



A TECHNICAL REPORT

ON

**STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME
(SIWES)**

HELD AT

SUCCESS F.M

BESIDE SOLAT TELECOMS, MOKOLA INADAN, OYO STATE

PREPARED BY:

ADENIJI UTHMAN AYOMIDE

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DEDICATION

I dedicate this technical report to Almighty Allah, the giver of knowledge, wisdom and who is rich in mercy.

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I am using this opportunity to express my profound gratitude and deep regards to Almighty Allah, the creator of heaven and earth, the one who knows the beginning and the end, the alpha and the omega, also to my parents (MR & MRS ADENIJI), and to all those who have contributed immensely to the successful completion of my SIWES programme. The blessings, help and guidance given by them, time to time has carry me this far. I also take this opportunity to express a deep sense of gratitude to compliment my mentor for his cordial support, valuable information and guidance which helped me in completing my SIWES through various stages. I am also deeply grateful to the organization for accepting me and also my regard to the school board of trustees and the staff a very big thanks to all and sundry.

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CHAPTER ONE

1.1 INTRODUCTION TO SIWES

Students Industrial Work Experience Scheme (SIWES) is a Skills Training Program designed to prepare and expose Students of Universities, Polytechnics, Colleges of Technology, Colleges of Agriculture and Colleges of Education for the Industrial Work situation they are likely to meet after graduation. The Scheme affords Students the opportunity of familiarizing and exposing themselves handling equipment and machinery that are usually not available in their institutions.

1.2 HISTORY OF SIWES

The Students' Industrial Work Experience Scheme (SIWES) was initiated in 1973 by the Federal Government of Nigeria under the Industrial Training Fund (ITF) to bridge the gap between theory and practice among products of our tertiary Institutions. It was designed to provide practical training that will expose and prepare students of Universities, Polytechnics, and Colleges of Education for work situation they are likely to meet after graduation.

Before the establishment of the scheme, there was a growing concern among the industrialists that graduates of institutions of higher learning lacked adequate practical background studies preparatory for employment in industries. Thus the employers were of the opinion that the theoretical education going on in higher institutions was not responsive to the needs of the employers of labour.

As a result of the increasing number of students' enrolment in higher institutions of learning, the administration of this function of funding the scheme became enormous, hence ITF withdrew from the scheme in 1978 and was taken over by the Federal Government and handed to National Universities commission (NUC), National Board for Technical Education (NBTE) and National

Commission for Colleges of Education (NCCE). In 1984, the Federal Government reverted back to ITF which took over the scheme officially in 1985 with funding provided by the Federal Government.

1.3 OBJECTIVES OF THE PROGRAMME

The specific objectives of SIWES are to:

- Provide placements in industries for students of higher institutions of learning approved by relevant regulatory authorities (NUC, NBTE, NCCE) to acquire work experience and skills relevant to their course of study
- Prepare students for real work situation they will meet after graduation.
- Expose students to work methods and techniques in the handling of equipment and machinery that may not be available in schools.
- Make transition from school to the labour market smooth and enhance students' conduct for later job placement
- Provide students with the opportunity to apply their knowledge in real life work situation thereby bridging the gap between theory and practice
- Strengthen employer involvement in the entire educational process and prepare students for employment in industry
- Promote the desired technological knowhow required for the advancement of the nation.

CHAPTER TWO

SUCCESS F.M, MOKOLA, IBADAN

2.1 HISTORICAL BACKGROUND

Success FM, Ibadan is a prominent radio station located in Ibadan, the capital city of Oyo State, Nigeria. It was established in **2011** as part of the growing media presence in Ibadan, to serve the local community and provide an alternative platform for quality radio programming. The station was founded with the goal of offering an engaging mix of news, entertainment, educational content, and public service programs tailored to the needs of the people in Ibadan and surrounding regions.

Success FM has since become one of the leading radio stations in Ibadan, known for its dynamic programming that includes talk shows, music, community outreach, and discussions on relevant social, political, and economic issues. The station's content aims to address local concerns while also reflecting national issues, engaging listeners in meaningful dialogue, and fostering a sense of community.

From its inception, Success FM has been committed to professionalism in broadcasting and has built a strong relationship with its listeners, offering interactive programs that encourage audience participation. The station's diverse programming lineup includes popular shows in Yoruba and English, catering to a wide range of demographic groups in the region.

