



REPORT ON
STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME
(SIWES)

UNDERTAKEN AT
N.T.A FATE ROAD ILORIN

PRESENTED BY
OBAOYE EMMANUEL OLUWASEGUN
ND/23/MAC/PT/0125

SUBMITTED TO
DEPARTMENT OF MASS COMMUNICATION INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY
KWARA STATE POLYTECHNIC, ILORIN
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS
COMMUNICATION

AUGUST – NOVEMBER 2024

TABLE OF CONTENTS

Dedication

Acknowledgement

CHAPTER ONE

1.1 Historical background of Siwes

1.2 Aims and objectives of Siwes

1.3 History of the Nigeria Television Authority (NTA)

1.4 Organizational structure

CHAPTER TWO

2.0 Description of the Establishment of Attachment

2.1 Brief History of Establishment

2.2 Department/Units in the Establishment and their Functions

CHAPTER THREE AND FOUR

3.0 Work Experience

3.1 Gadget Used in the Studio

3.2 Outdoor Interview

3.3 News Sourcing and News Casting

3.4 Performing Art

CHAPTER FIVE

5.1 Challenges Faced

5.2 Conclusion

5.3 Recommendation

DEDICATION

Firstly, I want to dedicate this work to the Almighty God who saw me through the period of internship, gracing me with wisdom, strength, knowledge, understanding and an unending list of great things. To my parents for their support and guides. My appreciation also goes to my lecturers for the knowledge and wisdom impact to me. I humbly dedicate this work to you.

ACKNOWLEDGEMENT

The favour of God that went before me cannot be overlooked. God saw me through my stay in NTA. I want to thank him for the wisdom and speed he gave to me to adapt to the work, its environs the members of staff. Not to mention that He protected me, ordered my steps, gave me good health and blessed the work of my hands. I am indeed grateful. I also wish to recognise my parents, for performing their active role as parents throughout my training, I really want to appreciate all my brothers and my sisters, you all are the true definition of family, God bless you. In NTA, to the members of staff who were my practical lecturers, I will always celebrate you for the parts of you that remain immensely in me. I say god bless you all.

CHAPTER ONE

1.1 Historical Background of SIWES

SIWES whose full acronym is Student Industrial Work Experience Scheme was established by ITF (Industrial Training Funds) in the year 1973. Its purpose is to solve the problem of lack of adequate skills for employment of tertiary institution graduates by Nigeria industries. It is like program design to expose and prepare all higher institution student to be able to face and fend for their live. SIWES was established to give a practical cum field-insight of their classroom theoretical training. i.e gives students the opportunity of acquainting and exposing themselves to the experience required in handling and managing of equipment and machinery that are usually not made available in their institutions.

There was a growing concern and trend that was noticed by some industrialist that graduates of higher institution lacked sufficient practical background for employment. Students are not given enough equipment in school for their training and this leads to inexperience that prevents them from getting employed. So, the ITF took charge of helping the students and SIWES program was officially approved and presented by the federal government in 1974. There were some challenges the ITF faced through the financial involvement that became unbearable it then withdrew from the scheme in 1978. In 1979, the federal government handed over the management of the scheme to both the national universities commission (NUC) and the national board for technical education (NBTE).

1.2 Aims and Objectives of SIWES

- Provide an avenue for student to acquire industrial skills for experience during their course of study.
- It expose student to work methods and techniques.
- Introduce student to real work atmosphere so that they know what they would mostly likely meet once they graduate
- Bridging the gap between theory and practice by providing a platform to apply knowledge learnt in school to real work situations.
- Enabling the easier smoother transition from school by equipping student with better contact for future work placement.

- It also enlighten student to various division of industries or organization of work in which their course of study can be practicalised.
- It enable student to know more the technological innovation in course of study, and some equipment which are or involved
- It enable student to know the practical aspect of chosen field of study.

CHAPTER TWO

2.0 Description of the establishment of attachment

2.1 Brief History of Establishment

The Nigerian Television Authority, NTA Ilorin metamorphosed from the then Nigerian Television NTV Ilorin which was an off-shoot of the proposed Kwara State Television initiated by the then Colonel David Bamigboye's administration which did not see the light of the day before the federal Government's announcement of takeover of all state Televisions in December 1975. The Kwara state executive council in 1973, mooted the idea of a Television Station to promote the image of the state and to inform and enlighten the People about the activities of the Bamigboye administration in the state. In October 1974, council resolved to proceed with the television project.

