



REPORT ON STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

HELD AT

NIGERIAN TELEVISION AUTHORITY (NTA)

FATE ROAD, ILORIN, KWARA STATE

WRITTEN BY

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CERTIFICATION

This is to certify that **MUHAMMED ABDULWAHEED** with Matriculation Number **ND/23/MAC/PT/0088**, a student of the **Department of MASS COMMUNICATION**, has successfully completed the Student Industrial Work Experience Scheme (SIWES) at **NATIONAL TELEVISION AUTHORITY (NTA)**. In the Department of the MASS COMMUNICATION Department, Kwara State Polytechnic, Ilorin.

SIWES SUPERVISOR

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HEAD OF DEPARTMENT

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I would like to express my sincere gratitude to the **Institute of Information and Communication Technology** for the opportunity to participate in the Student Industrial Work Experience Scheme (SIWES), which has provided me with invaluable practical knowledge.

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I also extend my gratitude to my lecturers at the **Department of Mass Communication** for equipping me with the foundational knowledge that helped me navigate this training. Finally, I appreciate my family and friends for their continuous support and encouragement throughout this experience.

EXECUTIVE SUMMARY

This report details my **two-month** Student Industrial Work Experience Scheme (SIWES) training at the **Nigerian Television Authority (NTA), Ilorin**. The training aimed to bridge the gap between theoretical knowledge and practical application in the field of **mass communication and broadcasting**.

During my time at NTA, I was assigned to various departments where I gained firsthand experience in **news reporting, scriptwriting, camera operations, video editing, and production management**. I worked alongside professionals, learning about **broadcast journalism, media ethics, and the use of modern broadcasting tools and equipment**.

This report covers an overview of SIWES, the structure of **NTA Ilorin**, my specific duties, the challenges encountered, skills acquired, and how the training contributed to my career development. The final sections provide recommendations to improve the SIWES experience for future participants.

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CHAPTER 1

INTRODUCTION

1.1 Background of SIWES

The **Student Industrial Work Experience Scheme (SIWES)** is a skill-acquisition program designed to provide students in higher institutions with practical exposure to their respective fields of study. The scheme was established in **1973** by the **Industrial Training Fund (ITF)** to bridge the gap between theoretical knowledge acquired in classrooms and real-world professional experiences.

SIWES is an essential part of the academic curriculum for students in **technical, vocational, and professional disciplines**, including **Mass Communication**. It allows students to gain **hands-on training**, develop technical competencies, and familiarize themselves with workplace ethics.

For **Mass Communication students**, SIWES is particularly important as it provides an opportunity to experience the **broadcasting industry** firsthand. Students engage in tasks such as **news reporting, production, editing, and media content creation**, which are essential for a career in journalism and broadcasting.

1.2 Objectives of SIWES

The main objectives of SIWES include:

- Exposing students to the **practical application of mass communication theories**.
- Providing students with **real-world experience in news production, broadcasting, and media management**.
- Helping students develop **technical and professional skills** relevant to the industry.
- Allowing students to understand **workplace culture, teamwork, and professional ethics**.
- Bridging the gap between **academic knowledge and industry practices**.
- Enhancing students' **employability and preparing them for future careers**.

1.3 Overview of Nigerian Television Authority (NTA)

The **Nigerian Television Authority (NTA)** is the largest television network in **Nigeria** and one of the most influential broadcast stations in **Africa**. It was established in **1977** and operates as a **government-owned broadcasting organization** with multiple stations across the country.

Functions of NTA:

- Broadcasting **news, educational programs, entertainment, and documentaries**.
- Covering **national and international events**.
- Providing **advertisement and public service announcements**.
- Promoting **Nigerian culture and heritage** through media content.
- Educating the public on important issues such as **health, politics, and economy**.

At **NTA Ilorin**, where my SIWES training took place, the station is responsible for **regional news coverage, television production, and media broadcasting**. The station operates multiple departments, including **News, Production, Engineering, and Marketing**.

1.4 Importance of SIWES to Mass Communication Students

For **Mass Communication students**, practical training in a media organization like **NTA** is crucial for several reasons:

- It provides exposure to **news reporting, content creation, and production techniques**.
- It helps students develop **technical skills** in using **cameras, editing software, and broadcasting equipment**.
- It allows students to understand the **role of mass media in society**, including **ethics and regulations**.
- It enhances students' abilities in **public speaking, writing, and research**.
- It creates opportunities for networking and **building professional relationships**.