As a result of its innovative and engaging approach to broadcasting, Success FM has gained a reputation as a trusted source of information and entertainment in Ibadan and across Oyo State. The station continues to play an essential role in shaping public opinion, educating the masses, and promoting local talent through its various broadcasts.

Success FM, Ibadan remains a vital part of the media landscape in the southwest of Nigeria, providing high-quality content and contributing to the region's cultural and social development.

2.2 OBJECTIVES AND CORE VALUES OF THE ESTABLISHMENT

Objectives of Success F.M, Ibadan

1. **To Provide Quality and Informative Broadcasting:** Success FM aims to deliver high-quality, informative, and engaging content that serves the needs of its audience. The station's programming is designed to inform, educate, and entertain the people of Ibadan and its surrounding areas.
2. **To Promote Social Awareness and Community Engagement:** One of the key objectives of Success FM is to foster a sense of community by addressing local issues, promoting social causes, and encouraging active participation from listeners through interactive programs and discussions.
3. **To Support National and Regional Development:** Success FM seeks to contribute to the social, economic, and political development of Ibadan, Oyo State, and Nigeria by highlighting relevant news, policies, and developmental programs, and promoting them through well-curated content.
4. **To Provide Entertainment and Cultural Enrichment:** The station's goal is to entertain its listeners by offering a wide range of musical and cultural programs, while promoting local talents and enhancing the cultural identity of the region.
5. **To Foster Responsible Broadcasting:** Success FM strives to maintain ethical standards in broadcasting by ensuring that its content is responsible, balanced, and respectful of

cultural sensitivities, promoting peaceful coexistence and understanding among the listeners.

6. **To Create a Platform for Public Opinion:** The station is committed to giving its audience a voice through talk shows, phone-ins, and community programs that allow listeners to express their views on critical issues affecting their lives.

Core Values of Success FM, Ibadan

1. **Integrity:** Success FM is dedicated to upholding ethical standards and transparency in all its operations. The station ensures that its programming is based on truth and honesty, fostering trust and credibility with its audience.
2. **Excellence:** The station strives for excellence in its content, production, and overall operations. Success FM aims to provide the highest quality broadcasting experience to its listeners, with continuous improvement in all aspects of its service.
3. **Innovation:** Success FM encourages creativity and innovation in the delivery of its programs. The station embraces modern broadcasting technologies and trends to stay relevant and provide cutting-edge content to its audience.
4. **Community Focus:** Success FM is deeply committed to the communities it serves. It values the importance of community involvement and seeks to address local issues, support social causes, and contribute positively to the well-being of the people in Ibadan and surrounding areas.
5. **Inclusivity:** The station promotes inclusivity by ensuring that all segments of society, regardless of background, age, or status, have access to its content. Success FM fosters a diverse and inclusive environment where every voice can be heard.

6. **Accountability:** Success FM holds itself accountable to its listeners and stakeholders by maintaining transparency in its operations and consistently evaluating the impact of its programs on the audience.
7. **Professionalism:** The station adheres to high professional standards in its broadcasting practices. Success FM values skilled talent and continuous development of its staff to ensure that all content is produced and delivered with the utmost professionalism.

These objectives and core values reflect the station's commitment to providing meaningful, responsible, and entertaining content while also serving the community and contributing to the broader development of Ibadan and Oyo State.

2.3 FUNCTIONS OF THE ESTABLISHMENT

The **functions** of **Success FM, Ibadan** include a wide range of activities that contribute to its role as a leading radio station in the region. These functions serve the station's objectives of providing quality entertainment, promoting social awareness, and supporting community development. Below are the key functions of Success FM, Ibadan:

Functions of Success FM, Ibadan

1. **Broadcasting Quality Content:** Success FM is responsible for providing a diverse range of content, including news, talk shows, music, and entertainment programs. This content is designed to inform, educate, and entertain listeners in Ibadan and surrounding areas, catering to a broad audience with varying interests.
2. **Community Engagement and Advocacy:** The station plays a crucial role in engaging with its audience, fostering public discourse, and advocating for social causes. Through call-in programs, discussions, and live interviews, Success FM facilitates conversations on

critical social, political, and economic issues that affect the community, encouraging public participation.

