

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

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**DEPARTMENT OF MASS COMMUNICATION**



**SALMAN BABATUNDE SALMAN**

**LOCATED AT FEDERAL HOUSING ESTATE BESIDE AIR FORCE BASE  
OLOJE, IKWAH COMMUNITY, ILORIN KWARA STATE.**

**IN PARTIAL FULFILMENT FOR THE AWARD OF NATIONAL  
DIPLOMA (ND) IN MASS COMMUNICATION'  
KWARA STATE.**

## **DEDICATION**

This report is dedicated to almighty God for seeing me through, I also dedicate it to Mr and Mrs Salman for their love and support for making it successful for me.

## **ACKNOWLEDGEMENT**

Special appreciation goes to my parent Mr and Mrs. Salam their love and care. I applaud them for making me fall in love with education and for always keeping me in check with my fashion design skills.

My gratitude is incomplete without acknowledging my maternal family for their support and contribution to my onward progress in life.

I also commend my supervisors MR Alaafin oro and Mr Abdulraheem A.O (Admin department S.B.S 96.9 FM) for their intellectual contribution and support during my (S.I.W.E.S).

A big thank you to my colleagues from different institutions that formed the group members during my training, Maryam who was my partner on my last duty call as a SIWES student at S.B.S. Program.

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## **BRIEF HISTORY OF ORGANISATION (SBS FM 96.9 FM ILORIN)**

SALMAN BABATUNDE SALMAN (SBS 96.9FM), it's a newly and fast growing media station that is owned by a sole proprietorship under the board of trustees as a body of decision maker.

SBS 96.9 FM is a commercial license radio station, located at federal housing estate beside Air force Base oloje, Ikwah Community, Ilorin Kwara state.

The station started as an online radio station in the year 2018 and grew into terrestrials station in October 2019 as a community radio station, To God be the glory SBS FM is now a fully licensed commercial radio station approved by NBC in the year 2022 till date.

SBS FM is an household name in Ilorin the Kwara state capital which is the most density city in the state. The location of the station make it the only one in the heart of Ilorin and both elites and masses embraced it as their medium.

Our reach on terrestrial broadcasting include entire Kwara state, part of Oyo, Osun, Ekiti, Ondo and Niger state while online streaming make our medium has no boundary throughout the world.

The station is composed of Professionals staff under the leadership of General Manager.

### **VISION AND MISSION STATEMENT**

#### **VISION**

To be the reference point for quality world-class broadcast specially targeted at the youth in Kwara state and an Nigeria at large through institution of the premium corporate culture, corporate accountability, team spirit and all round pursuit of excellence

#### **MISSION STATEMENT**

SBS radio is committed to excellence, balance, equity and inclusiveness of all our stakeholders in our determination to add value to our youthful listeners, nurture our culture, norms, values and traditions while accelerating the socio-economic growth of Kwara State in particular and Nigeria at large.

### **ORGANISATION STRUCTURE AND DEPARTMENT**

SBS Fm is well structure radio station which all running and management is been fully control under the following step structure.

- Board of Trustees
- General Manager
- Station Manager
- Programmes Manager
- Administration Manager
- Marketing/ Finance Manager

Studio Operators and Engineers

## DEPARTMENTS IN SBS RADIO STATION

- o Administrative Department
- o Programme Department
- o Marketing Department
- o Engineering Department
- o Finance Department
- o News and Current affairs
- o Audit Department

**Administrative Department:** This department is in charge of all staffs matters, ranging from the code of conduct for all staffs, moral behaviour, rules and regulation and scheme of services for all staffs. The department caters for personal matters training, training of staffs, and employment of new staffs, discipline and promotion. The department handles record keeping, takes care of matters relating to insurance of man and materials, survey of corporations land matters, dealing with contracts, provides clerical and secretariat duties for all department.

**News and Programme Department:** This department handles the entire programs as well as news section. Various Artists, freelancers as well as in house presenter are manage by this department. The Programme manager is responsible for the initiation of programs, and this idea must serve the purpose of informing, educating, persuading and entertaining.

