



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

HELD AT

RADIO KWARA

NO. 2 POLICE ROAD, GRA, P.MLB 1345, KWARA STATE, NIGERIA

BY

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THE DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF
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POLYTECHNIC, ILORIN.**

**IN PARTIAL FULFILLMENT OF PART OF THE REQUIREMENTS FOR
THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION.**

AUGUST- NOVEMBER 2024

DEDICATION

I dedicate this Students Industrial Work Experience Scheme (SIWES) report to Almighty Allah, the Most Gracious and Most Merciful, for His blessings and guidance towards the successful completion of this SIWES programme.

ACKNOWLEDGEMENTS

I would like to begin by expressing my heartfelt gratitude to the Creator of heaven and earth, the One who knows the beginning and the end, the Alpha and the Omega, the Almighty Allah, for His guidance and blessings throughout this journey.

I am deeply grateful to my beloved parents, **Mr. and Mrs. OGUNBO**, whose unwavering support and prayers have been my foundation. To my siblings and dear friends, your encouragement and companionship have meant the world to me.

My special thanks go to my SIWES based supervisor, **Mrs. Jemmilat Olanrewaju**, for your guidance, mentorship, and invaluable insights during this program. I also extend my profound appreciation to everyone who supported me during my SIWES experience. May the Almighty Allah bless, protect, sustain, and guide you through all of life's journeys.

Lastly, I wish to express my sincere regards to the school's Board of Trustees and the entire staff of the Mass Communication Department for their dedication and support. A big thank you to everyone who contributed to making this experience a memorable and successful one.

REPORT OVERVIEW

This Student Industrial Work Experience Scheme (SIWES) report provides an in-depth account of my four-month training at Radio Kwara, where I gained practical experience in news writing, editing, reporting, and broadcast journalism under the supervision of Mrs. Jemmilat Olanrewaju.

Throughout my training, I was actively involved in sourcing and structuring news reports, covering events, conducting professional interviews, and refining news content to meet journalistic standards. I also participated in press conferences, analyzed press releases, and transformed official statements into well-structured news stories.

A significant aspect of my experience was covering Friday Jumu'ah sermons, where I learned to extract key messages and present them in an unbiased and professional manner.

This report further highlights the importance of news in society, emphasizing its role in shaping public awareness and promoting accountability. It concludes with a reflection on the skills acquired and how this experience has enhanced my journalistic competence and professionalism, preparing me for a successful career in mass communication.

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CHAPTER ONE

INTRODUCTION

The Students' Industrial Work Experience Scheme (SIWES) is a scheme established by the Industrial Training Fund (ITF) in 1973 to help students of tertiary institution in Nigeria acquire technical skills and practical exposure in an industrial environment based on various course of study.

Prior to the Establishment of SIWES, science and technology education in Nigeria was marred with the problem of lack of adequate practical and industrial skills and working experience that will prepare students of tertiary institution in Nigeria for employment opportunities in industries. It was in this view that the scheme was established and students in tertiary institution of Nigeria studying sciences and technology related courses were mandated to participate in the program to enable them have technical knowledge and working experience before graduating from their prospective institution and makes it a smooth transition from the lecture room to the world of work.

1.1 BACKGROUND TO THE STUDY

SIWES was established by industrial training fund to solve the problem of lack of adequate practical skills in preparation for employment in industries by Nigerian graduates of tertiary institutions.

The Students' Industrial Work Experience Scheme (SIWES) was designed, established and implemented by the Industrial Training Fund (ITF) in 1974 to ensure acquisition of field practical knowledge and skills by students before graduation, mainly coordinated by the National University Commission (NUC). The NUC recognizing the importance of job specifications in the scheme did set the necessary machinery in motion soon after the resolution was taken in 1998. However, from 1989-1993, the drawing up of the minimum academic standards documents (a major statutory of commission) owe resultant accreditation exercise and the movement of the commission secretariat to Abuja did not leave sufficient time to actualize this goal.

It was not until January 1996 at a 3 days national workshop in Jos that specification was drawn for the entire program that had industrial attachment component in the minimum academic standard documents. Participants were drawn from senior academic from universities across the country,

SIWES coordinators and officers in all nine panels, each headed by a senior academic officer were constituted for the entire forty-six program. Prior to drawing job specification, however, a one-day meeting was held at which a five-day meeting was presented and the procedure content and format for presentation of the specification documents were decided.

