies, this department is the one responsible for content creation in any newspaper establishment. The main responsibilities of this department is the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that have been selected for publication and then laying them out for print. Following chart represents the hierarchy of the department followed by a

brief description of the functions performed by various staff members.

Publisher: The publisher is responsible for all of the operations of the newspaper, both editorial and business. The main job of the publisher is to see that the newspaper remains financially healthy.

Editor: The editor is responsible for all of the editorial content of the newspaper and for the budgets and money spent by the editorial side of the newspaper. Often in smaller papers, the publisher and editor is the same person.

Editorial Page Editor: The editorial page editor is responsible for the editorial page and the "op-ed" page of the newspaper. These pages are where the newspaper's editorials are printed as well as letters to the editor, columns by syndicated columnists and guest columns by local people.

Managing Editor: This is the person who is in charge of the day-to-day production of the newspaper.

City Editor: The city editor -sometimes called the metro editor -is in charge of the news coverage of the area in which the newspaper is located. The city editor usually has the largest staff and assigns tasks to most of the local news reporters.

News Reporter: A news reporter gathers information about news stories in the local area. There are generally two kinds of reporters: i) a beat reporter, and ii) a general assignment reporter.

A Beat Reporter: covers the same subject or location all the time. The subject is generally of interest to the reporter. Various beats include legal reporting, parliamentary reporting, political reporting, etc. A general assignment reporter, on the other hand, covers any story assigned by the city editor or assistant city editor.

Chief Copy Editor: The chief copy editor is in charge of the newspaper's copy desk. The people on the copy desk read news stories (and sometimes stories from other sections) to make sure they are written according to the newspaper's standards. The chief copy editor makes final decisions about the copy and is in charge of the stalling of the desk.

Copy Editor: A copy editor is specially trained to read the stories that others have written and make sure they conform with the rules of grammar and style. A copy editor also writes headlines and performs other duties that help produce the newspaper every day.

Photo Editor: A photo editor is not a photographer, although it is often the case that the photo editor is a former photographer. This editor assigns photographers and helps select the photos that the newspaper prints.

Graphics Editor: The graphics editor is the head of the graphics department, sometimes called the "art department." This editor is in charge of all of the graphics and illustrations produced for the newspaper.

Graphics Reporter: A graphics reporter researches and designs informational graphics that support news stories the paper. A graphics reporter is an expert in graphic forms and also must be able to local information that can be used to build graphics.

ADVERTISEMENT DEPARTMENT

As an integral mass media vehicle, newspapers are vehicles of advertising meant to appeal to their readers. As such, the advertising department is the one which is critical because it gets in the revenue necessary to sustain the newspaper. Getting in revenue

through advertising for the newspaper happens through various means. There can be several sections in this department one to look after local advertising, one for classified ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy and so on. For example, there is a complete sales team in place, whose job it is to push the newspaper as an advertising vehicle of choice to advertising and media buying agencies acting on behalf of clients, as well as clients.

The Advertising department will accept and process orders from advertisers, to book space in the newspapers, as well as create ads, give agencies statistics and information about the circulation and readership of the newspaper as well, as well as work with the editorial teams to create space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers or help clients place their products with a coordinated editorial write up.

PRINTING/PRODUCTION DEPARTMENT

This is another department in a newspaper establishment whose name simply tells people the job that they perform. This department is responsible for the printing of the newspapers. The department is in charge of everything that has to do with the production and printing of the papers, which includes, transforming journalists' stories into type and maintaining the printing machines.

ADMINISTRATIVE DEPARTMENT

This department is responsible for the general administration of the entire establishment. The department is in charge of certain very important duties such as planning, organizing and staffing. Thus, the department basically looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department the administrative department also handles the work pertaining to legal matters. Otherwise there is a separate department for the legal aspects.

STORES DEPARTMENT

This is a department that has one sole responsibility which is to properly store newsprint and all the raw materials used for printing. They also store all other materials that are used in the establishment.