**Marketing Department:** This is the department where the financial aspect of the organization is discussed and settled, not only that, the department deals with any jingle or advert rate and payment before going on air once verified by the programme department.

**Engineering Department:** This department is indebted with the task of supervising the equipment procurement, installation and maintenance of such equipment. He (producer/engineer) must be conversant with the broadcasting technology state.

**Finance Department:** The finance department is a service department that deals with the inflow and the outflow of the organization finances. It is in charge of budget preparation and budget control. It offers advice on financial matters to the chief director at all times. This department discharge duties ranging from billings, debt collection and payment of all fees for all channel, account reconciliation.

**Editing Department:** This is the department where we have experienced computer operator, their ingenuities is being task with the burning of disk, editing of recorded Audios, Jingles and Advert, and also keep the records.

## **STATION RUNNING ACTIVITIES**

SBS FM run uninterrupted hours of transmission for 19hours of quality and quantitative broadcast to our audience between 5:00am to 12:00am on daily basis making it one of our strength.

Our Programming Strength: We have distinctive programs with flexible but firm schedule.

News and current affairs: Our news hours is unique with accurate, balance and objective contents that attract high listeners

Qualified and seasoned on air personalities that are young, vibrant and adding values to the broadcast industry.

SBS FM also transmit and stream on all social media platforms which includes Facebook, Twitter, Instagram as well as Radio Garden as recognized worldwide radio streamers

For more info

Please contact admin department

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Abdulraheem A. O

Regards

## **CHAPTER TWO**

## **DESCRIPTION OF S.B.S 96.9 FM STATION**

### **2.1 SUMMARY OF THE ORGANISATION**

Kwara state Broadcasting Corporation is the corporate name of the station and S.B.S, Ilorin, remains the station's identity S.B.S, Ilorin, is one of the public-owned broadcast media in the country.

The station broadcasts on Medium Wave Meter Band, popularly known Frequency Modulation, (FM) Meter Band.

It also echoes to the public on NINETY SIX. NINE (96.9)

The broadcasting House and Corporate Headquarters of the station is located at Number Two, Police Road, GRA, Ilorin.

### **INDEPTH**

S.B.S FM operates within the confines of the operational guidelines and ethical regulations as entrenched by relevant monitoring and supervising agencies.

The station hinges its services on protecting and projecting indigenous values, It serves as a link between the government and its governed through effective tracking of the performances of government towards addressing the aspirations of the masses.

Similarly, the station performs other relevant social responsibility services, like promoting good governance and equitable distribution of dividends of democracy, Above all it encourages inter-cultural, inter-religious and exchange of useful ideas to accelerate socio-economic lives of the peoples.

However, the station is always mindful of ownership and control, without compromising its social responsibility to its numerous audience.

## **CORE VALUES OF THE STATION**

### **RADIO ACRONYM CONNOTES THE FOLLOWING AS CORE VALUES**

- Responsibility to dynamic environment
- Adaptive to new environment
- Diligence to work
- Integrity and innovation
- Outstanding performance
- Knowledge of the job
- Wealth of the job
- Awareness
- Respect for individuals
- Ability

## **VISION STATEMENT**

To be the preferred medium operating in a uniquely professional environment for world class broadcasting.

### **Mission Statement**

"To build a broadcast giant promoting societal values and human development through performance driven innovative and quality services.



S.B.S FM is managed by a team of competent management structured under the general manager as the head of the station.

there are (5) directorates S.B.S with all the directors responsible to the general manager.

these directorates include director general administration, director programme, director news and current affairs department, director marketing and director engineering services.

other department are the accounting department and adult department.

## **2.2 OBJECTIVES OF S.B.S FM**

The main objectives of broadcasting are to inform educate and entertain in carrying out these functions, broadcasting organizations are guided by certain codes, ethics and practice.

These are the dos and don'ts of broadcasting which cover and protect, the rights of audiences, they also take account and cater to the nature, interest and sensibilities of groups, like the women and children.