Through SIWES, students gain the necessary experience to **transition smoothly into professional journalism, broadcasting, public relations, and other media-related careers**.

1.5 Goals and Expectations of the Training

Before starting my **two-month SIWES training** at **NTA Ilorin**, I set specific goals and expectations:

1. **To gain hands-on experience** in news reporting, video editing, and media production.
2. **To learn how to operate professional broadcasting equipment** such as cameras and audio mixers.
3. **To understand newsroom operations**, including scriptwriting and live news production.
4. **To improve my communication and teamwork skills** by working with experienced professionals.
5. **To develop a better understanding of media ethics and journalism standards.**

By the end of my SIWES training, I expected to have acquired the necessary knowledge and skills to **enhance my career prospects in the mass communication industry.**

CHAPTER 2

ORGANIZATIONAL STRUCTURE AND OVERVIEW

2.1 Overview of Nigerian Television Authority (NTA)

The **Nigerian Television Authority (NTA)** is a government-owned broadcasting organization that serves as Nigeria's **largest television network**. Established in **1977**, NTA has a mandate to provide quality television services that inform, educate, and entertain the Nigerian public.

Core Functions of NTA:

- Broadcasting **news, current affairs, and entertainment programs**.
- Producing and airing **documentaries, interviews, and special reports**.
- Covering **national and international events**.
- Providing **advertising and media outreach services**.
- Promoting **Nigerian culture and values through content creation**.

NTA Ilorin, where I had my SIWES training, operates under the national structure of NTA but focuses on **regional news, local events, and community-oriented programming**. The station works closely with the **national headquarters** and other branches to ensure coordinated and quality broadcasting.

2.2 Organizational Structure and Departments

The **NTA organizational structure** follows a **hierarchical system** led by the **Director-General** at the national level. The regional stations, such as **NTA Ilorin**, are managed by **General Managers** who oversee operations.

At **NTA Ilorin**, the major departments include:

1. News and Current Affairs Department

- Responsible for **gathering, editing, and broadcasting news**.
- Covers **local and national events** and ensures timely news reporting.
- Employs **reporters, editors, cameramen, and newscasters**.

2. Production Department

- Handles **television program production, live broadcasts, and interviews**.
- Includes professionals such as **producers, directors, camera operators, and studio managers**.

3. Engineering and Technical Department

- Manages the **broadcasting equipment, signal transmission, and technical maintenance**.
- Ensures the **smooth operation of cameras, editing suites, and studio setups**.

4. Marketing and Advertising Department

- Oversees the **sales of advertisement slots and sponsorship deals**.
- Works with **clients and businesses** to promote their services through TV ads.

5. Administration and Human Resources

- Handles **staff recruitment, training, and overall office management**.
- Ensures compliance with **corporate policies and regulations**.

2.3 Roles and Responsibilities of the News and Production Departments

News Department

- Conducting **field reporting and live interviews**.
- Editing **news scripts** and preparing news bulletins.

- Ensuring **fact-checking and media ethics compliance**.

Production Department

- Operating **cameras, lighting, and studio equipment**.
- Assisting in **TV program recording and live broadcasting**.
- Editing and compiling **video and audio materials** for production.

CHAPTER 3

ACTIVITIES AND RESPONSIBILITIES DURING TRAINING

3.1 Overview of Assigned Duties

During my training at **NTA Ilorin**, I worked in **various departments**, including the **News and Production departments**. My primary responsibilities included:

- **Assisting in news gathering and reporting.**
- **Writing and editing scripts for broadcast.**
- **Operating cameras and other studio equipment.**
- **Editing video clips using broadcasting software.**
- **Supporting live production activities.**

3.2 Departmental Work Experience

3.2.1 News Department Responsibilities

- Covering **press conferences, interviews, and community events.**
- Writing **news scripts** following broadcast standards.
- Editing and formatting **news reports for clarity and accuracy.**
- Assisting in **news anchoring preparations.**

3.2.2 Production Department Responsibilities

- Assisting with **studio lighting and camera operations.**
- Supporting live broadcasts and recorded programs.
- Editing **audio and video content** for TV airing.

