



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

UNDERTAKEN AT



IRAWO FM ILORIN

Oxygen House, 7 Hassan Lateef Street, Akeja, Ota, Ado Odo Ota Local Government Area, Ogun State

BY

AWOJOBI ENIOLA BOLUWATIFE

ND/22/MAC/PT/0684

SUBMITTED TO

**THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE
POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

AUGUST, 2024 – NOVEMBER 2024

DEDICATION

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

ACKNOWLEDGEMENT

My acknowledgement goes to Almighty Allah, my parents, Kwara Polytechnic Ilorin, My supervisor at SOBI FM and to my friends.

REPORT OVERVIEW

This is an industrial attachment report for the students industrial work experience (SIWES) programme carried out at IRAWO FM, Oxygen House 7 Hassan Lateef Str, Akeja St, Local Government Area, Ota 112212, Ogun 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 of the organization, its aims and objectives, the experiences gained as an industrial training student and the summary, Conclusion and recommendations.

It has a total of 4 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.

TABLE OF CONTENT

Title page

Dedication

Acknowledgement

Report overview

Table of content.

CHAPTER ONE: INTRODUCTION

1.1 Introduction/meaning of SIWES

1.2 History of SIWES

1.3 Aims and objective of SIWES

CHAPTER TWO: Description of Irawo FM

2.1 Brief history of Irawo FM

2.2 Objective of Irawo Fm

2.3 Organization structure of Irawo Fm

2.4 The various departments/ unit in the establishment and their functions.

CHAPTER THREE:

Actual work done

CHAPTER FOUR:

Experiences gained

CHAPTER FIVE:

Summary,

Conclusion

Recommendation

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 quality and standard of education obtained 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 labour 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 program 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

2.1 DESCRIPTION OF IRAWO FM, ILORIN

Irawo 92.1 FM is a radio station based in **Ijebu Ode, Ogun State, Nigeria**. It operates as a Yoruba-language community radio station, broadcasting news, music, and talk programs. The station is situated at **Oxygen House, 7 Hassan Lateef Street, Akeja, Ota, Ado Odo Ota Local Government Area, Ogun State**

While detailed historical records about its founding are limited, Irawo 92.1 FM has established itself as a popular platform for entertainment and information dissemination, catering to Yoruba-speaking audiences. The station's slogan, **"Everybody ma wa ok"**, emphasizes its community-driven and inclusive approach to broadcasting

2.2 OBJECTIVE OF IRAWO FM

The objectives of Irawo 92.1 FM are centered around providing high-quality radio broadcasting that caters to the Yoruba-speaking audience. The station focuses on promoting Yoruba culture, providing informative and entertaining programs, and keeping listeners updated with news, music, and talk shows. It serves as a platform for community engagement, discussions on societal issues, and the promotion of African heritage.

Additionally, Irawo 92.1 FM aims to:

- Deliver credible and timely news to its audience.
- Promote indigenous music and entertainment.
- Educate the public on important socio-political and economic matters.
- Foster unity among listeners through engaging discussions.
- Support local businesses and entrepreneurship through advertising and partnerships.

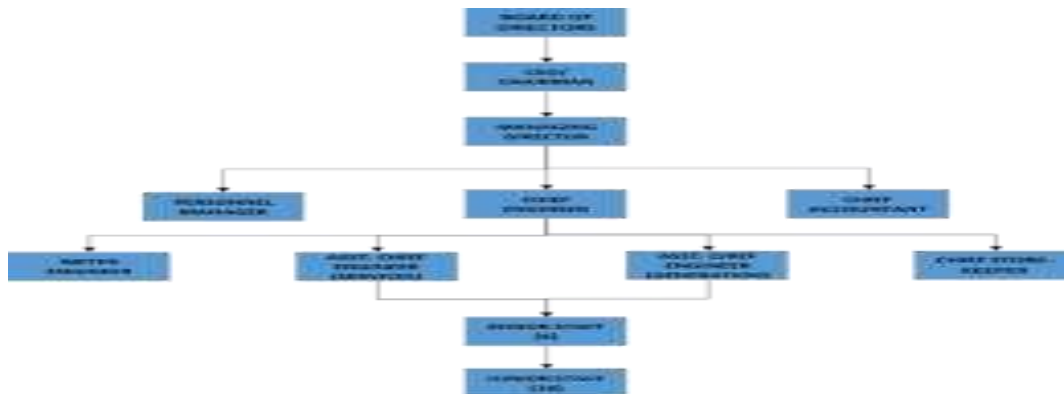
2.3 IRAWO FM STRUCTURE

Irawo 92.1 FM follows a structured organizational hierarchy typical of radio stations. While specific details about its leadership team are not publicly detailed, a general radio station structure includes the following key roles:

1. **General Manager/Station Manager** – Responsible for overall station management, policy-making, and strategic decisions.
2. **Program Director** – Oversees content production, show scheduling, and ensures programs align with the station's objectives.
3. **News and Editorial Team** – Includes news anchors, journalists, and content editors who manage news reporting and programming.
4. **Technical and Engineering Department** – Ensures the station's transmission, equipment, and broadcast systems function properly.
5. **Marketing and Advertising Team** – Manages sponsorship, advertisements, and promotions.