3. **Promoting Local Talent:** Success FM provides a platform for local artists, musicians, and content creators to showcase their work. This helps promote cultural identity and provides emerging talent in the region with exposure and opportunities for growth.
4. **Information Dissemination:** A key function of Success FM is to serve as a reliable source of information. The station broadcasts news, government policies, and important announcements, ensuring that the public is well-informed on current events and developments in both local and national contexts.
5. **Public Education and Awareness:** Success FM uses its platform to educate the public on a variety of issues, such as health, education, agriculture, social development, and government programs. Through informative programs and expert discussions, the station aims to raise awareness and provide listeners with knowledge that can lead to positive change in their lives.
6. **Entertainment and Relaxation:** The station provides entertainment through music, drama, comedy, and other fun programs that offer relaxation and enjoyment for its listeners. This helps create a positive and engaging atmosphere for the audience.
7. **Support for Government and Corporate Initiatives:** Success FM supports government policies and corporate programs by providing airtime for public service announcements, advertisements, and promotional campaigns. This function helps to bridge the gap between government or corporate entities and the public.
8. **Promoting Peace and Social Cohesion:** The station contributes to promoting peace, unity, and social harmony in the community. Through discussions, peace-building initiatives, and conflict resolution programs, Success FM fosters mutual understanding and tolerance among diverse groups within the society.
9. **Building a Platform for Public Opinion:** Success FM facilitates the expression of public opinion by allowing listeners to participate in live discussions, share their views, and voice concerns on various topics. This interaction helps the station serve as a forum for community feedback and ideas.
10. **Training and Capacity Building:** The station provides training opportunities for aspiring journalists, broadcasters, and media professionals. Success FM helps build skills and

expertise in the media industry, providing practical experience for interns and young talents looking to enter the broadcasting sector.

11. **Advertising and Commercial Services:** As a business entity, Success FM offers advertising services to businesses and individuals looking to promote their products or services. By generating revenue through advertisements and sponsorships, the station can sustain its operations and continue providing quality content to its audience.

12. **Promotion of National Integration:** Through programming that highlights issues relevant to the broader Nigerian context, Success FM helps promote national unity and integration. The station focuses on content that addresses the diverse cultures, traditions, and values of Nigeria, contributing to fostering a sense of national identity and pride.

The functions of **Success FM, Ibadan** are centered on delivering informative and engaging content, promoting social change, supporting local talent, and serving as a platform for public opinion and advocacy. By fulfilling these roles, the station plays an important part in shaping public discourse and contributing to the development of Ibadan and the wider Oyo State.

2.4 DEPARTMENT OF THE ORGANIZATION

Success FM, Ibadan, like most radio stations, operates through various departments to ensure smooth operations and effective delivery of its services. Each department plays a specific role in achieving the station's goals of providing quality broadcasting, engaging with the community, and supporting local talent. Below are the key departments commonly found in **Success FM, Ibadan**:

1. News and Current Affairs Department

- **Role:** Responsible for gathering, producing, and presenting news stories. This department focuses on providing timely and accurate news, both local and national, as well as current affairs programs.
- **Key Functions:** News reporting, investigative journalism, writing scripts, and conducting live interviews.

2. Programs Department

- **Role:** Oversees the development, planning, and scheduling of all radio programs. This department is in charge of the station's programming content, including talk shows, music, and educational broadcasts.
- **Key Functions:** Program planning, show development, content scheduling, and coordinating with other departments for the smooth execution of programs.

3. Production Department

- **Role:** Handles the production of radio programs. This department works closely with presenters and producers to create content that meets the station's quality standards.
- **Key Functions:** Sound editing, scriptwriting, production coordination, audio mixing, and ensuring technical quality during live broadcasts.

4. Engineering and Technical Department

- **Role:** Ensures the smooth operation of all technical equipment used in the studio and during broadcasts. This includes managing transmission equipment, sound systems, and other broadcasting technologies.
- **Key Functions:** Maintenance of broadcast equipment, ensuring clear and uninterrupted transmission, troubleshooting technical issues, and handling live broadcast setups.

5. Marketing and Advertising Department

- **Role:** Responsible for promoting the station, generating revenue through advertising, and managing relationships with clients and sponsors. The department also focuses on building the brand identity of Success FM.
- **Key Functions:** Advertising sales, sponsorship deals, audience engagement, event promotion, and brand management.