3.3 Tools and Technologies Used

During my SIWES training, I worked with **several broadcasting tools and technologies**, including:

- **Cameras (DSLR, Professional Video Cameras)** – Used for recording interviews and live broadcasts.
- **Editing Software (Adobe Premiere Pro, Final Cut Pro)** – Used for video editing.
- **Microphones and Audio Mixers** – Used for live and recorded audio.
- **Teleprompters** – Used for smooth news reading by anchors.

3.4 Challenges Encountered

Some challenges I faced during my training include:

- **Adapting to the fast-paced nature of news reporting.**
- **Technical issues with cameras and editing software.**
- **Meeting deadlines for scriptwriting and production.**
- **Overcoming stage fright when handling live presentations.**

CHAPTER 4

SKILLS ACQUIRED AND LESSONS LEARNED

4.1 Technical Skills

During my industrial training at **Nigerian Television Authority (NTA) Ilorin**, I acquired several **technical skills** that are essential for a career in **broadcasting and journalism**. These skills were gained through hands-on experience, observation, and direct involvement in various **media production processes**. Some of the technical skills I developed include:

News Reporting

News reporting is a fundamental aspect of mass communication. Throughout my training, I learned the following:

- How to gather, verify, and report **accurate and unbiased news stories**.
- Techniques for **conducting interviews**, asking the right questions, and structuring a compelling news report.
- The importance of adhering to **journalistic ethics** and ensuring objectivity in reporting.
- Writing clear and concise **news scripts** that align with broadcast standards.
- The **different styles of news reporting**, including investigative, live reporting, and feature writing.

Camera Operations

Operating a camera professionally is crucial in television production. My experience in this area includes:

- Understanding the **basic functions and settings** of professional video cameras.
- Mastering the **different types of camera shots** such as wide shots, close-ups, and over-the-shoulder shots.
- Learning **camera movements** such as panning, tilting, tracking, and zooming.
- Proper **lighting techniques** to enhance video quality.
- The role of a **camera operator** in live broadcasts, recorded programs, and field reporting.

Editing and Post-Production

Editing is one of the most important processes in media production. I learned:

- How to use professional **editing software** such as **Adobe Premiere Pro and Final Cut Pro**.
- Cutting, merging, and arranging video clips to create a **smooth and engaging story flow**.

- Adding **transitions, effects, and sound enhancements** to improve the quality of the final output.
- Synchronizing audio with video footage for a seamless presentation.
- The importance of color correction and grading in enhancing video quality.

4.2 Interpersonal Skills

Aside from technical expertise, I developed several interpersonal skills that are essential in the **workplace and media industry**. These include:

Communication Skills

- Improved my **verbal and written communication skills**, which are vital for journalism and broadcasting.
- Learned how to **articulate thoughts clearly and professionally**, whether on air, in meetings, or during interviews.
- Understood the significance of **active listening**, which is crucial in interviews and team discussions.
- Developed the ability to **handle public speaking with confidence**.

Teamwork

- Learned how to collaborate effectively with colleagues in a **high-pressure work environment**.
- Understood the importance of **sharing ideas, respecting diverse perspectives, and working toward a common goal**.
- Developed **leadership skills** by taking initiative in group projects and production tasks.
- Adapted to working with **producers, directors, reporters, and technical teams** to deliver quality content.

4.3 Problem-Solving and Decision-Making Skills

Throughout my SIWES training, I faced various challenges that required **quick thinking and effective problem-solving**. Some of the key problem-solving skills I developed include:

- **Handling technical difficulties during live broadcasts** – Learning how to react swiftly to unexpected **camera failures, audio malfunctions, and lighting issues**.
- **Managing time effectively to meet deadlines** – The fast-paced nature of broadcasting required me to **prioritize tasks and work under pressure**.
- **Making quick editorial decisions** – Understanding how to **select the most newsworthy content** and edit stories to fit within time constraints.
- **Adjusting to changes in live production** – Developing the ability to **think on my feet and adapt to last-minute script changes or breaking news updates**.