SIWES commenced in 1974 in the aim of making education more relevant to bridge the gap between the theory and the practice of agriculture, engineering, technology and science related discipline in tertiary institutions in Nigeria.

For students in polytechnics and mono-technics and college of education, the duration of SIWES is for 4 months while university undergraduates go for a 6 months duration. Each institution is expected to have a SIWES coordinator who is in charge of all activities that pertains to students industrial training in the institution.

The production of SIWES job specification is without doubt a milestone in the development of academic activities in the national university system. The benefit derivable by the employer, universities and the students alike are immense and will go a long way to move the country forward technologically.

Operators: The ITF, the coordinating agencies (NUC, NCCE, NBTE), the employers of labor and institution.

Funding: The Federal Government of Nigeria

Beneficiaries: Undergraduate students of the following; Agriculture, Engineering, Technology, Environmental, Sciences, Education, Medical sciences and Pure and applied sciences.

1.2 OBJECTIVES OF SIWES

1. It provides students the opportunity to test their interest in a particular career before permanent commitments are made.
2. It provides an avenue for students in tertiary institutions to acquire industrial skills and work experience in their course of study.
3. Makes the transition from school to the world of work easier and enhances students contacts for later job placement.
4. It helps students to develop skills and techniques directly applicable to their careers.

5. It provides students the opportunity to understand informal organizational interrelationships.
6. It helps students develop skills in the application of theory to practical work situations.
7. It increases a student's sense of responsibilities
8. It prepares students to enter into full time employment in their area of specialization upon graduation.
9. It provides students the opportunity to develop attitudes conducive to effective interpersonal relationships.

CHAPTER TWO

DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT

2.1 Background

Ilorin was the first location in Kwara State where broadcasting services were provided by the Kwara State Broadcasting Corporation (also known as "Radio Kwara"). These services began in 1950 as a relay station. In those days, people referred to it as the provincial broadcasting Network. The one quarter kilowatt (kW) medium wave transmitter that was completed at the time could only reach an area within an eight-kilometer radius of Ilorin. However, the Kwara State Broadcasting Corporation as it is now was not one of the beneficial byproducts of the first state to be created in Nigeria. It did not come into existence until the adoption of the Kwara Edict No. 3 of 1979, but it took effect back on April 10th, 1978.

The decree that transferred the federal radio station in Ilorin to the government of the state of Kwara in 1978 allowed the federal government to boost the transmitting capacity of Radio Kwara, which was a service of the Kwara state government. After then, the station emitted two medium-wave signals of 50 kilowatts each at Budo Eko. As a result of this turn of events, the state government gave its stamp of approval to a suggestion made by the corporation to build four imported 10 kW medium wave transmitters in the periphery area of what was then the state of Kwara in order to ensure adequate coverage. The Egba title was bestowed to two of them. One of them was located at Okike, close to Okene (both of which are now in Kogi State), and the other was located at Koro, in New Bussa (which is now in Nigeria Skew). Each of the three stations that had been reserved was eventually built and put into operation.

Between the years 2000 and 2002, efforts were made to resurrect the station. As a result of these efforts, a new tower mast and a 50 kW thom cast transmitter were installed so that normal broadcast could resume. In spite of the efforts made by the administration of Alhaji Mohammed Lawal, there was still an insufficient amount of transmitter. On the other hand, the government of Dr. Bukola Saraki, who took office in May 2003 and immediately began renovating the station, awarded a contract for the provision of contemporary studio equipment and an additional 50Kw Harris transmission, bringing the total cost to nearly #300,000,000.

2.2 Radio Kwara and Its Objectives

Established in 1950 Radio Kwara has a rich history as a leading broadcasting station in florin, Kwara State, Nigeria. The station has evolved over the years, playing a pivotal role in shaping the media landscape within the region.

Mission: Radio Kwara is dedicated to delivering high-quality and culturally relevant programming to its diverse audience. The station's mission is to: Provide accurate and timely information to the community. Promote cultural preservation and understanding through diverse content, facilitate community engagement and dialogue on important societal issues, Serve as a platform for education and entertainment for the people of Kwara State.