6. Public Relations and Corporate Communications

- **Role:** Manages the station's public image and communications with the media, sponsors, and listeners. This department focuses on creating positive publicity for Success FM.
- **Key Functions:** Media relations, press releases, handling listener feedback, organizing events, and representing the station in external communication efforts.

7. Human Resources Department

- **Role:** Oversees recruitment, staff welfare, and employee management within the station. HR ensures that the station has a well-trained, motivated, and efficient workforce.
- **Key Functions:** Recruitment, employee training and development, staff welfare, performance management, and compliance with labor laws.

8. Finance and Accounts Department

- **Role:** Manages the station's finances, including budgeting, accounting, and ensuring that the station remains financially sustainable.
- **Key Functions:** Financial reporting, bookkeeping, payroll management, budget preparation, and financial audits.

9. Legal Department

- **Role:** Handles all legal matters, including contracts, intellectual property issues, and compliance with broadcasting laws and regulations.
- **Key Functions:** Drafting and reviewing contracts, handling licensing issues, ensuring legal compliance, and managing disputes.

10. Audience and Listener Services

- **Role:** Manages interactions with the station's audience and ensures that listener feedback is received, addressed, and integrated into programming.

- **Key Functions:** Handling listener requests, managing phone-ins, responding to listener complaints and suggestions, and conducting surveys for audience feedback.

11. Administrative and Support Services

- **Role:** Provides day-to-day administrative support to all other departments. This department ensures that the operations of the station are well-organized and runs smoothly.
- **Key Functions:** Office management, supply chain management, handling logistics, and managing the station's general administrative functions.

Each department at **Success FM, Ibadan** plays a vital role in ensuring the smooth operation of the station. From producing content and managing technical systems to marketing and ensuring financial health, these departments collaborate to fulfill the station's mission of providing quality, engaging, and informative broadcasts to the people of Ibadan and beyond.

CHAPTER THREE

EXPERIENCE GAINED

My industrial work experience scheme at Success F.M, Ibadan was an enlightening journey that provided me with a profound understanding of radio presentation. Throughout the program, I gained hands-on experience in various types of radio program, gaining more knowledge on what the word Mass communication actually mean, news writing and reporting, quality of a news story, qualities of a good journalist, radio equipment, radio technologies, D.C.A and it role. Below are some of the experiences and knowledge I gained during my industrial work experience scheme at Success F.M, Ibadan:

3.1 NEWS WRITING AND REPORTING

NEWS: My first week at Success F.M, Ibadan proved to be an enriching foundation for comprehending the core principles of broadcast journalism. Under the guidance of experienced professionals at the radio station, I begin a journey to understanding the essence of "news", I was made to understand that NEWS is the very lifeblood of every radio station.

News wasn't simply about recent events, but rather about newly received information that holds significance for the target audience. This information could be about current events, unfolding as we speak, or it could pertain to previously unknown details surrounding a past event.

ELEMENT OF NEWS STORY: However, the concept of "newsworthiness" was further emphasized. Not all recent events automatically qualify as news. The professionals in Success F.M, Ibadan instilled in me the importance of evaluating information based on its:

Impact: Does the information have a significant bearing on the lives of the listeners?

Timeliness: Is the information fresh and relevant to the current news cycle?

Proximity: How geographically relevant is the information to the station's target audience?

Prominence: Does the information involve well-known individuals or entities?

Conflict: Does the information present a situation of contention or controversy?

After proper understanding of these factors, I gained a deeper appreciation for the editorial judgment that goes into selecting and presenting newsworthy information. This initial training not only provided a strong foundation for my understanding of news, but also served as a crucial stepping stone for my further exploration of the various aspects of broadcast journalism Success F.M, Ibadan.

Qualities of News Story

A good news story is like a special kind of story - it's true, easy to understand, and interesting all at the same time. It's like a flashlight that helps us see things clearly. In a world with so much information, these things are what make a news story trustworthy.