4.4 Relevance of Skills to Future Career

The skills I acquired during SIWES will significantly enhance my **career prospects** in the mass communication industry. Some of the key benefits include:

- **Increased employability** – My hands-on experience in **news reporting, camera operations, and video editing** makes me a strong candidate for jobs in broadcasting.
- **Confidence in working in a professional media setting** – I now understand the expectations and workflow of a media organization, which will help me transition into the industry smoothly.
- **Ability to work independently and in a team** – My experience at NTA has prepared me for both **self-driven assignments and collaborative projects**.
- **A strong foundation for specialization** – I can now explore different career paths in **broadcast journalism, video production, media consultancy, and content creation**.

CHAPTER 5

IMPACT OF SIWES ON CAREER DEVELOPMENT

5.1 Bridging the Gap between Theory and Practice

Before SIWES, my knowledge of mass communication was primarily **theoretical**, gained through lectures and textbooks. However, my experience at **NTA Ilorin** allowed me to:

- Apply **classroom theories** to real-world scenarios, making learning more practical.
- Understand how news production, broadcasting, and program scheduling operate in a professional setting.
- Gain exposure to **modern media tools and equipment**, which are not always available in schools.
- See firsthand how **media ethics and regulations** are applied in everyday journalism.

5.2 Contribution to Professional Growth

My SIWES experience contributed significantly to my **professional development** in several ways:

- Provided hands-on experience in **news gathering, editing, and reporting**.
- Helped me **develop a professional work ethic**, such as punctuality, responsibility, and accountability.
- Taught me the importance of **fact-checking and maintaining journalistic integrity**.
- Increased my **adaptability and ability to work under pressure**, which is essential in the fast-paced media industry.

5.3 Networking Opportunities

Networking is a crucial part of career advancement. During my SIWES training, I had the opportunity to:

- Interact with **experienced journalists, producers, and media professionals**.
- Build **relationships with mentors** who provided career advice and guidance.
- Gain insights into **job opportunities, internships, and career growth strategies** in the broadcasting sector.
- Learn from professionals who have worked in **various aspects of media, including TV production, radio broadcasting, and online journalism**.

CHAPTER 6

CHALLENGES AND RECOMMENDATIONS

6.1 Challenges Faced During the Training

During my SIWES training at **Nigerian Television Authority (NTA) Ilorin**, I encountered several challenges that tested my adaptability and resilience. While the experience was highly beneficial, it was not without difficulties. Some of the key challenges I faced include:

Technical Difficulties with Equipment

Broadcasting requires the use of sophisticated equipment such as **cameras, microphones, audio mixers, video editing software, and teleprompters**. However, some of the equipment at NTA Ilorin had **technical issues** due to frequent use and occasional malfunctions. For instance:

- Some **cameras had unstable focus settings**, which affected video clarity during recordings.
- **Microphones occasionally produced feedback noise**, making it difficult to achieve clear audio.
- Editing software sometimes experienced **lags or crashes**, causing delays in post-production work.
- There were occasional **power supply interruptions**, which disrupted production schedules.

These challenges made it necessary to think quickly and find alternative solutions, such as using backup equipment or adjusting recording settings to accommodate technical limitations.

High-Pressure Work Environment

The broadcasting industry is **fast-paced and time-sensitive**, and working under strict deadlines was a significant challenge. Some of the difficulties included:

- **Short deadlines for editing and scriptwriting** – I had to learn how to work efficiently under time constraints.
- **Live broadcasts require precision and accuracy** – There was no room for mistakes, as errors could affect the credibility of the station.
- **Dealing with unexpected changes** – Sometimes, news stories would change at the last minute, requiring quick adjustments to scripts and production plans.

Limited Hands-On Experience in Some Areas

Although I was exposed to various departments, I did not get extensive practical experience in all aspects of broadcasting. This was due to:

- **Time constraints** – The SIWES duration was relatively short, limiting the number of areas I could fully explore.
- **Restricted access to certain equipment** – Some high-end broadcasting tools were reserved for experienced staff, which limited my practical engagement with them.
- **Competition among interns** – Several interns were assigned to the same department, making it difficult for everyone to have equal hands-on experience.

Adapting to the Work Environment

Adjusting to the **professional work culture** at NTA was another challenge. Unlike the classroom setting, the workplace required:

- **Strict adherence to professional conduct** – Punctuality, teamwork, and responsibility were emphasized.
- **Adapting to a hierarchical structure** – Understanding the chain of command and following instructions from supervisors was essential.
- **Balancing multiple responsibilities** – At times, I had to juggle multiple tasks, including writing, editing, and assisting in production.