Objectives: Radio Kwara's objectives reflect its commitment to the community and the broader goals of media dissemination. Key objectives include:

- **Community Empowerment:** Empower the community through informative and educational programs that address local needs and concerns.
- **Cultural Promotion:** Actively promote and preserve the rich cultural heritage of Kwara State through various programs and initiatives.
- **News and Information:** Disseminate accurate and unbiased news coverage to keep the public informed about local, national, and international events.
- **Entertainment:** Provide a diverse range of entertaining content, including music, talk shows, and cultural programs, catering to the preferences of the audience
- **Community Development:** Contribute to the development of the Kwara community by highlighting issues, proposing solutions, and fostering positive civic engagement, through its mission and objectives, Radio Kwara continues to be a significant force in shaping public discourse, fostering community ties, and contributing to the overall development of Kwara State.

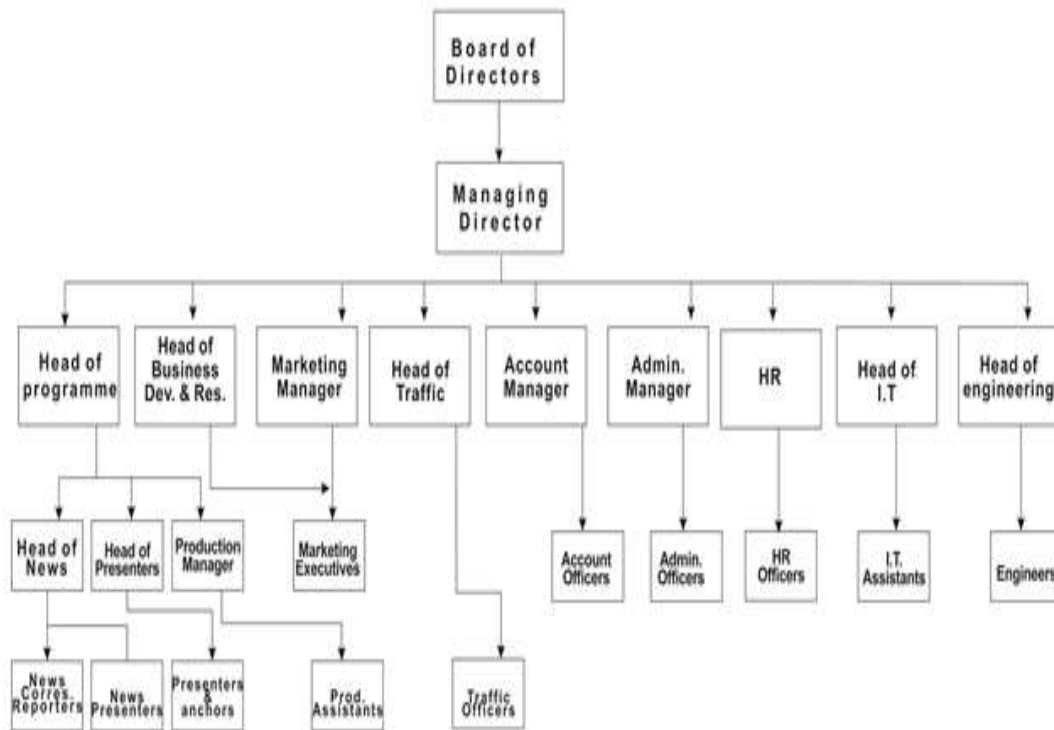
2.3 Departments in Radio Kwara

Structurally, the departments in Radio Kwara are not too different from what is found in other radio stations of its status.

The station department goes as thus:

- **Administration Department:** Manages overall administrative functions Includes administrative staff and office management.
- **Sales and Marketing Department:** Handles advertising and promotional activities involve sales executives and marketing professionals.
- **News and Current Affairs Department:** Responsible for gathering and disseminating news includes reporters, editors, and news anchors.
- **Programs Department:** Plans and schedules radio programs, Comprises program producers, hosts, and content creators.
- **Engineering Department:** Manages technical aspects of broadcasting includes engineers and technicians.
- **Production Department:** Handles the technical aspects of content production, comprises producers, sound engineers, and technicians.

2.4 Organizational Organogram



CHAPTER THREE

ACTIVITIES AND EXPERIENCE GAINED DURING SIWES

3.1 INTRODUCTION

On my first day, I was assigned to Mrs. Jemmilat Olanrewaju, my industrial training supervisor, who appointed me as the Group Leader for my training batch. She provided a comprehensive briefing on the training schedule, expectations, and the importance of accuracy and professionalism in journalism. This initial introduction set the stage for a structured, hands-on learning experience under her expert guidance.