- **Truth:** A news story is a promise to tell you things that are real and can be checked. It's like making a deal with the reader. Facts are what make us trust the story. Reporters double check their information and talk to different people to make sure it's right. If even one thing is wrong, the whole story can become unreliable.
- **Clarity:** The best stories use plain and easy words so everyone can understand. They don't use fancy words or confusing sentences. Short sentences and strong words make the story flow well. This way, the reader can follow what's going on without getting lost.
- **Completeness:** A news story isn't just a quick peek; it's a big picture. To be truly helpful, it needs to tell us what happened before, what's happening now, and why it all matters. This means the reporter needs to know a lot about the story and give us all the pieces so we can understand it.
- **Compelling:** Facts are important, but they aren't enough to make a story exciting. A good news story uses tricks from regular stories to grab our attention and keep us reading. This can involve telling things in order, showing how people are affected, or asking interesting questions. Just like a good book that keeps you wanting more, a compelling news story makes us want to learn more about what's going on.
- **Brevity:** These days, everyone is busy and doesn't have a lot of time. A news story needs to tell its message quickly and to the point. Every word should count, and anything that isn't

important gets left out. But being short doesn't mean the story can't be deep. Even a short story can leave a lasting impression.

- **Precision:** Being accurate isn't just about getting the facts right. It also means using words carefully so there's no confusion. Words that are vague or unclear can make it hard to understand the story. Strong words, specific details, and clear information sources are all needed for a story to be sharp and clear.
- **Timeless:** News stories are often about what's happening right now, but the best ones also stay important even after the headlines are gone. They capture a moment in history, but they also tell us about bigger things that will always be important. This means the reporter needs to look past the surface and show why a story matters even after everyone stops talking about it.
- **Fairness:** A news story isn't about taking sides. It should tell all sides of an issue fairly and without bias. This doesn't mean giving equal weight to information that's obviously wrong, but rather ensuring that all viewpoints are heard and that the reader can decide for themselves what to believe.
- **Transparency:** The way news stories are found should be open and honest. Readers deserve to know where the information comes from, how the reporter found it, and if the reporter might have any biases. By being open about how they do their job, news organizations can build trust and allow readers to make informed decisions about the information they're getting.
- **Honesty:** In the end, the most important thing about a news story is that it's honest. This applies not only to factual accuracy but also to the overall intent of the piece. A story should aim to teach us something, not trick us. It should present all sides, not just information that supports a particular viewpoint. Honesty is the foundation of integrity, and integrity is what makes a news source trustworthy.

3.2 QUALITIES OF GOOD JOURNALIST

A good journalist is a fascinating blend of **curiosity, tenacity, and integrity**. They possess a relentless drive to uncover the truth and a keen eye for detail. Here are some key qualities that define a strong journalist:

- **Inquisitive Mind:** A journalist thrives on asking questions. They have an insatiable curiosity about the world and a desire to understand the why and how behind events.
- **Impeccable Research Skills:** Verification is paramount. Journalists meticulously research information, corroborate facts with multiple sources, and maintain a healthy skepticism of information at face value.
- **Excellent Communication Skills:** Both writing and speaking effectively are crucial. Journalists can craft compelling narratives that engage the audience, while also conveying information with precision and clarity.
- **Tenacity and Persistence:** Unearthing truth often requires perseverance. Journalists don't shy away from following leads, overcoming roadblocks, and persistently seeking answers until the story is complete.
- **Ethical Compass:** Journalists adhere to a strict ethical code. They strive for objectivity, fairness, and accuracy in their reporting. They avoid plagiarism and maintain a clear distinction between fact and opinion.
- **Empathy and Emotional Intelligence:** Understanding the human impact of stories is essential. Journalists can connect with people from diverse backgrounds, build trust with sources, and convey the human element within complex issues.
- **Courage and Resilience:** Investigative journalism often explores sensitive topics. Journalists may face pressure or threats, but they have the courage to pursue the truth even in the face of difficulty.
- **Adaptability and Tech-Savvy:** The media landscape is constantly evolving. Journalists are adept at learning new technologies, using social media for research and outreach, and staying current with the ever-changing digital world.

3.3 RADIO STATION EQUIPMENT

- **Microphone** - Converts sound waves into electrical signals. Different microphones are suited for different purposes.



Microphone

- Types of Microphone**
- o **Condenser Microphone:** - Generally more sensitive than dynamic microphones and can capture a wider range of frequencies. They require what is known as "phantom power" to operate, which is supplied by the microphone console.
 - o **Dynamic Microphone:** - More rugged than condenser microphones and less likely to be damaged by handling. They do not require phantom power to operate.
 - **Microphone Stand** - Holds the microphone in place and allows for positioning.
 - **Headset** - Allows the DJ or host to hear program audio and speak "on-air" without needing to hold a microphone.