1. Respect the culture, norms traditions and religions of societies and environments.
2. ensure peaceful co-existence
3. Information dissemination to the entire state

here in Nigeria broadcasting is regulated by the national broadcasting commission (NBC) which grants licenses to the operators and monitors their output to ensure adherence to professionalism. There is Broadcasting organizations of Nigeria (BON), a voluntary association of radio and televisions stations which came into existence in 1973. The society of Nigeria Broadcasters (SNB) formed in 1979 caters to the welfare of practitioners, while BON is involved in training and exchange of ideas and programmes and Nigeria Union of journalists.

BON, in addition, engages in joint coverage of important events like the National Sports festivals, the 2nd All African Games of 1973, first West African Games of 1977 and the 2nd World Black Festival of Arts and Culture, (Festic 77). There is as well FIBAN (the Freelance and the independent Broadcasters Association of Nigeria) formed in 2002 to cater for the welfare of its members.

## **2.3 Organizational Structure Of Kwara State Broadcasting Corporation, S.B.S Fm**

Department and functions

General organization of S.B.S FM

General Administration

General Administration division is the general manager or station manager, the business manager, the accountants, the secretaries, and other administrative and office staff.

These employees serve various duties such as the payment of wages and salaries, membership fees and subscriptions for industry information, license and other government-imposed fees, taxes, insurance, legal and auditing fees, and contributions to charitable organization

In addition, maintenance of the building and of equipment utilities, office supplies, computers, station automobiles, and other administrative services and supplies are also provided by the general Administrative department.

It is not surprising, then, that this department consumes one third of the total operating expenses of a station, although only about 13 percent of the total staff may be in Administrative.

## **MARKETING**

The sales department at S.B.S FM responsible for generating the revenue for the station to survive. A general sales manager leads a team that is comprised of a national/regional sales manager, a local sales manager, account executives, and at times, a traffic manager.

In most cases, the national/regional sales manager will be a liaison from an outside organization that wins advertising contracts from regional and national advertisers.

The local sales manager, then, is charged with securing advertising accounts with local businesses and organizations.

A staff of account executives helps the local sales manager sell advertising time to local businesses employing solicitation tactics similar to other sales businesses. However, the sales people of television must negotiate advertise sales using a rate card, a definitive list of airtime costs during the various time periods and television programs.

Furthermore, the television account executive can also offer to create the advertisement for a client if the client so chooses, in which case the sales department cooperate with the production and programming departments for this venture.

## **CHAPTER THREE**

### 3.1 ACTIVITIES DURING THE SIWES PERIOD

When I resumed, I was properly documented at the office of the S.I.W.E.S coordinator, After documentation. I was posted to the place of my primary Assignment, the News and current Affairs Department.

I was formally introduced to members of the department for integration into the department. I was then briefed on the established rules of engagement at the news and current Affairs Department after which I met with my house trainer's to guarantee desired familiarity.

News and current Affairs Department gathers information on daily basis, writes news, reports news, covers events to be disseminated to the general public at specific times

The Department handles current Affairs programmes to create public awareness. Information passed from the news and current Affairs Department is well refined, well referenced and also reliable.

The department performs and ensures the core values of efficient information management and delivery to members of the public.

News and current Affairs Department, however, has its unique internal structure in performing the identified responsibilities and duties, which are;

- \*Reportorial.

- \*Editorial.

- \*Current Affairs.

News room serves as central operational points for reportorial and Editorial engagements under listed.

### 3.2 INTERNAL STRUCTURE OF THE NEWS AND CURRENT AFFAIRS DEPARTMENT

I served and operated all through my SIWES Period at the news and current Affairs Department of S.B.S FM 96.9, Ilorin.

### 3.3 SKILLS AND KNOWLEDGE ACQUIRED

I acquired practical knowledge that are listed above in the station

#### NEWS WRITING STYLE

News writing has a universal way of writing it. In other words, there is a global standard of writing news. It means that the style is adopted by the journalist around the world. The style are;

1. The inverted pyramid

2. 5ws and H

The styles are peculiar to both print and broadcast. It should be noted that the style of broadcast is different from print style. Television style is different from radio style.