INFORMATION TECHNOLOGY DEPARTMENT

This department is in charge of protecting, maintaining, and improving the technical equipment associated with running a media outlet. Engineers/technicians spend some of their time on preventive maintenance and trying to keep equipment from breaking and much more of their time fixing equipment that has already broken. This last job is especially important, considering that the high cost of new technology makes it difficult to replace equipment. Like the production/printing department, this department is not a part of the news department but still plays an important part in the newscast.

CHAPTER THREE

ACTUAL WORK DONE WITH EXPERIENCE GAINED

During my Students Industrial Working Experience Scheme (SIWES) at the National Moonlight Newspaper, we were able to learn and gain a lot of industrial and organizational experience as goes:

GATHERING OF NEWS

Recognize the most commonly used methods of gathering news.

The four most commonly used methods in news gathering used by journalists are observation, telephone conversations, research and interviews.

OBSERVATION

Observation consists of your actually seeing an event take place and then reporting what you have seen in the form of a news story. The difference between a good story and a poor one is often in the skill of the observer. Skilled observers use their eyes, ears, mind, notebooks and tape recorders. They make sure they get the concrete facts, specific figures and accurate information. They look for the colorful, the dramatic or the unusual in any situation.

Skilled observers always try to get more information than they actually need. They know it is easier to discard excess material than to retrace their steps after the story is cold. Developing your powers of observation can come only through experience. You cannot become a skilled observer by simply reading a book. The key to becoming a good observer is to look for more than you see on the surface.

TELEPHONE CONVERSATIONS

The telephone plays an important role in your daily work as a journalist. It saves you time, legwork and it often enables you to reach people who are ordinarily too busy to see you in person.

Telephone conversations may range from full-scale interviews to brief queries to verify or amplify information. But regardless of how often you use this method of news gathering, you should keep the following points in mind:

- Know what information you want before you dial. Keep your pencil and paper handy. Do not call someone and then ask that person to wait while you look for writing materials.
- Speak politely indistinct, well-modulated tones.
- Be cheerful and businesslike.
- Make sure you get your facts straight. Ask the other person to repeat figures or spell out names.
- Avoid three-way conversations among yourself, the person on the telephone and somebody else in your office.
- Recheck your information by reading it back to the person who has given it to you.
- Record the conversation using a "telephone pick-up" (a device that attaches to the

telephone receiver and plugs into the microphone jack of the cassette tap recorder). Be sure to inform the person on the other end that you are recording the conversation for note-taking purposes only.

- Do not discuss classified information.

Although a telephone is a very useful instrument, remember it is not the only, and not necessarily the best, method of gathering news. It should supplement, but not replace, all other methods. Whenever it is proper and convenient, use the telephone, but do not be afraid to engage in a little legwork

RESEARCH

Research is nothing more than digging out information from files and reference works. Research is used to verify or amplify facts in news stories and to give depth to feature stories and magazine articles. Very few

Navy public affairs offices have adequate reference libraries. To do any extensive research, learn to use the facilities of the nearest Navy, public or college library. Here you can find the necessary books, encyclopedias, almanacs, magazines, atlases, directories, indexes and similar References. The Naval Historical Center (OP-09BH), Washington, D.C., is a good source of additional information about the Navy.

GRANTING OF INTERVIEW

About 90 percent of everything in a news story is based on some form of interviewing - either in person, by telephone or occasionally by correspondence.

As a Navy journalist in search of information, you must learn who to get information from and how to record facts. You must learn techniques for handling different kinds of people - how to draw some out, how to keep others on the topic and how to evaluate the motives or honesty of others. In short, you must learn how to get along with people and how to treat them with tact and understanding while still accomplishing your purpose.

WRITING OF NEWS

The following are procedures on how to write and make a good news story:

1) CHOOSE A RECENT, NEWSWORTHY EVENT OR TOPIC

There are a few points that we need to discuss when it comes to this step. The first of which is, of course, knowing when something is newsworthy and when something is not.

