



KWARA STATE POLYTECHNIC, ILORIN

INSTITUTION OF INFORMATION COMMUNICATION AND TECHNOLOGY

STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME [SIWES]

HELD AT

NOUN RADIO 105.9FM,

14/16 AHMADU BELLO WAY VICTORIA ISLAND, LAGOS STATE.

BY

ALAO MUBARAK

ND/23/MAC/PT/0374

A SIWES REPORT SUBMITTED TO THE POLYTECHNIC, KWARA

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF NATIONAL
DIPLOMA [ND] IN THE DEPARTMENT OF MASS COMMUNICATION**

2023/2024

CERTIFICATION

This is to certify that **ALAO MUBARAK** with matriculation number **ND/23/MAC/PT/0374** undergoes his industrial training **SIWES** at **NOUN RADIO 105.9FM, 14/16 AHMADU BELLO WAY VICTORIA ISLAND, LAGOS STATE** .In partial fulfillment of the award of national diploma (ND) in mass communication, kwara state polytechnic ilorin, undersigned by following people:

DR ADENITI ADEDAPO
SIWES SUPERVISOR

DATE

MR. OPALEKE
SIWES COORDINATOR

DATE

MRS. OPALEKE
HEAD OF DEPARTMENT

DATE

DEDICATION

This SIWES report is dedicated to GOD Almighty, Mr. & Mrs. ALAO. for their spiritual and financial support during my SIWES program.

ACKNOWLEDGEMENT

My appreciation first goes to God almighty, the creator of Heaven and Earth for granting me the grace and privilege to be able to complete this SIWES program successfully and on schedule.

I am also grateful to my industrial based supervisors Mr. Azubuike Onicha. and my tutors, Mrs. Benebu, and Mr. Jeffrey, for their thorough supervision and useful advice which helped and also contributed to the success of the SIWES program. May the almighty God make their days on Earth longer to reap the fruit of their labour to the fullest in ALLAH'S name.

Also I cannot but acknowledge my germane H.O.D, MRS OPALEKE and all the lecturers in the department.

Thanks and GOD bless you all.

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CHAPTER ONE

1.0 INTRODUCTION

This chapter gives a brief history of SIWES, its aims and objectives, as well as a short narrative on my application and posting. It also introduces intelligent solution providers (ISP) of Computer, where I had my SIWES training.

1.1 ABOUT STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME

The student work experience scheme (SIWES) is a worldwide program practiced in countries like Japan, Australia, USA, Europe, and in African countries too. It is popularly known as co-operative education and referred to as sandwich in Europe. It is a six (6) months students industrial work experience scheme (SIWES) taken in the third year of the degree program, where the students go to various establishments related to their course of study.

The program was initially introduced in Nigeria by the Industrial Training Fund (I.T.F.) which was established under Decree 47 of 1972 by the Supreme Military Council, headed by General Yakubu Gowon. The Decree was billed to take effect from 31st March, 1974 and had as its core objective, the gradual reduction of the percentage of foreign participation in most of Nigeria's economic activities, accompanied by a systematic cooperation of locally oriented skilled manpower into the vast economic sector.

One of the key functions of the ITF is to work as cooperative body with industry and commerce where students in institutions of higher learning can undertake mid-career work experience attachment in industries which are compatible with student's area of study. The students Industrial Work Experience Scheme (SIWES) is a skill Training program designed to expose and prepare students for the Industrial work situation which they are likely to meet after graduation. Participation in SIWES has become a necessary pre-condition for the award of diploma and degree certificate in specific disciplines in most institutions of higher learning in the country in accordance with the education policy of government.

1.2 BRIEF HISTORY OF SIWES

The word SIWES (Student Industrial Work Experience Scheme) was introduced by the federal government in the year 1973 to develop the technological, physical and social skill of our nation, through this, adequate and intelligent student are provided the department involved the actual challenge various discipline before they can be awarded as a National Diploma (ND) graduate.