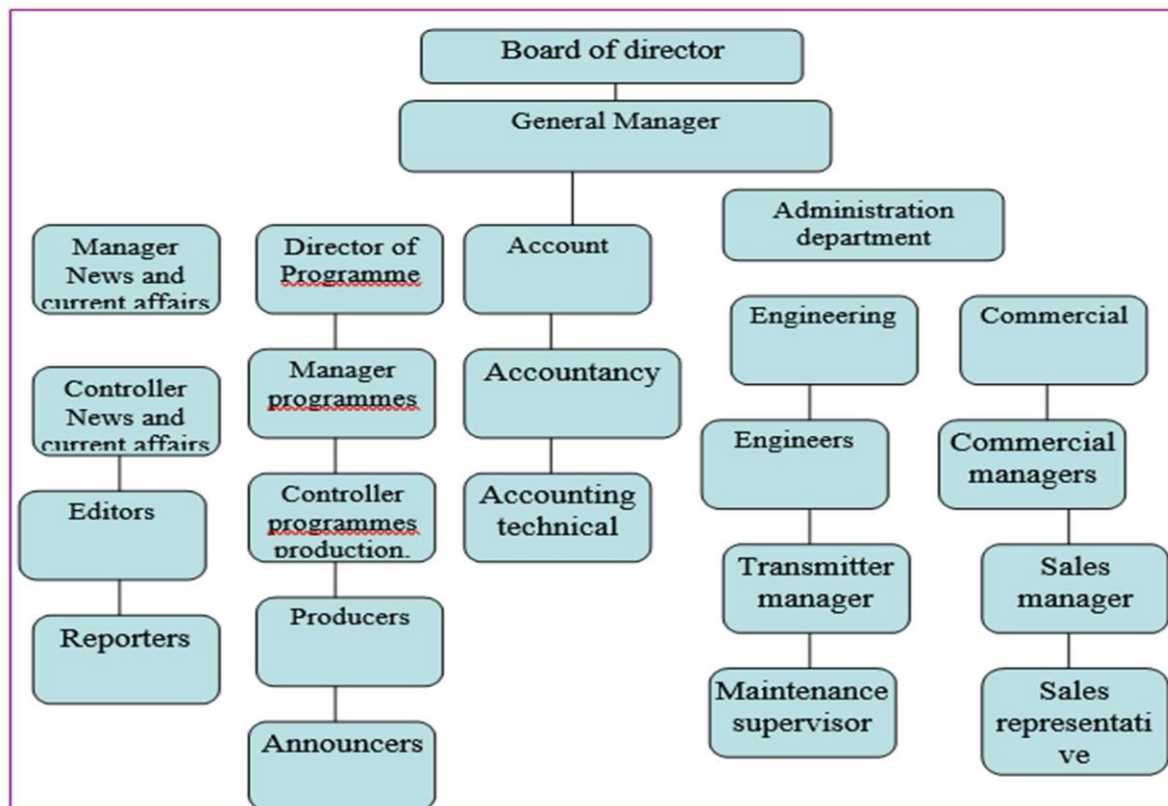
2.2 Department/Units in the Establishment and their Functions

- 1. THE GENERAL MANAGER:** The General Manager of NTA at all the zones holds a position of significant leadership and responsibility. They are responsible for managing and coordinating the various departments within the station to ensure its smooth and successful operation. One of the departments under their purview is the Marketing Department, responsible for selling airtime, sourcing sponsorships, securing advertisements, etc. The Administrative Department handles various administrative functions, including personnel management, logistics, and coordination. The Programming Department handles program scheduling, content acquisition, and audience engagement. In summary, the general manager of NTA stations at all zones holds a crucial managerial position.
- 2. THE ADMINISTRATIVE MANAGER:** This is the one who is in charge of the administrative office. He or she is in charge of managing the daily operations and is in charge of hiring, firing, promoting, and updating personnel records. In addition, he or she keeps an eye on the employees' welfare and wellbeing. This department is in charge of making sure that tasks are completed in a timely manner. Under the direction of the administrative manager, the administrative

department also administers penalties and discipline, including inquiries when needed.

3. **THE PROGRAMMES MANAGER:** The head of the programs department is the program manager. The station's presentation and production departments are under the control of this department. Compact discs, tapes, recorded programs, movie trailers, ads, documentaries, and other audio-visual materials scheduled for transmission are stored in the library unit under the programs department for future storage. The program department also includes the editing unit. Before such programs air, this team is in charge of editing a variety of outdoor activities or recorded shows.
4. **MANAGER, NEWS AND CURRENT AFFAIRS DEPARTMENT:** The department leader for news and current affairs is this person. News casting and gathering fall within the jurisdiction of this department. They watch news from other countries on TV and read newspapers to see if they can share any interesting stories. They also go to events like conferences, meetings, and launches to discover what's happening there and tell us about it. Once they have all the news, they have exceptional people called newscasters who decide which stories to include in the news bulletin. They choose the reporters, camera operators, and drivers who will go to the events and gather all the essential information.
5. **CHIEF ACCOUNTANT:** This is the head of the finance department. They will receive the money from the sale of the station's air time or space. Sales are handled by the marketing department, which then sends the money to the finance department, which drives revenue and expenses. The financial department is also responsible for the auditor. This is an important job to ensure appropriate accountability by auditing the money coming in and going out of the station.
6. **CHIEF MANAGER, ENGINEERING SERVICES:** This person is in charge of the engineering department and plays a crucial role in overseeing the technical aspects of the station, ensuring that equipment is well- maintained and available for use and that transmission processes, particularly involving the mast and transmitters, run smoothly. Collaboration with the programs division underscores the interconnected nature of technical and content-related functions within the station.