Every medium now adopts In house style and Editorial policies e.g. the in-house style is different from TV to TV, radio to radio, print to print.

Similarly, newspaper in-house style is also different from magazine to magazine and journal to journal. Also, Editorial policies of every media is different.

5ws and H explains what happens, where it happened, why it happened, who it happened to and how it happened. It should be noted that your news item must answer all the 5ws and H questions.

Additionally, a lead should not bear more than one or two of the 5ws and H. It is an aberration and erroneous for all 5ws and H to occupy a lead. Interestingly, news writing is a creative writing, hence it should be ok learnt through vocation and professionalism, your creativity will appear in your news writing if you have one. In a nutshell to write a very good news item, you have to be brainy with good command of English language and intelligence.

## LEAD

Lead is the first paragraph of a news story.

Rules guiding on lead writing in broadcast.

1. it must contain the most important
2. It must be short as much as possible
3. It must be straight forward
4. Two to three conjunction must be avoided in lead casting
5. The idea of the lead must be properly conveyed

## TYPE OF LEAD

### 1. ISSUE-BASED LEAD

### 2. PERSONIFIED LEAD

1. Issue-based lead is the type of lead that focuses on the issue in the first paragraph. This means that the subject matter takes center stage.
2. Personified lead is the type of lead that links the issue with the speaker

## EXAMPLE OF ISSUE BASED LEAD

1. Students of tertiary institution have been asked to desist from acts capable of impeding their academic pursuit

## EXAMPLE OF PERSONIFIED LEAD

2. VICE CHANCELLOR, Kwara state university, Malete, professor Mohammed Akanbi has encouraged students of tertiary institutions to desist from action capable of effecting their future

## CHAPTER FOUR

### NEWS SOURCES

1. Press release is an information material meant to be broadcast or published. It will be submitted to broadcast or print media.

#### Two Types Of Press Release

1. essay formal style press release. this is a press release not written in news style. it is written with personalized words e.g. we want to use this medium to draw the attention of general public. the words I, we, You, My, Our and others are directly used in writing such a press release. If such a press release gets to a news room five minutes before broadcast, it cannot be accommodated because the release is not treated and raw, such could be used in subsequent news bulletin.

however, such a press release is important to be used when it gets to the news room five minutes before broadcast the best thing we can do is to flesh i.e. information reaching us says the general manager, Kwara state television authority, Mr. Haliru Idris has been relieved of his appointment, details of this in our subsequent bulletins or breaking news.

2. Real news writing style format: this format written in news style. This means that the press released was written, issued and prepared by a professional journalist/news writer.

In this situation, if such a press release enters the news room five minutes before programme such a release can still go in full because the release has been treated from originator. it should be noted that press release is also referred to as press statement, news statement, news released and news.

#### PRESS RELEASE CAN BE ISSUED IN TWO WAYS;

-Through Hard copy and Soft copy. it should be emphasized that soft copy is the most preferable i.e. has it will simplify the work of the duty Editor as there will be no room for typing.

#### THOSE THAT CAN ISSUE PRESS RELEASES:

1. Government

2. Non-governmental Organization (NGO)/ Civil society organization

3. Religious bodies

4. Students Unions

5. Transport unions

6. Security agency

7. Tertiary institutions

8. Co-operate bodies

9. individuals

10. Families etc

2. Press conference- is a situation where journalist are invited, addressed and given opportunity to ask questions.

Those that can call for press conference;

1. Government

2. Non-governmental Organization (NGO) / Civil society organization

3. Religious bodies

4. Students Unions

5. transport Unions

6. Security Agency

7. Tertiary Institutions

8. Co-operate Bodies

9. Individuals

10. Families

3. Coverage; This is a situation where journalist visit the scene of the event or incidence e.g. convocation, Matrix, rallies, Government activities, flood, fire disaster, building collapse etc

4. Beat- Assigning a reporter to cover a particular place or sector e.g. Kwara state Government House, is a beat been covered by S.B.S correspondent, Abdulrasheed okiki, Kwara state house of assembly, Saheed Abdullah, Office of the first lady, Amina Mustapha, police beat, Olayinka Alaya, judiciary beat Bashir Jimoh, Health beat Maryam Abdulkadir Yusuf. Other beats includes: Education, Environment, INEC Sport etc.