Headset (Radio)

Soundproof Booth - A room that is designed to isolate sound from entering or exiting. This is important for radio stations to prevent unwanted noise from interfering with the broadcast signal.

- **Broadcast Console** - The central control station for the radio studio. It allows the DJ or host to control the audio levels of the microphone, music, and other audio sources, as well as switch between different sources.



Broadcast Console (Radio)

- **Voice Absorber** - A material that absorbs sound waves and helps to reduce echo and reverberation in the studio.
- **Audio Monitor** - Speakers that allow the DJ or host to hear the program audio with high fidelity.



Audio Monitor (Radio)

- **Computer Monitor** - Used to display playout software, digital audio workstation (DAW) software, or other software used for broadcasting.



Computer Monitor (Radio)

Cart Machine - A traditional playback device that uses audio cartridges to play pre-recorded content, such as commercials, station IDs, and sound effects.

- **CD Player** - While their use is declining in the digital age, CD players are still used in some radio stations to play music CDs.



CD Player (Radio)

- **Telephone Hybrid** - Allows callers to be integrated into the broadcast signal. It manages the complex technicalities of combining the phone audio with the program audio while preventing feedback or echo.
- **On-Air Light** - A visual indicator that the studio is live and on the air. This helps to prevent interruptions from entering the studio while a broadcast is in progress.
- **Automation System** - Software that automates the playback of music, commercials, and other audio content. This allows radio stations to broadcast 24/7 without a DJ or host being present in the studio all the time.
- **Audio Processor** - An electronic device that enhances the audio quality of the broadcast signal. It can perform functions like limiting, compression, and equalization to make the audio sound louder, clearer, and more consistent.
- **FM Transmitter** - The radio station's broadcasting equipment that generates the radio waves that carry the audio signal to the listener's radio.
- **FM Antenna** - The tall tower or mast that transmits the radio waves from the FM transmitter.

The height and location of the antenna affect the coverage area of the radio station.

3.4 TYPE OF LICENSE IN RADIO STATION

- **Commercial License:** Issued to for-profit organizations. These stations generate revenue through advertising and sponsorships.

Campus License: Granted to colleges and universities for educational purposes. They offer student-run programming and typically have a limited broadcast range.

- **Community License:** Awarded to non-profit organizations serving a specific community.

These stations focus on local content and public service announcements.

3.5 TYPES BROADCAST

Broadcasting can be categorized based on ownership:

- **Public Broadcast:** Stations funded by viewers and listeners, often non-profit and focused on educational and cultural programming.
- **Private Broadcast:** Stations owned by for-profit companies, typically commercial with a focus on entertainment and advertising.
- **Community Broadcast:** Stations owned by non-profit organizations, serving a specific community with local content and public service.

3.6 DUTY CONTINUITY ANNOUNCER (D.C.A.)

A Duty Continuity Announcer (D.C.A.) is a vital radio station role, it is the unseen but crucial voice that keeps a radio station running smoothly. They act as the bridge between programs, ensuring a seamless listening experience for the audience. **Role of D.C.A**

- Ensures the smooth flow of on-air content.
- Operates broadcast equipment during emergencies.
- Monitors station logs and maintains legal compliance.
- May deliver station identification and public service announcements.

STUDIO MANAGEMENT

The Studio Manager oversees the day-to-day operations of a radio station's broadcast environment:

- Manages staff, including DJs, producers, and technicians.
- Schedules program blocks and ensures content quality.
- Maintains studio equipment and ensures smooth technical execution.
- Oversees budgeting and resource allocation for on-air production.

BROADCAST JOURNALISM

Broadcast journalism uses electronic media, like television and radio, to deliver news and information to a wide audience. It goes beyond simply reporting the facts.

Types of Journalism

- **Print Journalism:** This traditional form involves writing news articles for newspapers and magazines.
- **Broadcast Journalism:** As mentioned above, it uses electronic media to deliver news.
- **Online Journalism:** News websites and social media platforms provide a growing space for journalists to report and share information digitally.
- **Investigative Journalism:** This in-depth reporting digs into complex issues and exposes wrongdoing.
- **Photojournalism:** Powerful photographs tell stories and capture emotions in a unique way.
- **Sports journalism:** captures the excitement and spirit of athletics.
- **Radio journalism:** uses sound to bring news and stories to life. It leverages the power of the human voice to create a captivating experience.