7. MARKETING MANAGER: The Marketing Department, headed by the Marketing Manager, plays a vital role in generating revenue for the station by leveraging various strategies. One of their primary responsibilities is selling airtime for programs aired on the station. This involves offering advertising slots to companies and independent producers who wish to promote their products or air their programs. By selling these slots, the department ensures a steady income stream for the station.



CHAPTER THREE AND FOUR

WORK EXPERIENCE

3.0 Work Experience

SIWES is a key factor required to inject and help to keep alive industrialization and economic development in the nation through the introduction and practical teaching of scientific and technological skills to students. I was able to participate fully in a lot of activities during my Students Industrial Work Experience Scheme (SIWES). The program exposed me to some practical situations of some theoretical teaching in the class. I was exposed to some gadgets used in the studio, outdoor, news sourcing, interview, lead writing and news casting. The details of my full participations are explained below:

3.1 Gadget Used in the Studio:

Instruments used in the radio studio are the integral parts of what constitutes a radio studio. For a radio station to function properly with a high quality there must be enough gadgets in the studio, my supervisor took his precious time to show and explain the functions of the gadgets in the studio. The gadgets include;

Microphone

A microphone is a device that translates sound vibrations in the air into electronic signals or scribes them to a recording medium. Microphones enable many types of audio recording devices for purposes including communications of many kinds, as well as music and speech recording.



Compact disc (CD)

This is a digital optical disc data storage format that was co-developed by Philips and Sony and released in 1982. The format was originally developed to store and play only sound recordings (CD-DA) but was later adapted for storage of data (CD-ROM). Several other formats were further derived from these, including write-once audio and data storage (CD-R), rewritable media (CD-RW), Video Compact Disc (VCD), Super Video Compact Disc (SVCD), Photo CD, PictureCD, CD-i, and Enhanced Music CD.



Microphone Arm

A microphone arm, also known as a mic boom or microphone boom, is a device used to position and hold a microphone in place. It consists of a flexible or adjustable arm that can be attached to a microphone stand, desk, or other surface. Microphone arms are commonly used in: Recording studios, Live performances, Podcasting and voice-overs, Video production. Is a device used to position and hold a microphone in place. It consists of a flexible or adjustable arm that can be attached to a microphone stand, desk, or other surface.



During this period, I was able to operate some of these gadgets.

3.2 Outdoor Interview:

An outdoor media interview is an interaction that deals with question and answers for the purpose of broadcast outside the radio studio. We went ahead to interview some dignitaries at Ministry of Health, Ilorin, The Manger of Ministry of Health here in Ilorin Kwara State to get some information on about the current disease disturbing the humanity. The Interview was recorded and extracted out for my supervisor in which he (my supervisor) he encouraged and corrected us with our errors.

3.3 News Sourcing and News Casting:

News sourcing is the activity of researching news items for broadcast or publication. The major news concept for news gathering is BEAT, INTERVIEWS and RESEARCH.

News casting is the dissemination of news to the audience through the use of mass media. I was told the major points needed to be observed to cast news

professionally. I was told the meaning of Word Per Minutes (WPM) and how important it is for a newscaster.

3.4 Performing Arts

The performing arts are arts such as music, dance and drama which are performed for an audience. Performing arts include a range of disciplines which are performed in front of a live audience, including theatre, music and dancing. I was able to participate and perform with other SIWES students in series of live performance which include; Skit making and advertising a product. I was corrected in my errors during the performance.

CHAPTER FIVE

5.1 Challenges Faced

1. One of the challenges I faced during my SIWES program was transportation. I engaged myself in some outdoors activities that required me to transport myself.
2. I found it difficult to understand some terminologies used in the first week of my program, but I was able to adapt thereafter
3. I was afraid to faced crowd during Interview but I am getting adapt to it

5.2 Conclusion

This report has been able to vividly explain the entire work, experienced gained by me during my SIWES program at Nigeria Television Authority (NTA), Ilorin which is a core scheme in ITF saddled with their responsibility of strengthening the effective teaching and learning of skill-based course such as mass communication. I therefore imply that the proper and effective administration of SIWES will go a long way in boosting and enhancing the competences of the workforce of the country. I also conclude that SIWES is confronted with series of challenges and this may have hindered the realization of the goals and objectives of the scheme and it therefore needs to be given attention by all concerned stakeholders.

5.3 Recommendation

In view of the relevance of the SIWES program, it is important that it is sustained by the government through the Industrial Training Fund (ITF) as it exposes the student to work tools facilities that may not be available in their respective institutions in relation to their course of study. To this end, I recommend that the following under-listed points should be implemented:

1. Regular monthly allowance for the students on attachment should be paid promptly.
2. Organization should always accept students for SIWES and subsequently assign them to relevant jobs

3. There should be more funding of the scheme by the government in order for it to be more effective
4. The companies should put in place all the necessary facilities needed to enhance the knowledge of the student in industrial attachment
5. It will be of great benefit if the institution can create a platform whereby student can obtain pre-SIWES knowledge or excursion programs, before embarking on the training.
6. Students' Industrial Works Experience Scheme (SIWES) needs to be strengthened by all concerned stakeholder in order for its objectives to be fully realized