Beat is also referred to as specialized reporting this is because, writing of beat requires expertise and choice of words, it should be noted that terminologies must be used to write the news.

Anyone covering a beat is perceived to be a specialist in such a beat places him or her as knowledgeable in that area. for instance, a reporter covering health as a beat or more than ten to fifteen years would have deep knowledge than the so called medical doctor.

5. News agency of Nigeria: is a parastatal /agency of federal government under federal ministry of information that sells news items for interested media organizations both print and broadcast station.

this agency reporters across 774 local governments of Nigeria saddled with responsibility of news gathering for onward purchase by interested potential customers.

any interested customer -media organization is expected to approach the agency with the payment of certain amount to the purse of the agency for subscription.

if payment confirmed the customer will be given username and password to login into the portal NAN for easy access of timely and fresh news across Nigeria, Africa and the world in general additionally, subscription to the agency enables it customers to source for news through the agency. Immediately, subscription of the customer elapses that media organization ciezes to access fresh news as stale news or outdated news, ranging from news of last week, last month and last year begin to surface. It should be notes that as soon subscription is renewed, the site- portal of NAN will load and update for new items. Subscription of a customer that is media organization could monthly, quarterly, weekly or yearly depending on the category available on the site of NAN, All branches of mass media patronize NAN

For example, S.B.S FM has no correspondent at the state house Abuja but can get news of state house through NAN timely.

6. Monitoring is the process of observing other media houses, weather print or broadcast for the purpose of news gathering. It should be emphasized that no media house can be said to be self sufficient. This means that a media house can monitor other stations.

1 IT can monitor live programme from your own station.

2 IT can monitor a live programme of your station news gathering.

3 IT can monitor a live programme of another station

4 IT can monitor a live Broadcast of another station for news gathering

5 IT can monitor News of another station for news gathering.

6 IT can monitor newspaper online for news gathering. On monitoring, recording could be made to capture all necessary information for news sourcing, such recorded information has to be transcribed.

Bulletin is produced monthly, quarterly or yearly, it is a source of news when it comes out fresh.

7. Interview: is the process of engaging in a fact finding mission, for the purpose of gathering information for news. In this situation, Experts on a particular field, stakeholders and concerned citizens has to be consulted for questioning to extract information. It must be understood that the reporter has an interviewer must book appointment with the interviewee, and such a reporter must be on ground 30 minutes before the time. In other words there are occasions where impromptu interview will be conducted. In this case as an interview you must be composed and know the appropriate question to ask, you may not down your questions or ask your questions offhand, in a situation where we have interest groups like political parties, religious interest groups or tribes you are expected to interview all parties concerned in order not to be labelled biased.

ACTUALITY: this is confirmation statement of the person interviewed. It could also be called track or insert.

Words in choices/ registered words of writing

1. Said, Noted, Stated, Pointed out explained observed elucidated

2. Advised

Urged

Tasked

appealed

charged

encouraged

enjoined

Asked

3. Emphasized

stressed

reaffirmed

reiterated

re-echoed

restated

4. Sad

disheartening

unhappy

lamented

frowned

express worry

express sadness

express displeasure

5. Expressed happiness

expressed appreciation

commended

appreciation

applauded

praised

eulogized

hailed

6. Exceptional words

i. Warned and cautioned

ii. Condoled and commiserated

iii. Dispelled and debunked

iv. Described

v. Submerged

vi. Identified

## SENTENCE BUILDING IN NEWS WRITING FOR BROADCAST MEDIA

sentence construction is the bed rock of news writing. poorly constructed sentences is tantamount to news poorly written. lead casting for broadcast requires simple, concise and straight forward sentences devoid of ambiguity.