My responsibilities and experiences spanned multiple facets of radio journalism and media production, including newsroom operations, news writing, program presentation, interviewing professionals, and understanding the technical elements of broadcasting. This hands-on exposure enriched my knowledge by connecting theoretical learning to real-world applications, enabling me to work alongside and learn from seasoned broadcasters, journalists, and technical experts.

3.2 DESCRIPTION OF ACTIVITIES AND TASKS CARRIED OUT

3.2.1 News Writing and Editing

News writing is the process of crafting factual, timely, and engaging reports that inform the public about significant events, issues, or developments. It is one of the fundamental aspects of journalism and requires adherence to the **Five Ws and H (Who, What, Where, When, Why, and How)** to ensure completeness. Effective news writing is **clear, concise, accurate, and structured**, providing readers or listeners with essential information efficiently.

News editing, on the other hand, is the refinement process where raw news stories are polished for grammatical correctness, factual accuracy, logical flow, and journalistic integrity. Editors play a crucial role in maintaining the credibility of a media house by ensuring that news reports adhere to ethical and professional standards, free from bias, misrepresentation, or misinformation.

During my industrial training, I was actively involved in news writing and editing under the supervision of Mrs. Jemmilat Olanrewaju, who provided hands-on guidance. I worked on several news stories, where I applied key journalistic principles to improve the structure and readability of reports. My key tasks included:

- **News sourcing:** I learned how to gather news from reliable sources, including government agencies, press statements, interviews, and online publications. This experience reinforced the importance of **credibility and verification** in journalism.
- **Lead writing:** Crafting effective **news leads** that immediately capture the reader's attention while summarizing the core message of the report. A strong lead determines whether an audience remains engaged.
- **Attribution techniques:** Ensuring that information was properly credited to sources using direct and indirect quotations to maintain authenticity and avoid plagiarism.
- **Grammar and syntax refinement:** Editing news stories for clarity, coherence, and precision, ensuring that they met professional broadcast and print media standards.
- **Fact-checking and proofreading:** Verifying the authenticity of statements, figures, and events to uphold the credibility of the news.

Through these tasks, I gained practical experience in applying the Inverted Pyramid Style of News Writing, a widely used journalistic approach where the most important details come first, followed by supporting information and background context. This structure is essential in news reporting for radio, as it ensures that listeners grasp the core information even in short broadcast segments.

3.2.2 Use of Radio Production Equipment

Professional radio broadcasting requires the effective use of specialized tools, and I was introduced to several key pieces of equipment:

- **Microphone:** Essential for capturing high-quality audio during news reading, interviews, and program presentations. I learned to adjust my voice modulation, tone, and pitch for clarity and engagement.



- **Speaker:** Used to monitor live broadcasts and recorded programs, ensuring consistent sound quality.



- **Console (Mixing Board):** Observing sound engineers taught me how to control audio levels, mix sound sources, and blend background music seamlessly into live shows.



- **Ring Light:** Primarily utilized during video-recorded interviews or digital broadcasts to enhance visual clarity and professionalism.



- **Headset** - Allows the DJ or host to hear program audio and speak "on-air" without needing to hold a microphone.



- **Computers** - Used for digital audio editing, scriptwriting, and managing broadcast software.



- **Transmitter**

The transmitter ensures radio signals reach the audience with clarity and consistency.

- **CD/Media Players** - For playing pre-recorded music, jingles, or other audio content during a program.



3.2.3 News Reporting and Coverage

News reporting involves the systematic gathering, verification, and dissemination of current events to the public. It is a core function of journalism that ensures society is informed about local, national, and international affairs. Effective news reporting follows principles such as objectivity, balance, accuracy, and immediacy, ensuring that the audience receives credible and impartial information.

News coverage refers to the process of documenting and broadcasting events as they unfold. This requires journalists to assess newsworthiness, conduct fieldwork, engage with sources, and present the news in an accessible format.

Under the guidance of Mrs. Jemmilat Olanrewaju, I engaged in real-time news reporting, which provided me with a deep understanding of the fast-paced nature of journalism. Some of the key responsibilities I undertook included:

- **Identifying newsworthy events** by evaluating factors such as timeliness, significance, human interest, and societal impact.
- **Field reporting**, where I visited locations to cover breaking news, collect eyewitness accounts, and gather relevant facts.