6.2 Recommendations for Improvement of SIWES

To enhance the effectiveness of SIWES for future participants, I propose the following recommendations:

Better Equipment Maintenance and Upgrades

- **Regular servicing of cameras, microphones, and editing software** to ensure efficiency.
- **Investment in modern broadcasting equipment** to align with industry standards.
- **Provision of backup equipment** to prevent disruptions in case of technical failures.

Structured Training for Interns

- **A well-organized training program** should be established to ensure interns get hands-on experience in all key departments.
- **Mentorship programs** where interns can work closely with experienced professionals for guidance.
- **Workshops and seminars** on broadcasting skills such as scriptwriting, video editing, and public speaking.

Increased Student Involvement in Live Productions

- Allowing interns to take **active roles in news reporting, on-screen presentation, and camera operations**.

- Assigning **specific projects to interns**, such as creating a short news feature or documentary.
- Encouraging **supervisors to provide constructive feedback** to help interns improve.

Extended SIWES Duration

- A longer internship period (such as **three to six months**) would provide more comprehensive training.
- This would allow interns to **gain deeper experience in multiple departments** and become more proficient in media production.

6.3 Suggestions for Future Participants

For students preparing for their **SIWES training in mass communication**, I recommend the following:

Develop Basic Broadcasting Skills Before SIWES

- Learn **basic video editing** with software such as **Adobe Premiere Pro** or **Final Cut Pro**.
- Practice **news writing and reporting** by following current news trends and writing mock reports.
- Familiarize yourself with **camera handling techniques** to ease the learning process.

Stay Proactive and Willing to Learn

- Take the initiative to **ask questions** and request hands-on experience.
- Be **adaptable** – the media industry requires quick thinking and flexibility.
- Observe and **learn from experienced professionals** in the field.

Network and Build Professional Relationships

- Interact with journalists, editors, and producers to gain **insights into career opportunities**.
- Maintain a **professional attitude and strong work ethic**, as this could lead to **future job opportunities**.
- Stay in touch with mentors and colleagues for **career guidance and networking opportunities**.

CHAPTER 7

CONCLUSION

7.1 Summary of Experience

My **SIWES training at NTA Ilorin** was a **transformational experience** that exposed me to the practical aspects of **mass communication, journalism, and media production**. Through my time at NTA, I was able to:

- Gain **hands-on experience in news reporting, camera operations, and video editing**.
- Improve my **technical and interpersonal skills**, which are essential for a career in broadcasting.
- Overcome **challenges such as tight deadlines, technical difficulties, and adapting to a professional work environment**.
- Understand the **inner workings of a broadcasting station**, from news production to program scheduling.

7.2 Overall Impact of SIWES

The **Student Industrial Work Experience Scheme (SIWES)** played a **crucial role** in my academic and professional development. The impact of this training includes:

Bridging the Gap Between Theory and Practice

- I was able to **apply classroom knowledge to real-life media production**.
- I learned how to operate **broadcasting equipment and software**, which I had previously only read about.
- Exposure to real newsroom operations gave me a **practical understanding of journalism ethics and media regulations**.

Enhancing My Career Prospects

- The skills I acquired have **increased my employability in the media industry**.
- I now feel more confident about pursuing a career in **broadcast journalism, video production, or media consulting**.
- My improved **technical proficiency in camera operations and editing** gives me an advantage in future job applications.

Developing a Professional Mindset

- Working in a structured organization like **NTA Ilorin** helped me understand **workplace professionalism and expectations**.

- I learned the importance of **punctuality, responsibility, teamwork, and effective communication.**
- I developed a **strong work ethic and the ability to work under pressure** in a deadline-driven environment.

Building Valuable Networks

- I had the opportunity to **connect with industry professionals**, including journalists, producers, and editors.
- These relationships may open doors for **future job opportunities and career mentorship.**

Final Thoughts

The **SIWES training at NTA Ilorin** has been an **eye-opening and rewarding experience** that has prepared me for the real-world demands of the **mass communication industry**. The challenges I faced have made me more **resilient, adaptable, and eager to improve my skills further.**

Overall, SIWES has been a **crucial stepping stone** in my journey towards becoming a **skilled journalist, broadcaster, and media professional**. The knowledge and experience gained will continue to guide me as I advance in my **academic and professional career.**

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