It should be noted that a lead for a broadcast a broadcast should not exceed two conjunctions.

also, a news reporter as the first gate keeper must ensure that is not above sentences in a lead should not exceed three to four line that is why some professionals in the media practice recommended number of words in a lead, at least 28-40 words.

your lead could even be a line sentence e.g. Today is World foot day, Nigerians have been cautioned against corruption.

people in positions of authority have been asked meet the yearnings and aspiring of the people.

Vice chancellor, Kwara state university, Malete, professor Muhammad Mustapha Akanbi, has encouraged institutions of higher learning to strengthen their research base towards solving daughter challenges bedevilling the Nation.

Chairman Economic and Financial Crime commission Mr. Abdulrasheed Bawa has cautioned staff members of independent National Electoral commission, INEC to desist from financial inducement and other form bribery, before, during and after next year's elections.

For attribution sentences, there should not be lengthy sentences but simple and straight forward. similarly, sentences after attribution must also be positioned in line with the lead and attribution sentences.

## **MAJOR NEWS BULLETINS PRODUCTION IN S.B.S FM**

1. Round the world at noon : this bulletin title /name was designed in line with the editorial policies of S.B.S FM. the content of the bulletin include news with national outlook, local news (news across the 16 local governments in Kwara state), entertainment, sport and world news. this news bulletin has its own audience with a designated editor. News items to be accommodated in this bulletin should not be more than five or six items, this is in line with the editorial policy of the station.

the time of broadcast for round the world at noon is 12pm every day.

2. National news bulletin-any duty editor always ensures that no breach or editorial policy for this bulletin, this is because this bulletin is the major bulletin of S.B.S FM it contains national and local news, the news items must be well edited. Any news items that can tarnish the image of the chief executive of the state and other state government officials must be avoided by this editor. if the editor doesn't want to put him or herself in trouble.

The time of broadcast for this bulletin is 3pm and 8pm daily.

3. World news - world news are compiled in S.B.S in line with editorial policy of the station, part of the editorial policy is that Nigeria news must lead in the headlines and news alignment. the world news will be edited by the editor in chief in line with the editorial policy but the concluding part will be compiled by the person that edited it.

## **NEWS ALIGNMENT**



- The headlines (four) will guide the editor in aligning the final edited copies of news items. the editorial policy in S.B.S FM specify that the first headline story will be the first news to be aligned. Similarly, the second headlines news story follows the first story.

other important news items will follow depending on the number of the entire news item. In the case of ten news items, the editor requires to align five in the first part put break and align five in the second part to make it ten. In line with editorial policy of the station, it should be stressed that S.B.S FM editorial policy does not give prominence to stories that scare people for instance accident, insecurity, fire disaster and high profile court news item. In some media houses , news of insecurity e.g. bandits invading a community of bokoharam insurgence attacking a community will be made first headline by that station, But in S.B.S FM, we prefer to downplay stories by aligning them at the back towards the end of the news.

practical news story on kidnapping

A five year old girl, Jumake Johnson has been reported missing.

a statement from the family signed by a family member of the missing person, Mr. Haliru Idris said the missing person is tall, light in complexion and speaks past five in the evening and since not returned.

Anyone with useful information, the missing girl could be found or located should call 09124899616 and 07063677410 or contact the nearest police station.

characteristics of news story in a broadcast station.

1. Date of broadcast: A proper written broadcast news story must be properly dated to reflect the date of broadcast to ensure timeliness, the date appears at the top by the left corner.

2. Catchword: this appears at the top of the news story at the right side.

catch word is use to identify a story when we need a copy or want to discard a particular story.

3. Short lead: This implies that the lead of a news story in a broadcast station must be brief and straight forward.

4. Attribution: this is an important component of the news story, it reflects the source of news story and indeed where the event happens and where an individual has made a particular statement.

5. Building up subsequent paragraphs: with different information to the satisfaction of the reporter.

6. Source indication after completing the news e.g. PR, COV, INT, MONITORED e.g.

7. By-line: reflect the name of the reporter that wrote a particular story. In S.B.S FM, the name of the reporter will be used as initials to form the by-line, for instance, Abigeal Ojo as AO.

