



A REPORT ON:

Students' Industrial Work Experience Scheme (SIWES)

HELD AT:

**KWARA STATE BROADCASTING CORPORATION.
BY**

**DAUDA KHADIJAH OMOTAYO
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SUBMITTED TO:

**DEPARTMENT: MASS COMMUNICATION
INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY(IICT)
KWARA STATE POLYTECHNIC, ILORIN.**

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Section 1: Dedication

This is dedicated to God Almighty, The author and finisher of my faith, for his blooming love and protection over my life.

Section 2: INTRODUCTION

The Students' Industrial Work Experience Scheme (SIWES) is a program designed to provide students with practical experience in their chosen field. Siwes (Students Industrial Work Experience Scheme) is a scheme for the duration of sixteen weeks (4 months). Siwes is done after the first year in Polytechnic (ND1); and done after second year or third year in universities depending on the institution. The effective management of student industrial work experience scheme (SIWES) has been as a result of the cooperation and well played roles of the federal Government, I.T.F, and supervising agencies. As a Mass Communication student at Kwara State Polytechnic, I participated in the SIWES program at KWARA STATE BROADCASTING CORPORATION.

Section 4: Organization Profile;

Radio Kwara is a government-owned radio station in Kwara State, Nigeria. It was established in 1977 by the Kwara State Government to provide news, entertainment, and educational programs to the people of the state and beyond. The station operates under the Kwara State Broadcasting Corporation (KSBC) and has played a key role in disseminating information, promoting local culture, and supporting national development.

Key Milestones in Radio Kwara's History

1. Establishment (1977):

Founded by the Kwara State Government to enhance communication and public awareness.

Initially operated on AM frequency before expanding to FM.

2. Expansion to FM (1990s):

Introduced Midland FM 99.1, a more modern, high-quality frequency for better reach.

Focused on urban listeners with a mix of news, music, and talk shows.

3. Digital Transformation (2000s - Present):

Transitioned to digital broadcasting to improve sound quality.

Launched online streaming to reach global audiences.

4. Rebranding and Modernization (2018 - Present):

Efforts to revamp the station, improve infrastructure, and expand coverage.

Increased focus on interactive programs, including phone-in shows and social media engagement.

Current Status

Radio Kwara continues to be a leading voice in the media industry of Kwara State, offering programs in English, Yoruba, and other local languages. It provides news, educational content,

and entertainment while promoting government policies and community development.

Section 3: JOB DESCRIPTION AND RESPONSIBILITIES

As a Media Practitioner/Siwes Student, my responsibilities included:

- i. Attending classes and training sessions
- ii. Learning news writing and reporting techniques
- iii. Sourcing news stories and conducting interviews
- iv. Going on assignment for news beats
- v. Casting news in English and Yoruba languages

Section 5: Skilled Acquired

- **News Writing and Reporting**

During my SIWES program, I learned the fundamentals of news writing and reporting. This includes:

- Understanding the structure and format of news articles
- Conducting interviews with sources and experts
- Researching and verifying information for accuracy
- Writing clear, concise, and engaging news copy
- Meeting deadlines and working under pressure for example, I wrote news reports on different beat, such as health, political, sport, and education, and had them reviewed and edited by my supervisors.

- **News Sourcing and Research**

I developed skills in sourcing and researching news stories, including:

- i Identifying credible sources and contacts.
- ii Conducting background research on topics.
- iii Using online and offline resources (e.g., newspapers, journals, interviews).
- iv Verifying information through fact-checking.
- v Building relationships with sources and contacts.

For instance, I researched and sourced stories on local businesses and economic developments, which helped me understand the importance of thorough research in journalism.

- **Media Ethics and Guidelines**

I gained knowledge of media ethics and guidelines, including:

- i Understanding the importance of objectivity and impartiality.
- ii Recognizing bias and avoiding sensationalism.
- iii Respecting confidentiality and anonymity.
- iv Adhering to copyright laws and regulations.
- v Familiarity with industry codes of conduct (e.g., NBC, NPAN).

Through workshops and discussions, I learned how to apply ethical principles in my reporting and writing.

Studio Equipment Operation

I acquired hands-on experience with studio equipment, including:

- i Operating audio consoles and mixers.
- ii Using microphones and headphones.
- iii Setting up and troubleshooting equipment.
- iv Recording and editing audio segments.
- v Familiarity with software (e.g., Audacity, Adobe Audition).

During live broadcasts and recordings, I assisted in operating the studio equipment, ensuring smooth program execution.

- **Translation from English to Yoruba**

I developed skills in translating news content from English to Yoruba, including:

- i Understanding cultural and linguistic nuances.
- ii Using translation software and resources.
- iii Collaborating with native speakers for accuracy.
- iv Adapting tone and style for target audience.

Meeting tight deadlines for broadcast I translated news scripts and articles, which helped me improve my language skills and cultural competence. These skills have enhanced my ability to work effectively in a media organization, and I'm confident in applying them in future career endeavors.

Section 6: CHALLENGES FACED

Although I faced no significant challenges, the learning process presented some difficulties, typical for a student. These included:

- i Adapting to the fast-paced media environment.
- ii Developing confidence in news casting.
- iii Balancing academic and practical responsibilities.

Section 7: CONCLUSION

The SIWES program at KWARA STATE BROADCASTING CORPORATION provided invaluable hands-on experience, enhancing my skills and knowledge. The exposure under this scheme has really widened my horizon with wide exposure of experience in this field.

SECTION:8 RECOMMENDATION

1. I recommend: The Student's Industrial Work Experience Scheme (SIWES) programme should be made compulsory and mandatory for all students. The students involved should be oriented about benefits and essence of SIWES. and beat reporting
2. Monitoring programs and providing feedback
3. Learning from experienced professionals in the industry