1.3 AIMS AND OBJECTIVES OF SIWES

- Provide an avenue for students in institutions of higher learning to acquire industrial skills and experience in their approved course of study and also by interacting with people with more experience in the field under consideration.
- Prepare students for the industrial work situation which they are likely to meet after graduation.
- Expose students to work methods and techniques in handling equipment and machinery that are mostly not available in their various institutions.
- Provide students with an opportunity to apply their knowledge in real world situation thereby reducing the gap between theoretical knowledge and practical work.
- Enlist and strengthen employers' involvement in the entire educational process and prepare students for employment in Industry and Commerce

1.4 ROLES OF STUDENT

- Attend SIWES orientation programme before going on attachment.
- Comply with the establishment's rule and regulation.
- Arrange living accommodation during the period of attachment.
- Record all training activity done and other assignment in the log book.
- Complete SPEI from ITF, FORM 8 and get it endorsed by the employer for submission to the ITF.

1.5 OBJECTIVES OF THE REPORT

The objectives of the SIWES report are;

- To make through explanation of the work done during my four month industrial training.
- To fulfill the requirement for national diploma in computer science.
- To contribute to the body of knowledge and to enhance the understanding of the writer about a similar or same job.

1.6 CORE VALUES

- Integrity
- Services
- Commitment
- Excellence
- Professionalism

1.7 THE LOGBOOK

The [logbook](#) issued to student on attachment by the institution was used to record all daily activities that took place during the period of attachment, and it was checked and endorse by the industry based/institution based supervisors and ITF during supervision.

CHAPTER TWO

2.1 DEPARTMENTS IN NOUN RADIO 105.9FM, LAGOS STATE AND THEIR FUNCTIONS

Administrative Department: This department is the nerve centre for all operations aimed at delivering quality service to the audience. It also brings together the employees within and other departments. This section is headed by the Head of Department who is answerable to the General Management(GM)

Programmes Department

Is responsible for making programmes like dramas, music, infotainment and religious programmes and miscellaneous programmes. The Director Programmes heads this Department whereas Executive Programmes Manager is the person in charge.

News Department

This department is responsible for the news gathering, production and telecast through news bulletins. This department is headed by Director News and Senior News Editor is the one in charge.

Current Affairs Department

Current Affairs related programmes are regular feature of transmission of a news channel. A Director current affairs heads it and at small stations Head of Current Affairs is team leader. This department is responsible for making current affairs programmes and bulk of programming at a channel is contributed by it.

Sports Department

Sports Department is to provide sports entertainment to viewers and is headed by Director Sports and there are Sports Producers at different centers as well. Apart from occasional international / National sports coverage TV channels also televise live national and international sports around the world.

Engineering Department

The Engineering Department takes care of the day to day operations and maintenance of a TV network and rebroadcast stations, new projects, planning & procurement, as well as research and development activities. At national level Director Engineering is the one at centers executive engineering manager may be in charge.

Marketing Department

The marketing Department of TV networks is responsible for marketing the programmes and the commercial time on it screen. It is the major source of any TV network earnings. It is headed by Director Marketing at large stations and by General Managers at the small stations. Advertisers can book commercial spots in the commercial breaks provided between programmes and can also sponsor programmes shown on a TV network.

Finance Department

Finance Department is headed by Director Finance large stations and by Executive Manager Finance at small stations. It has to record all business transactions according to the prevailing tax laws and accounting principles Sub-Department.

CHAPTER THREE

3.0 STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME

3.1 SIWES EXPERIENCE AT NOUN RADIO 105.9FM

Our Student Industrial Working Experience Scheme commenced officially 1st August, 2024. And I resumed at NOUN RADIO 105.9FM, Lagos state on the 5th on August 2024. SIWES experience can be regarded as plus, because I learnt a lot of things which includes the practical and theoretical aspects.

My first day at Noun Radio 105.9fm, I was assigned to the newsroom department in Noun Radio 105.9fm and I did a questionnaire on a news story about the speech of President Bola Ahmed Tinubu gave about the end bad governance.

Main while, I was officially assigned to News Bulletin Department under the supervision of Mr. Azubuike Onicha.

In my first week after the orientation, I was taught on how to edit news bulletin which involves proofreading and editing story already written.