- **Conducting on-the-spot interviews** with key figures such as government officials, business leaders, and local stakeholders.
- **Structuring news reports** by combining factual information with compelling narratives to make stories engaging and informative.

A significant aspect of my learning process was understanding how journalists must remain neutral and avoid inserting personal biases into news reports. Additionally, I learned the importance of deadline-driven work, as news must be reported quickly and efficiently to remain relevant.

3.2.4 Conducting Professional Interviews

A journalistic interview is a structured conversation between a reporter and a news source aimed at extracting information that adds depth and credibility to a news story. Interviews play a crucial role in investigative and feature journalism, providing first-hand insights that enrich reports.

A well-conducted interview should be:

- **Objective** – Free from personal biases or leading questions.
- **Engaging** – Encouraging the interviewee to share valuable insights.
- **Concise** – Focused on key facts relevant to the topic.

During my training, I participated in both pre-recorded and live interviews, where I learned the strategic approaches to conducting effective interviews. Some of my core tasks included:

- **Drafting interview questions** that were clear, open-ended, and investigative.
- **Building rapport with interviewees** to create a comfortable and professional atmosphere.
- **Practicing active listening** to capture key points and respond with relevant follow-up questions.
- **Recording and transcribing interviews** for later use in news stories and reports.

Through these experiences, I developed confidence in engaging with high-profile personalities and learned how to navigate challenging interviews, particularly when sources were reluctant to share information.

3.2.5 Attending Press Conferences

A press conference is a formal event where media representatives gather to receive statements or updates from organizations, government officials, or public figures. These conferences are crucial in journalism as they provide:

- First-hand access to major announcements.
- Opportunities for journalists to ask probing questions.

- Direct engagement with policymakers and stakeholders.

I had the opportunity to attend several press conferences alongside my supervisor, Mrs. Jemmilat Olanrewaju, where I actively participated in:

- **Taking comprehensive notes** for post-event reporting.
- **Asking structured questions** that provided clarity on important issues.
- **Analyzing official statements** for newsworthiness.

Attending press conferences taught me the art of concise and direct questioning, especially in high-pressure environments where journalists must extract vital information within limited time frames.

3.2.6 Press Releases and News Extraction

A press release is an official statement issued by an organization or individual to inform the media about a particular event, decision, or public issue. Journalists often analyze, extract, and repurpose press releases into comprehensive news reports.

As part of my training, I worked on transforming raw press releases into structured news stories. This involved:

- **Identifying key messages** within the press release.
- **Verifying claims** by cross-referencing with credible sources.
- **Applying journalistic style** to enhance readability and engagement.

This exercise reinforced the importance of critical thinking in journalism, as I had to differentiate between promotional content and factual news elements.

3.2.7 Writing News from Sermons

Religious broadcasts are a vital aspect of journalism, catering to a broad and diverse audience. Every Friday, my supervisor, Mrs. Jemmilat Olanrewaju, assigned us the task of covering the Jumu'at (Friday) sermon at the mosque. This exercise was designed to enhance our ability to extract newsworthy content from religious messages while maintaining journalistic integrity and objectivity.

Through this task, I developed essential skills in:

- **Identifying central themes and key messages:** I learned how to actively listen and distill the core message of the sermon, focusing on socially relevant topics such as morality, governance, unity, and personal development.
- **Structuring sermons into clear, unbiased news reports:** Rather than directly transcribing religious messages, I was trained to interpret and present them in a journalistic format, ensuring clarity and relevance.

- **Maintaining neutrality and sensitivity:** Religious journalism requires a balanced approach, avoiding bias while respecting diverse beliefs. This experience taught me the importance of fair representation and objective reporting in religious content creation.

Covering the Jumu'at sermons honed my ability to write news stories that are informative yet respectful, reinforcing the ethical responsibility of journalists when handling religious matters. This experience was instrumental in broadening my perspective on faith-based reporting and strengthening my ability to communicate messages that resonate with a wide audience.

3.8 The Importance of News to Society

News serves as the foundation of an informed society. It educates, influences public discourse, and holds authorities accountable. Key societal roles of news include:

- Educating citizens on governance, policies, and current affairs.
- Ensuring transparency by exposing corruption and injustice.
- Fostering civic engagement and social responsibility.