A newsworthy story is anything happening in your community that might interest readers. It should be unique, active, and impactful. For example, covering a business (if it isn't new or offering any particular changes) isn't particularly newsworthy, especially if it's always been there. But covering a new business in the area is absolutely newsworthy, and will bring the company to the attention of your readers.

Second, we need to talk about recent events. It doesn't do a newspaper any good to cover an event that happened a week ago. The community has already moved on. They're talking about something else. You need to focus on the here and now, especially if you're writing a news story. What stories can you break to the public

before anyone else has the chance? Remember, you aren't writing a feature story. You need to do something that's happening now.

And, finally, we need to touch on the idea of "locality". If you're writing for a small, community newspaper, you need to focus your coverage on that community. Of course, you can touch on countrywide or worldwide events, but those stories need to take a backseat to what's going on in your area. If you cover statewide news, the same situation applies. You should only be covering worldwide events if they have an impact on your particular audience.

2. CONDUCT TIMELY, IN-PERSON INTERVIEWS WITH WITNESSES

The hardest part about writing a news story is getting interviews with the right people. If there was a robbery at a local grocery store, you'd need to talk to the store manager and, if possible, the cashier or employee involved. You should not ask a family that shops at the store frequently (unless they were witnesses) or a random community member. These interviews are cop-outs; gimmicks that keeps you from asking for hard answers from key witnesses. And, as always, these interviews need to happen as soon as possible (all the while giving the interviewees time to deal with the problem/event that faces them).

3. ESTABLISH THE "FOUR MAIN Ws"

Within your first paragraph, you need to establish the "who", "what", "when", and "where" of your piece. The "why" and "how" can wait until the following paragraphs. Remember, a journalism piece should look like a pyramid. The most important information goes at the top. The rest is spread throughout the remaining column space.

4. CONSTRUCT YOUR PIECE

Now that you have the materials that you need to continue, start putting your piece together. Start with the necessary information, and let the rest trickle down. You'll start to get a feeling for this process as you continue to write journalistically.

5. INSERT QUOTATIONS

Some writers choose to add quotations as they write. Others decide to add their quotations at specific points in the story, after it's already been developed. Either way, place your quotes and be sure to identify key people in the story by their full name, occupation, and age.

6. RESEARCH ADDITIONAL FACTS AND FIGURES

When your story is nearly done, utilize Google and find additional interesting facts and figures that will make your piece stand out from the pack. Remember, you will nearly always be competing with another news source, and you'll both be trying to feed your information to the same audience. Add that extra touch. You're going to need it.

7. READ YOUR ARTICLE OUT LOUD BEFORE PUBLICATION

I always suggest that writers read their articles out loud before submitting to their professor or editor. It helps with sentence structure, phrasing, and the overall flow of your story

CHAPTER FOUR

ACTUAL WORKDONE WITH EXPERIENCE GAINED (Cont'd)

COVERING OF EVENTS

Writing about live events such as meetings, press conferences, and speeches can be tricky even for seasoned reporters. Such events are often unstructured and even a bit chaotic, and the reporter, on deadline, has to make sense of what happened and present it in a story that has structure, order, and meaning. Not always easy. Here are some basic do's and don'ts for good reporting of live events:

FIND YOUR LEAD

The lead of a live event story should center on the most newsworthy and interesting thing that occurs at that event. Sometimes that's obvious: If a congressional leader announces a vote to raise income taxes, chances are that's your lead. But if it's not clear to you what's most important, or even what just happened, after the event interview knowledgeable people who can give you insight and perspective. It may be something you didn't even fully understand or a combination of a few things. Don't be afraid to ask.

AVOID LEADS THAT SAY NOTHING

Whatever the story—even a boring one, and sometimes those happen—find a way to write an interesting lead. "The Centerville City Council met last night to discuss the budget" does not pass muster, nor does, "A visiting expert on dinosaurs gave a talk last night at Centerville College."

Your lead should give readers specific information about something interesting, important, funny, or catchy that happened or was said. For example, "Members of the Centerville town council argued bitterly last night over whether to cut services or raise your taxes." Or, "A giant meteorite was probably responsible for the extinction of dinosaurs 65 million years ago, an expert said last night at Centerville College."