8. The initial of the editor/reporter, director of news. Every news story must carry the initial of directors news and current affairs.

9. Numbers of lines in a news story must be well written to guide the news editor in news mathematics.

10. End: This is written last in a news story to indicate the conclusion of a particular news story and tag can also be used to indicate the end of a particular story. It should be noted that all these attributes or components of a news story are in line with the in-house style and editorial policy of S.B.S FM. similarly, every media house has its own house style.

## **CHAPTER FIVE**

### **SUMMARY**

The student industrial work experience scheme (siwes) is a planned and supervised training intervention based on stated and specific learning and career objectives, geared towards developing the occupational competencies of the participants.

It is an programme required to be undertaken by all students of tertiary institution in Nigeria pursuing courses in "specialized engineering, technical, business, applied sciences and applied arts and mass communication".

On the other hand, Broadcasting, primary means by which information and entertainment are delivered to the public in virtually every Nation around the world. Broadcasting is a crucial instrument of modern social and political organization. My experience in broadcast station like S.B.S FM, is an exposure of value. I was able to expose to the rudiments of News writing and Reporting.

During my training at the News and current Affairs Department, I practically served at the Editorial unit of the department. I was taught how a news story format for radio broadcast should look like. I learnt that in writing a news story, news are written from the most important to less important and every situation as enshrined in inverted pyramid style.

I also went on a media tour at gravity FM, Igboho where I was also exposed to news writing based on its house style and editorial policy.

conclusion.

Coordinators and organization of the siwes programme must in earnest compel tertiary institutions to adhere strictly to the duration for siwes between the theoretical knowledge acquired in tertiary institutions and the practical skills required in today's workplace.

Siwes coordinators should take note that there are some companies or industries in the country who don't allow industrial attachments, such companies should be penalized under section 8a (2) of decree no, 47 of 1971 as amended in 2011. by doing this more credence would be given to the programme.

I urge undergraduates to seize the opportunity given by the siwes programme to develop their skills and prioritize practical development over theories in their academic pursuit in various field of study.

siwes has made me to see the other side of my course of study and also afforded me the opportunity to make use and link what I have learnt in the lecture room in the practical field.

## **PROBLEMS ENCOUNTERED**

Getting used to the working environment at first was challenging, meeting professionals at different levels who are at different locations within the city, imbibing good working ethics needed as a journalist, exhibiting the core values of the station at all times during my training period.

my reading ability was put to test to determine my fluency in English language, to ascertain if I have a broadcast voice and also to know if I can read within a given time.

In the news room, I faced another challenge of contributing on general issues or topics being discussed where I have to debate either for or against with proven fact. I am not allowed to keep mute in the news room when issues are been discussed I have to contribute, reason being that as a mass communication students; one must know something about everything.

My in-house supervisors prioritized individual and intellectual development over going to the Broadcast studio just to look and keep mute while programmes are been aired.

I only went there to deliver edited news story from the newsroom to the newscaster before broadcast time.

Difficulty in finding a place for industrial training is a big problem for students on the SIWES programme.

There are situation whereby you will write a company's aptitude test, but because you do not know anybody within the company or that no one can speak on your behalf then you lose the placement. Nigerian government in collaboration with SIWES should help student when it comes to securing a place for the training; or provide a policy that gives a Nigerian student right to be taken in any company he/she applied for the training. By doing so/ the time wasted at home while searching for place by the student will be minimized.

## **RECOMMENDATIONS/SUGGESTIONS**

Although SIWES undergone did achieve quite a lot of its stated objectives, nevertheless, the following recommendations are suggested to improve the qualitative context of the programme:

- i. Participation of private corporate organization to minimize the problem of low funding as recently complained by the director of ITF.
- ii. Sending students specifically to establishment where the stipulated aims and objectives of SIWES would be achieved.
- iii. Payment of befitting student allowance to assist in student' finances during the period of training.
- iv. The station should have a method of recognizing its SIWES students through issuance of recommendation letter in addition to letter of completion to enable the students secure job placement in both public and private sectors.