CHAPTER FOUR

SKILLS AND KNOWLEDGE GAINED DURING SIWES

The SIWES offered me an invaluable opportunity to transition from theoretical learning to hands-on application. My time at Radio Kwara was not just a training program—it was a transformative experience that fostered both technical expertise and personal growth. Through a diverse range of activities and responsibilities, I acquired skills that are crucial for effective communication, journalism, and media operations. These competencies have profoundly shaped my professional outlook and equipped me with the tools necessary to excel in the ever-evolving field of media and communication.

4.1 Technical Skills Acquired

4.1.1 Proficiency in News Writing and Editing

News writing and editing are the backbone of journalism, requiring a keen understanding of language, structure, and credibility. Throughout my SIWES training at Radio Kwara, I was actively involved in the process of gathering, structuring, refining, and presenting news stories under the supervision of Mrs. Jemmilat Olanrewaju. This hands-on experience significantly enhanced my ability to write compelling, accurate, and well-structured news reports while ensuring clarity and coherence.

During my training, I learned to approach news writing with precision and professionalism. Key aspects of my development in this area included:

- **Mastering the Inverted Pyramid Structure:** I was trained to prioritize essential information at the beginning of a story, followed by supporting details and background information. This approach ensures that readers grasp the core message even if they do not finish the article.
- **Crafting Engaging Leads:** A news lead is the most critical part of a story, as it determines reader interest. I learned to write **concise, informative, and attention-grabbing leads** that summarize the story while maintaining objectivity.
- **Developing a Neutral and Professional Tone:** Journalism demands factual and unbiased reporting. I practiced writing in a way that maintained objectivity while ensuring clarity and reader engagement.

- **Utilizing Proper Attribution Techniques:** Accuracy in news writing requires crediting sources correctly. I gained experience in using **direct and indirect quotations** effectively to enhance credibility.
- **Balancing Simplicity with Depth:** I was trained to write in a manner that was both accessible to the general public and detailed enough to inform professionals and policymakers.

News Editing Skills Acquired

Editing is an essential step in the news production process, ensuring that stories meet professional and ethical standards before publication or broadcast. Under my supervisor's guidance, I worked on refining news reports by focusing on:

- **Grammar, Syntax, and Clarity:** I learned to identify and correct grammatical errors, remove redundancies, and enhance sentence structure for improved readability.
- **Fact-Checking and Verification:** Accuracy is the foundation of journalism. I developed the ability to cross-check information from multiple sources, ensuring that every published report was credible.
- **Headline Writing:** A well-crafted headline grabs attention and conveys the essence of the story. I practiced writing concise yet compelling headlines that aligned with journalistic standards.
- **Eliminating Bias and Enhancing Objectivity:** Through editing, I refined my ability to spot and remove subjective language, ensuring that news stories remained neutral and professional.

Significance of These Skills

Gaining proficiency in news writing and editing was one of the most valuable aspects of my training. These skills are crucial for any aspiring journalist, as they determine the quality, credibility, and impact of news content. The ability to transform raw information into a polished, factual, and engaging news report is a skill that will serve me well in both print and broadcast journalism.

My experience at Radio Kwara reinforced the importance of accuracy, clarity, and ethical responsibility in journalism. This training not only strengthened my technical writing abilities but also deepened my appreciation for the role of journalists in informing and shaping public discourse.

4.1.2 Radio Program Production and Equipment Handling

Radio broadcasting is deeply reliant on seamless technical operations. I gained proficiency in:

- **Studio Equipment Operation:** Mastering the use of **microphones, speakers, ring lights,** and the **mixing console** to ensure professional-grade audio quality.
- **Audio Mixing and Modulation:** Managing sound clarity, adjusting volume levels, and ensuring balanced audio output for both live and pre-recorded shows.
- **Radio Automation Software:** Learning to queue, edit, and schedule programs effectively, streamlining the station's operational workflow.
- **Live Broadcast Management:** Handling transitions, sound effects, and unforeseen challenges during live programs with poise and technical accuracy.

These skills are invaluable for a career in broadcasting, where precision and technical competence ensure a seamless listener experience.

4.1.3 Interviewing and Professional Communication

Interviews are a cornerstone of journalism and media communication. My training included:

- **Thorough Preparation:** Researching interviewees and subjects to craft insightful, tailored questions.
- **Active Listening:** Engaging with responses in real time, allowing for meaningful follow-up questions.
- **Neutral and Professional Delivery:** Maintaining an unbiased approach to ensure interviews were informative and balanced.
- **Adapting Interview Styles:** Conducting both structured (formal) and unstructured (conversational) interviews to suit varying contexts.