6. **On-Air Personalities (OAPs)** – Hosts and presenters responsible for engaging with listeners and delivering content.
7. **Administrative and Support Staff** – Includes finance, human resources, and customer service roles.

The station, based in Ogun State, Nigeria, is known for its Yoruba-language broadcasting, covering news, talk shows, music, and community programs



Irawo Structure

2.4 The Various Departments/Unit In Irawo FM And Their Functions

Irawo 92.1 FM consists of several key departments, each playing an essential role in the station's operations. Here are the main departments and their functions:

1. **Programming Department**
 - Oversees content creation and scheduling of radio programs.
 - Ensures a balanced mix of music, talk shows, news, and entertainment.
2. **News and Current Affairs Department**
 - Handles news gathering, editing, and broadcasting.
 - Covers local, national, and international news updates.
3. **Marketing and Sales Department**
 - Manages advertisements and sponsorships.
 - Works with businesses and brands for promotions.
4. **Technical and Engineering Department**
 - Ensures the smooth operation of broadcasting equipment.
 - Maintains signal transmission quality.
5. **Production Department**
 - Handles audio editing, jingles, and commercials.
 - Works closely with presenters to produce high-quality content.
6. **Human Resources and Administration**
 - Manages employee recruitment and welfare.
 - Handles legal and corporate affairs.
7. **Finance and Accounts Department**
 - Manages budgeting, salaries, and financial reporting.
 - Ensures compliance with financial regulations.

These departments work together to ensure the success of Irawo 92.1 FM in delivering quality broadcasting content

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 keep 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

EXPERIENCES GAINED

My industrial training at Irawo 92.1 FM provided me with valuable hands-on experience in the media industry. Below are the key lessons and skills acquired:

1. **Technical Skills**

- Gained proficiency in audio editing software such as Adobe Audition.
- Learned how to operate basic studio equipment.
- Understood the fundamentals of radio signal transmission and broadcasting.

2. **Communication and Presentation Skills**

- Improved my ability to write clear and engaging scripts.
- Learned effective interview techniques.
- Developed confidence in voice modulation and on-air speaking skills.

3. **News Reporting and Research**

- Enhanced my ability to gather and verify information.
- Learned the ethics of journalism and news reporting.
- Gained experience in writing concise and informative news bulletins.

4. **Teamwork and Collaboration**

- Worked alongside experienced broadcasters, producers, and journalists.
- Learned the importance of teamwork in delivering a successful broadcast.
- Gained experience in coordinating with different departments for effective station operations.

5. **Time Management and Multitasking**

- Learned to work under tight deadlines, especially during live broadcasts.
- Developed multitasking abilities by handling different tasks simultaneously.
- Understood the importance of punctuality and preparedness in the media industry.

6. **Marketing and Public Relations**

- Gained insights into how radio stations generate revenue through advertisements and sponsorships.
- Learned how to attract and maintain an audience through engaging content.
- Developed skills in writing persuasive proposals and promotional materials.

In conclusion, my SIWES experience at Irawo 92.1 FM was highly enriching, providing me with practical knowledge and industry exposure. The hands-on training significantly improved my technical, communication, and teamwork skills, preparing me for future opportunities in broadcasting and media-related fields.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

Summary

My SIWES experience at Irawo 92.1 FM was an enriching and insightful period of learning. The training exposed me to different aspects of radio broadcasting, including programming, news reporting, production, marketing, and administration. I gained practical knowledge of radio station operations, improved my technical and communication skills, and developed teamwork and time management abilities. The hands-on experience significantly complemented my academic knowledge, preparing me for future opportunities in the media industry.

Conclusion

The industrial training at Irawo 92.1 FM was highly beneficial, providing me with the necessary skills and exposure required in broadcasting. The experience has deepened my understanding of how radio stations function and has improved my ability to work in a professional setting. The station's team was supportive, allowing me to learn and contribute effectively. This experience has reinforced my interest in media and broadcasting as a career path.

Recommendation

1. **For Future Interns:** I recommend that students undertaking SIWES at Irawo 92.1 FM take full advantage of the learning opportunities available. Being proactive and engaging with different departments will enhance their experience.
2. **For Irawo 92.1 FM:** The station can further improve the SIWES program by organizing structured training sessions for interns to enhance their learning experience.
3. **For Institutions:** Schools should collaborate more with media houses to ensure students gain hands-on experience in their field of study.

Overall, the SIWES program at Irawo 92.1 FM was an invaluable experience that contributed significantly to my professional and personal development.