RADIO ADVERTISEMENT

Radio advertising is the use of radio airtime to promote a product, service, or brand. It's a broadcast message delivered over the airwaves to a large audience of listeners.

Benefits of Radio Advertisement

- **Massive Reach:** Radio has a vast audience, reaching people across demographics and locations while they're engaged in other activities.

Cost-Effective: Compared to other media, radio advertising can be more affordable, making it accessible to businesses of all sizes.

- **Targeted Audience:** Stations often cater to specific demographics, allowing advertisers to reach their ideal customer base.
- **High Engagement:** With engaging audio elements, radio ads can capture attention and create a lasting impression.
- **Flexibility and Creativity:** Radio ads can be adapted to different lengths and styles, allowing for creative storytelling and brand messaging.

RADIO PRESENTATION

A radio presentation is essentially a talk delivered on the radio. It can cover a wide range of topics, from news and current events to music introductions and informative segments.

What to Do Before Starting A Preparation:

- **Know Your Audience:** Tailor your content and delivery to resonate with the listeners of the specific program.
- **Research Your Topic:** Be well-informed and prepared to answer questions with authority.
- **Practice Makes Perfect:** Rehearse your delivery to ensure clarity, enthusiasm, and smooth transitions.
- **Prepare Engaging Content:** Use stories, examples, and humor to make your presentation informative and entertaining.

Qualities of a Good Broadcaster

- **Clear and Confident Delivery:** Speak clearly, enunciate properly, and project with confidence to connect with the audience.

- **Engaging Personality:** Inflect your voice, express enthusiasm, and be yourself to create a captivating radio presence.
- **Excellent Communication Skills:** Be able to articulate complex ideas in a concise and understandable way.
Ability to Think on Your Feet: Adapt to unexpected situations and respond to listener feedback seamlessly.
- **Passion for Radio:** Genuine love for the medium translates into an engaging and impactful on-air presence.

Qualities of good Interviewer

- **Preparation is Key:** Research the interviewee and formulate insightful questions beforehand.
- **Active Listening:** Pay close attention to the interviewee's responses and ask follow-up questions to delve deeper.
- **Facilitation, Not Domination:** Guide the conversation, allowing the interviewee to share their unique perspective.
- **Clear Communication:** Ask questions concisely and ensure the wording is easily understood by both the interviewee and the audience.
- **Respectful and Engaging:** Maintain a professional but personable demeanor to create a comfortable and engaging interview atmosphere.

CHAPTER FOUR

ACTUAL WORKDONE WITH EXPERIENCE GAINED

My industrial work experience scheme at Success F.M, Ibadan was an enlightening journey that provided me with a profound understanding of Radio Presentation. Throughout the program, I gained hands-on experience in various types of Radio station equipment, how to gather a good news story, what journalism is, types and lot more.

4.1 RADIO PRODUCTION AND BROADCASTING

CONTENT CREATION: The foundation of any successful radio program lies in its content. During my SIWES, I actively participated in the content creation process. This involved conducting intensive research to understand current trends, identify our target audience, and uncover topics that resonated with their interests.

SCRIPTS WRITING: With a strong grasp of the audience in mind, I honed my skills in scriptwriting. I learned to create informative and engaging scripts that not only conveyed information clearly but also captured the listener's attention through storytelling techniques, humor, and well-structured narratives.

AUDIO PRODUCTION: Beyond the script, the magic of radio lies in the art of audio production. Here, I gained practical experience in the effective use of sound effects and music selection. Choosing the right sound elements was crucial in complementing my content and creating the desired atmosphere.

MASTERING AUDIO EDITING: A vital tool in the audio production is audio editing software. I learned to utilize this software effectively to assemble sound bites, seamlessly incorporate music, adjust audio levels for a balanced soundscape, and ultimately craft a polished final product ready for broadcast.

ON-AIR PRESENTATION: The ability to deliver content with a confident and engaging voice is a hallmark of a great broadcaster. During my internship, I shadowed experienced on-air personalities and observed the importance of vocal projection and clear enunciation. I practiced using a captivating vocal range to keep listeners engaged and maintained a comfortable distance from the microphone to avoid technical issues.

Delivering radio content goes beyond simply reading a script. I learned to speak at a moderate pace with appropriate pauses for emphasis. More importantly, I discovered the power of infusing my delivery with enthusiasm to connect with listeners on an emotional level.