These skills are crucial for effective information gathering, public relations, and stakeholder engagement.

4.1.4 News Translation from English to Yoruba

Translation in media is an art that demands both linguistic proficiency and cultural sensitivity. I became skilled in:

- **Contextual Adaptation:** Translating English news stories into Yoruba while preserving meaning and intent.

- **Cultural Appropriateness:** Using audience-relevant vocabulary and idiomatic expressions to enhance relatability.
- **Avoiding Literal Translations:** Ensuring translations conveyed the essence of the original text without distortion.

This skill is essential in reaching a multilingual audience, fostering inclusivity, and enhancing the station's reach.

4.1.5 Radio Presentation and Voice Training

Effective radio presentation combines clarity, confidence, and charisma. I honed my abilities in:

- **Voice Modulation:** Adjusting pitch, tone, and pace for diverse program types, maintaining listener engagement.
- **Conversational Delivery:** Connecting with audiences by adopting a relatable and friendly style of communication.
- **Time Management:** Ensuring program elements adhered to strict schedules, avoiding overruns or delays.
- **Live Broadcast Navigation:** Handling unexpected situations, such as technical glitches, with professionalism and ease.

This skill underpins successful broadcasting, enabling presenters to build lasting connections with their audience.

4.1.6 News Commentary and Newspaper Review

Critically analyzing current events requires both insight and objectivity. I developed the ability to:

- **Interpret Complex News:** Breaking down stories to highlight their significance and implications for the public.
- **Compare Perspectives:** Evaluating coverage from multiple sources to provide balanced, nuanced commentary.
- **Deliver Engaging Reviews:** Presenting key headlines concisely, ensuring clarity and relevance.

This skill prepares me for roles in editorial writing, opinion columns, and political analysis.

4.1.7 Marketing Strategies for Radio Advertising

Radio's financial sustainability depends on effective advertising. My training involved:

- **Crafting Targeted Campaigns:** Creating persuasive ads tailored to specific listener demographics.
- **Pricing Models:** Understanding airtime valuation and sponsorship frameworks.
- **Negotiating Advertisements:** Observing sales pitches and learning how to attract advertisers through value-driven strategies.

This knowledge is vital for professionals in media sales, advertising, and marketing.

4.2 Soft Skills Developed

4.2.1 Communication Skills

Clear and effective communication is the bedrock of broadcasting and journalism. I improved my ability to:

- Speak confidently and fluently during live presentations.
- Write concisely, ensuring news and reports were engaging and easy to understand.
- Adapt messaging to resonate with diverse audiences, enhancing engagement.

4.2.2 Time Management and Multitasking

The high-paced nature of radio demands efficiency and agility. I mastered:

- Prioritizing tasks to meet tight deadlines for news gathering and production.
- Managing simultaneous responsibilities, such as coordinating with reporters while editing scripts.
- Ensuring smooth program execution under time constraints.

4.2.3 Teamwork and Collaboration

Broadcasting thrives on synergy. I developed:

- Strong interpersonal skills for coordinating with team members across departments.
- Conflict resolution strategies to maintain harmony and focus on shared goals.
- The ability to collaborate under pressure, meeting deadlines without sacrificing quality.

4.2.4 Problem-Solving and Adaptability

Unforeseen challenges are a reality in live media. I excelled at:

- Resolving technical issues promptly during broadcasts.
- Adapting content to breaking news situations with composure.
- Thinking critically to maintain program flow despite disruptions.

4.2.5 Professionalism and Ethical Journalism

Ethical practices are non-negotiable in journalism. My training emphasized:

- Upholding accuracy and fairness in all reporting.
- Respecting confidentiality and adhering to media regulations.
- Avoiding bias, sensationalism, and misinformation to maintain credibility.

4.3 Relevance of the Training to My Career Development

The practical experience gained during my SIWES at Radio Kwara has laid a solid foundation for my professional aspirations. The combination of technical expertise and soft skills positions me for success in roles such as:

- **Broadcast Journalist:** Contributing to radio, TV, and online platforms.
- **Media and Communications Specialist:** Engaging in public relations, advertising, and corporate communication.
- **News Analyst or Editorial Writer:** Offering informed perspectives in newspapers and blogs.
- **Content Creator and Marketer:** Crafting compelling narratives for branding and media campaigns.