I was also taught how to carryout interview which is a question is and answer session. Is the process whereby the interviewer ask the interviewee questions and answers are given. It could be exclusive interview, panel interview, telephone interview, or on the spot interview. During this week, I also learn how to edit visuals/video and audio at the editing the department and also how to edit programme. Also in this first I learned about the audio format, type of audio format, audio bitrate, different genre of music and type of mp3 audio bitrate including types of genres of music and lastly for the week we learnt about the audio conclusion voice recorder format.

The second week Mrs. Benebu taught us radio ethics, that is language to use and not to use on air. under the ethics we have:

- Contempt of court law
- Label and politically impeached

Contempt of court is a legal term that describes when someone disobeys or disrespects a court, judge, or legislative body. It can include making false statements, interfering with judicial proceedings, or disrupting the application of justice.

Contempt of court consequences

- **Punishment:** Contempt of court can result in fines, jail time, or other sanctions.
- **Civil or criminal:** Contempt proceedings can be civil or criminal. Civil contempt is intended to make someone obey a court order, while criminal contempt is used to punish someone for violating a court order.

- **Judge discretion:** Judges have discretion to determine what constitutes contempt and what the appropriate punishment should be.

Third week, I was taught how to prepare questionnaire. Questionnaire is a written list of questions that are answered by a number of people so that information can be gotten from the answers.

3.1.1 What is a Questionnaire?

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically a mix of close-ended questions and open-ended questions.

Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Research questionnaires were developed in 1838 by the Statistical Society of London.



✓ FIG1. 3.1.2 IMAGE SHOWING THE ADVANTAGE OF A GOOD QUESTIONNAIRE

3.1.1 Report Writing and News Bulletin Arranged and Number

Fourth week, I was taught how to write a report and also arranged news bulletin and number it and take it to the master control room. I wrote out newstories for typing and I wrote out Nigeria stock exchange news to be broadcast, I learnt how to edit visuals, audio and video at editing department.

I also arranged the news bulletin, monitor the news as it is been aired at the master control room. Also filled all the news into the company log book. I also learnt how to edit programme at editing room.