INTERVIEW: Interviewing is an art form that allows you to extract compelling radio content from a conversation. I actively participated in pre-interview research to gain a thorough understanding of the interviewee and their background. This enabled me to develop a list of insightful questions designed to elicit interesting and informative responses.

Successful interviewing requires more than just asking questions. I witnessed the importance of active listening, paying close attention to the interviewee's answers and asking follow-up questions to delve deeper into specific points. I learned to guide the conversation while respecting the interviewee's unique perspective, ensuring all questions were clearly answered for the listeners.

NEWS GATHERING AND VERIFICATION: My internship also provided me with a glimpse into the world of broadcast journalism. I observed the meticulous process of news gathering, including researching stories, identifying credible sources, and verifying information before broadcast. This experience instilled in me the importance of objectivity and accuracy when presenting news to the public.

During my SIWES programme, I alongside my colleagues were given a task to carry out tagged “**News Ride.**” The task involves gathering news and broadcasting it on air under strict supervision of my supervisor.

Delivering Factual Information with Neutrality: Witnessing the professional news delivery at the radio station, I learned the importance of presenting factual information with neutrality. Maintaining a neutral tone ensures that the audience receives unbiased information and can form their own conclusions.

BROADCASTING DO'S AND DON'TS

The world of broadcasting is like a big space, with many voices working together to create a great performance. If you want to be a conductor in this orchestra, you need to learn the following tips:

News Writing:

- Do: Be curious! Ask lots of questions and check your facts carefully.
- Don't: Only listen to one side of the story. Try to get all the details.
- Do: Tell the story in a clear and interesting way. Use short sentences and paint a picture with your words.
- Don't: Make things up or try to be too dramatic. Just tell the truth in a plain way.

Interviewing:

- Do: Learn as much as you can about the person you're interviewing beforehand. Then ask them interesting questions that go beyond the obvious.
- Don't: Do all the talking! Let the other person speak and listen carefully to what they say.
- Do: Guide the conversation in a friendly way and be open to new ideas.
- Don't: Be afraid of silence. Sometimes a short pause can be a good thing.

On-Air Presentation:

- Do: Practice using your voice so it sounds clear and confident. Speak at a good pace and vary your tone of voice to keep things interesting.
- Don't: Mumble or talk too fast. People won't be able to understand you!
- Do: Learn how to use the microphone properly. Stand at the right distance and avoid making popping sounds with your lips.
- Don't: Panic if there's a short silence. A little pause can be a good thing.

Content Creation:

- Do: Find out who your listeners are and what they like to hear. Then make shows that they'll enjoy.
- Don't: Be afraid to try new things. There are lots of different ways to make radio shows.
- Do: Tell stories that people will want to listen to. Use humor, interesting facts, and sound effects to keep things exciting.
- Don't: Forget the power of music and sound effects. They can help set the mood and make your show more interesting.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 SUMMARY OF ATTACHMENT ACTIVITIES

This is a complete report of an industrial training program carried out during my SIWES at Success F.M, Ibadan. Activities including field work such as news writing and report, different types of interview, news editing and caption and so on.

The experience gained has given me a sound knowledge on Radio Production and Broadcasting in general which has helped prepare me for the future journalism work.

5.2 PROBLEMS ENCOUNTERED

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

- The issue of expensive transportation: I have to pay a huge amount of money every day for transport without remuneration.
- The bureaucratic system is rigid and before things done, takes so much time. This affected the conducive working environment for the members of staff in that whenever machines are bad and need repairs it takes so much time before it gets attended to. This system made work so tedious and cumbersome. Other problems are:
- Limited IT spaces
- Exposure to environmental hazard due to lack of safety gears

5.3 SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME

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

5.4 CONCLUSION

The period has contributed immensely to my academic experience. Students Industrial Working Experience Scheme (SIWES) is an important program for all students. It helps in tackling the issue of unemployment amongst youth as it teaches us way to be independent. The exercise made me understood part of what is expected as a journalist in the practice. It helped groom my relationship skills especially in areas where team work are required and communicating with the staffs and students alike. It has exposed me to work ethics and routines.

The problems, if not tackled, will make it lose its usefulness and vitality notwithstanding the benefits of it.

Finally, I do hope the program will be improved so as to enhance manpower development and student's skill in their respective field of study.