Additionally, the ability to adapt to diverse roles has expanded my career opportunities, making me a versatile and resilient professional ready to thrive in any communication-oriented field.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Experience

The **Student Industrial Work Experience Scheme (SIWES)** at *Radio Kwara* provided me with an invaluable opportunity to transition from theoretical learning to practical application in the media industry. It bridged the gap between classroom knowledge and real-world experience, allowing me to immerse myself in various facets of broadcasting and journalism.

Throughout the training, I was actively involved in activities such as news writing, radio program production, interview techniques, live broadcasting, news translation, radio marketing strategies, and newsroom operations. I gained hands-on experience with critical broadcasting equipment, including microphones, speakers, mixing consoles, and ring lights, all of which are pivotal to radio production.

Moreover, I developed strong analytical skills through tasks such as news commentary, newspaper reviews, and report writing, which equipped me with the ability to present news effectively. Beyond technical proficiency, this experience enhanced my soft skills, such as communication, teamwork, time management, adaptability, problem-solving, and ethical journalism practices. These competencies have boosted my confidence and professional competence, laying a robust foundation for a thriving career in broadcast journalism, media, and communications.

5.2 Impact of SIWES on My Career Development

The knowledge and skills I acquired during my SIWES training at *Radio Kwara* have had a profound impact on my career aspirations and professional growth. Some of the key takeaways include:

1. **Improved Technical Proficiency:** I now possess practical experience in radio production and broadcasting, which gives me an edge in media-related career opportunities.
2. **Strengthened Communication Skills:** My ability to write, present, and translate news has been significantly refined, making me a more effective and articulate communicator.

3. **Enhanced Professionalism:** Exposure to ethical journalism, marketing strategies, and newsroom operations has prepared me to meet industry standards and expectations.
4. **Insight into the Media Industry:** Working in a professional newsroom environment provided me with firsthand experience of journalism, radio programming, and audience engagement.
5. **Broadened Career Prospects:** The versatile skills I acquired are transferable to multiple industries, including public relations, advertising, content creation, corporate communication, and broadcasting.

This training has not only equipped me with the necessary skills but also clarified my career direction, strengthening my resolve to excel in the media and communication industry.

5.3 Conclusion

In conclusion, my SIWES experience at Radio Kwara was a transformative journey that provided me with essential journalistic, technical, and professional skills. The hands-on training in news writing, interviewing, radio program production, and marketing strategies significantly enriched my competencies in the media field.

The exposure to real-world broadcasting operations allowed me to develop a deeper appreciation for the intricacies of the media industry and its role in shaping public opinion. Furthermore, the soft skills I cultivated—such as communication, teamwork, and adaptability—have fortified my ability to excel in dynamic professional environments.

While the SIWES program is already a commendable initiative, I believe its effectiveness can be further enhanced through focused improvements in practical training, access to modern equipment, structured mentorship, and broader industry exposure. This industrial training has prepared me for future professional challenges and career opportunities, making it a highly rewarding and valuable experience.

5.4 Recommendations

Based on my experience, I propose the following recommendations to enhance the effectiveness of the SIWES program for future participants:

1. **Provision of More Hands-On Training**

- Increase the emphasis on practical sessions to help students master skills such as live broadcasting and radio automation software usage.
- Provide additional opportunities for students to gain proficiency in editing and production using industry-standard tools.

2. **Upgraded Equipment and Technology Access**

- Media houses should invest in modern broadcasting equipment and ensure students have access to current technologies and tools used in professional settings.
- Grant students access to recording studios and editing suites for enhanced technical competence.

3. **Structured Mentorship and Guidance**

- Assign dedicated mentors or supervisors to guide SIWES participants effectively.
- Conduct regular **feedback and evaluation sessions** to monitor students' progress and address any challenges.

4. **Extended SIWES Duration for Media and Journalism Students**

- The current duration of SIWES may not be sufficient for students to fully explore all facets of radio broadcasting and journalism.
- Extending the training period or allowing optional internship extensions could offer a more comprehensive learning experience.

5. **Integration of Industry Visits and Workshops**

- Organize **industry visits** to other radio and television stations to expose students to diverse media environments.
- Host **workshops and training sessions** led by industry professionals to deepen students' understanding of the field.