

**A REPORT ON:**

**Students' Industrial Work Experience Scheme (SIWES)**

**HELD AT:**

**Kwara State Broadcasting Corporation, ILORIN.**

**BY**

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## **Section 1**

### **1.1Dedication**

This is dedicated to God Almighty, The author and finisher of my faith, for his blooming love and protection over my life.



## **Section 2: INTRODUCTION**

The Students' Industrial Work Experience Scheme (SIWES) is a program designed to provide students with practical experience in their chosen field. Siwes (Students Industrial Work Experience Scheme), is a scheme for the duration of sixteen weeks (4 months). Siwes is done after the first year in Polytechnic (ND1); and done after second year or third year in universities depending on the institution.

The effective management of student industrial work experience scheme (SIWES) has been as a result of the cooperation and well played roles of the federal Government, I.T.F, and supervising agencies. As a Mass Communication student at Kwara State Polytechnic, I participated in the SIWES program at Kwara State Broadcasting Corporation from August 5 to November.



### **Section 3: ORGANIZATION PROFILE**

Kwara State Broadcasting Corporation is a reputable media organization located in Ilorin, Kwara State, Nigeria. The corporation was established in 1959 as Radio Kwara Broadcasting Service, with the primary objective of providing informative, educational, and entertaining programs to the people of Kwara State.

Over the years, the corporation has undergone significant transformations, expanding its services to cater to the growing needs of its audience. In 1967, the corporation was upgraded to Kwara State Broadcasting Corporation, marking a significant milestone in its history.

Today, Kwara State Broadcasting Corporation is a leading media organization in Nigeria, providing a range of services, including radio and television broadcasting, online streaming, and social media engagement. The corporation's mission is to provide high-quality programs that inform, educate, and entertain its audience, while promoting the cultural heritage and values of Kwara State.

The corporation's vision is to be a world-class media organization, recognized for its excellence in broadcasting and commitment to serving the needs of its audience. To achieve this vision, the corporation has invested heavily in modern technology, including state-of-the-art studios, transmission equipment, and digital broadcasting infrastructure.

Kwara State Broadcasting Corporation's programming is diverse and inclusive, catering to the needs of different segments of its audience. The corporation's radio station broadcasts a range of programs, including news, current affairs, music, and entertainment. Its television station broadcasts a mix of local and international programs, including news, documentaries, dramas, and sports.



In addition to its broadcasting services, Kwara State Broadcasting Corporation also provides online streaming and social media engagement services. The corporation's website and social media platforms provide audiences with access to its programs, news, and information, as well as opportunities to interact with its presenters and other audience members.

Kwara State Broadcasting Corporation is committed to serving the needs of its audience and promoting the development of Kwara State. The corporation works closely with local communities, organizations, and government agencies to promote social, economic, and cultural development in the state.

The corporation's management team is composed of experienced professionals with expertise in broadcasting, journalism, and management. The team is led by a General Manager, who is responsible for overseeing the overall operations of the corporation.

Kwara State Broadcasting Corporation has a strong commitment to corporate social responsibility. The corporation participates in various community development projects, including health, education, and environmental initiatives. The corporation also provides training and employment opportunities for young people in Kwara State.

In conclusion, Kwara State Broadcasting Corporation is a reputable media organization that plays a critical role in promoting social, economic, and cultural development in Kwara State. The corporation's commitment to providing high-quality programs, promoting community development, and serving the needs of its audience has earned it a reputation as one of the leading media organizations in Nigeria.



## **Section 4**

### **4.1 Training Objectives**

The training objectives of the SIWES program are clear and specific. The program aims to provide students with practical experience, expose them to the practical aspects of their field, and prepare them for the workforce. The training objectives include:

1. Gaining practical experience in the field of mass communication
2. Developing skills in news writing, editing, and broadcasting
3. Understanding the operations of a media organization
4. Applying theoretical knowledge in a practical setting

### **4.2 Job Title**

As a media practitioner, my job title during the SIWES program was clear. I was responsible for assisting in the newsroom, participating in team assignments, monitoring programs, and learning from experienced professionals.

### **4.3 Job Description**

My job description during the SIWES program was comprehensive and challenging. I was responsible for:

1. Assisting in the newsroom with news writing, editing, and proofreading
2. Participating in team assignments, such as group interviews and beat reporting
3. Monitoring programs and providing feedback
4. Learning from experienced professionals in the industry



## **Section 5**

### **5.1 Skills Acquired**

During the SIWES program, I achieved several goals and objectives. I:

- Developed my skills in news writing, editing, and broadcasting
- Gained confidence in my ability to work under pressure
- Built relationships with experienced professionals in the industry
- Contributed to the production of several news programs

### **5.2 Technical Skills**

- News Writing and Editing Techniques: I was taught how to write clear, concise, and engaging news stories, as well as how to edit and proofread news copy.
- News Sourcing and Research Methods: I learned how to find and verify news sources, conduct interviews, and research news stories.
- Program Monitoring and Evaluation Techniques: I was introduced to program monitoring and evaluation techniques, which involved monitoring radio programs and providing feedback on content, production quality, and overall impact.
- Proofreading and Editing: I developed my skills in proofreading and editing, which involved reviewing news copy for errors in grammar, punctuation, and spelling.



- **Audio Editing Software:** I learned how to use audio editing software to edit and produce radio programs.
- **How to Source for News Bulletin:** Sourcing for news bulletin include having different type of news story eg; package story, soundbite etc.

### **5.3 Soft Skills**

- **Teamwork and Collaboration:** I worked with a team of professionals to produce radio programs, which involved collaborating on ideas, sharing responsibilities, and working towards a common goal.
- **Time Management and Organization:** I developed my time management and organization skills, which involved prioritizing tasks, meeting deadlines, and managing my time effectively.
- **Communication and Interpersonal Skills:** I improved my communication and interpersonal skills, which involved interacting with colleagues, interviewing news sources, and communicating with audiences.
- **Adaptability and Flexibility:** I developed my adaptability and flexibility skills, which involved adjusting to new situations, learning new skills, and adapting to changing circumstances.

### **5.4 Industry Knowledge**

- **Establishing a Radio Station:** I gained knowledge about the process of establishing a radio station, including the legal and regulatory requirements, the technical infrastructure, and the human resources needed.
- **Considerations for Establishing a Radio Station:** I learned about the considerations for establishing a radio station, including the target audience, the format, and the content.
- **Steps to Follow in Setting Up a Radio Station:** I gained knowledge about the steps to follow in setting up a radio



station, including obtaining a license, building a team, and launching the station.

- Day-to-Day Operations of a Radio Station: I learned about the day-to-day operations of a radio station, including programming, production, and marketing.

## **Section 6**

### **6.1 Challenges**

During the SIWES program, I faced several challenges. I:

- Adapted to a new work environment
- Met deadlines and worked under pressure
- Overcame self-doubt and built confidence

### **6.2 Solutions**

To overcome the challenges I faced, I employed several strategies. I:

- Sought guidance from experienced professionals
- Prioritized tasks and managed my time effectively
- Focused on my strengths and built on them

### **6.3 Conclusion**

In conclusion, the SIWES program was a valuable and enriching experience. I gained practical skills, industry knowledge, and built relationships with experienced professionals.

### **6.4 Recommendations**

Based on my experience, I recommend that:



Students should be encouraged to participate in industrial training programs to gain practical experience. Also, media organizations should provide opportunities for students to gain hands-on experience.

The SIWES program should be continued and expanded to provide more opportunities for students.