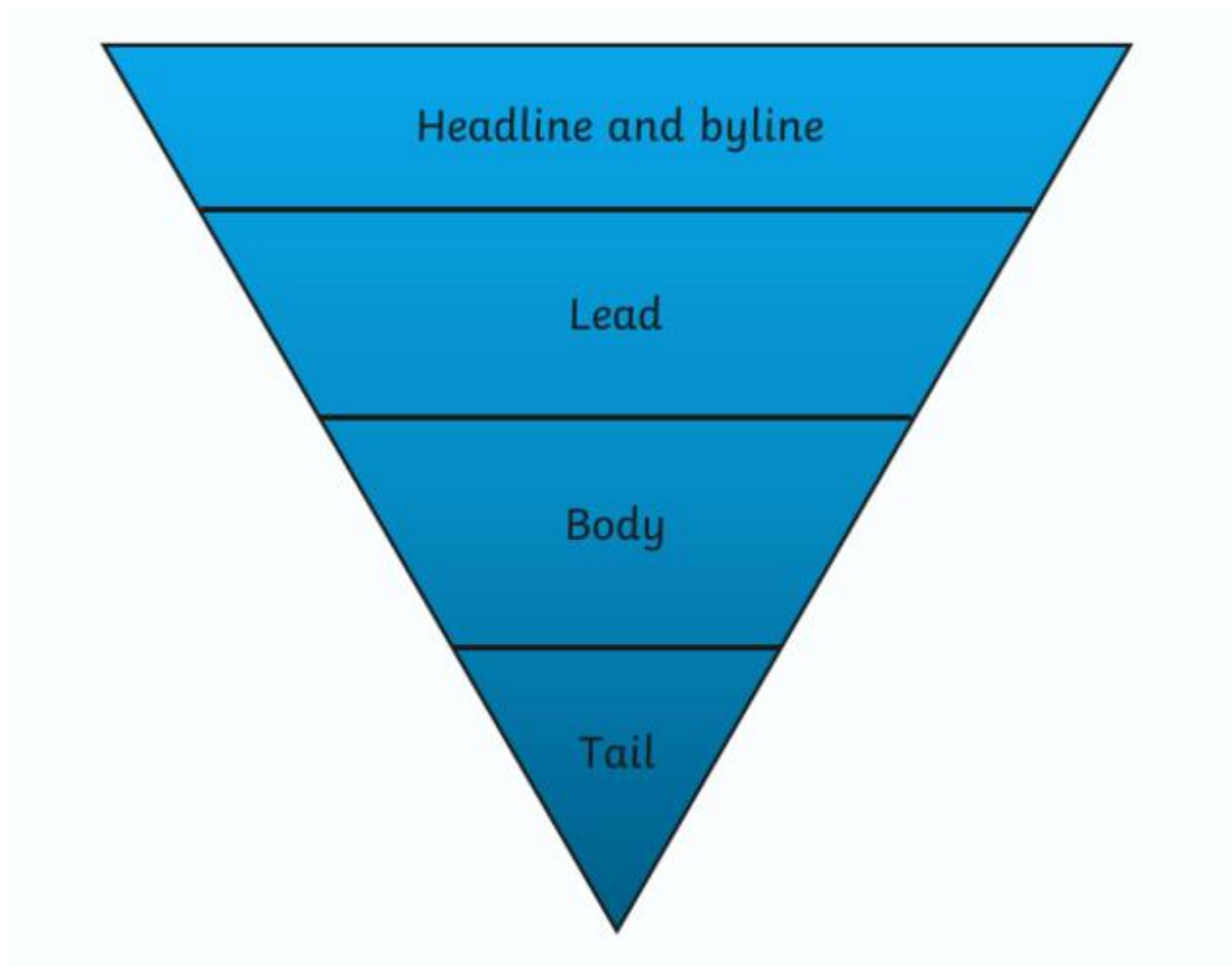


FIG2. 3.1.1 STRUCTURE OF NEWSPAPER REPORT

3.1.2 ADVERTISING PLANNING: HOW TO ADVERTISE YOUR PRODUCT TO THE PUBLIC AND ALSO HOW TO PRESENT YOUR BUSINESS

Mr. Jeffrey who was one of the staff in charge of the Siwes student at Noun Radio 105.9fm, take us through the journey of how to advertise our product to the public and also how to present our business.

He said, Advertising is an effective way to communicate with your audience about your products and services. It is a paid form of promotion, so it needs to deliver meaningful, clear results.

Role of advertising

Advertising is part of the promotional mix and is often the most visible aspect of marketing. It's an important part of the 'P for promotion' component in the [7 Ps of marketing](#) toolkit.

Advertising enables you to:

- reach your audience through targeted media channels
- communicate with potential customers on a large scale.

Benefits of advertising

Advertising can help you achieve your marketing objectives. It's a powerful and effective way for your business to:

- get noticed
- be understood
- stimulate action
- achieve an outcome.

Advertising is about 'spreading the word.' It's about telling and selling the story so people know, trust and remember your brand.

Through words, sounds and images, advertising can connect on an emotional level, beyond purely functional and rational benefits.

- It's what you say.
- It's how you say it.
- It's how you make people feel.

CHAPTER FOUR

4.0 RECOMMENDATION AND CONCLUSION

4.1 CONCLUSION

In respect of the challenges encountered in this SIWES program, there were many things that I have experienced and learned during the four (4) months of my industrial training at NOUN RADION 105.9FM, the whole period was very educating, interesting and instructing. Through this training I was able to gain new insight and more comprehensive understanding about the real industry working condition and practice. It has provided me the opportunities to develop and improve my soft and functional skills. All of this valuable experience and knowledge that I have gained were not only acquired through direct involvement in task given but also through other aspect of the training such as work observation, interaction with colleagues, superior, and other people related to the field. From what I have undergone, I am very sure that industrial training program has achieved its entire primary objectives. This program has also prepared student to face the real working life. As a result of the program, now I am more confidence to build my future career.

4.2 RECOMMENDATION:

1. School should provide a place of attachment for student.
2. Student should be paid monthly in their place of attachment by the SIWES body.
3. Supervisor should always visit student monthly in their various places of attachment.
4. School should always rehearse with industries, firm and companies where the student is doing his/her industrial training to check and improve their facilities.
5. School should organize a seminar for student place of attachment (the industry) to enable effective training of student.
6. Despite the challenges encountered I still wish to recommend my place of attachment (NOUN RADIO 105.9FM) for schools and student who are yet to undergo their SIWES.