See the difference? If absolutely nothing of interest happened, you write a brief instead of a story, or perhaps nothing at all. Don't waste your readers' time.

WATCH FOR THE UNEXPECTED

No matter how it was sold, sometimes what you expected would be the most important story of a live event turns out to be dull: a non-event. Perhaps a side story—a protest or something said unexpectedly by someone noteworthy—rises to center stage and becomes the better story. Grasp it.

Keep your ears and eyes tuned and your mind open. Be willing to shift your focus, start over, and reorganize.

PHOTO NEWS AND CAPTIONS

Photo captions are often the first elements of a publication to be read. Writing photo captions is an essential part of the news photographer's job. A photo caption should provide the reader basic information needed to understand a photograph and its

relevance to the news. It should be written in a consistent, concise format that allows news organizations to move the photo to publication without delay.

Professional standards of clarity, accuracy and completeness in caption writing should be as high or higher than any other writing that appears in a publication. A poorly written caption that is uninformative or worse, misleading can diminish the impact of a good photo and undermine its credibility as journalism. If readers can't trust the accuracy of the simple information included in a caption, why should they trust what they read in the rest of the publication?

WRITING CAPTIONS

In most photo captions, the first sentence identifies the people and place in the photograph, and the date and location where it was taken. The second (and perhaps third) sentence should provide contextual information to help readers understand what they are looking at. The exact formats for captions vary from publication to publication, but a basic photo captions should:

Clearly identify the people and locations that appear in the photo. Professional titles should be included as well as the formal name of the location. **SPELL NAMES CORRECTLY** (check against the spellings in the article if necessary). For photographs of more than one person, identifications typically go from left to right. In the case of large groups, identifications of only notable people may be required and sometimes no identifications are required at all. Your publication should establish a standard for its photographers.

Include the date and day the photograph was taken. This is essential information for a news publication. The more current a photo is, the better. If an archive photograph or photograph taken prior to the event being illustrated is used, the caption should make it clear that it is a "file photo."

Provide some context or background to the reader so he or she can understand the news value of the photograph. A sentence or two is usually sufficient.

Photo captions should be written in complete sentences and in the present tense. The present tense gives the image a sense of immediacy. When it is not logical to write the entire caption in the present tense, the first sentence is written in the present tense and the following sentences are not.

Be brief. Most captions are one or two short, declarative sentences. Some may extend to a third sentence if complex contextual information is needed to explain the image completely.

CHAPTER FIVE

SUMMARY AND CONCLUSION

SUMMARY OF ATTACHMENT ACTIVITIES

This is a complete report of an industrial training program carried out during my SIWES (2020/2021) at National Moonlight Newspaper, Alimi Close, Off Ahman Pategi Road, GRA, Ilorin, Kwara State. Activities including field works such as news writing and report, different types of interview, news editing, photo news and caption and so on.

The experience gained has given me a sound knowledge on media house in general which has helped prepare me for the future journalism work.

PROBLEMS ENCOUNTERED

The success of my training is undisputed, but it was not devoid of rough edges. I experienced some challenges, among these are:

- The issue of expensive transportation: I have to pay an average of 500 naira every day for transport without remuneration.
- Every member of staff was now depending on me to carry out assignments when there were other hands. This made me work overtime sometimes & it was favorable coming back late to a family house.
- The bureaucratic system is rigid and before things are done it takes so much time. This affected the conducive working environment for the members of staff in that whenever machines are bad and need repairs it takes so much time before it gets attended to. This system made work so tedious and cumbersome. Other problems are:
 - Lack of supervision and care
 - Limited IT spaces

SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME

- Visiting of students during the program should be ensured by the ITF
- Students should be paid their allowance on time to ensure motivation
- Selection of placement should not be left to students. Polytechnics should make a means of allocating students to related companies
- Seminars should be organized for establishments to acquaint them with their roles towards students on training
- Government should participate fully in the provision of equipment in the placement centers

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 understand 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.