A
TECHNICAL REPORT ON
STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES) THE
REPORT BASED ON THE EXPERIENCE GAINED AT

PARROT FM 101.1
OKE BABY OGBOMOSO, OYO STATE

BY

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ND/23/MAC/PT/0671

SUBMITTED TO
DEPARTMENT OF MASS COMMUNICATION,
INSTUTUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY,
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IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF ORDINARY
NATIONAL DIPLOMA (OND) IN MASS COMMUNICATION.

CERTIFICATION

I hereby certify that this report of Student Industrial Work Experience (SIWES) was prepared and complied by **OGUNLEKE JUSTINAH MOJOLAOLUWA** with the matriculation number **ND/23/MAC/PT/0671** from the department of Mass Communication, Kwara State Polytechnic

Offa, Kwara State for successful completion of SIWES undertaken at Parrot FM 101.1, Oke Baby Ogbomosho

…………………………........   …………………………………
SUPERVISOR'S NAME   ***SIGNATURE/DATE***

....……………………………....   ……………………………
STUDENT'S NAME   ***SIGNATURE/DATE***

DEDICATION

I dedicate this write up to Almighty God who made this program a success for me and my lovely parents for their support and words of encouragement rendered to me during my industrial training also, the entire staff of parrot fm 101.1 for accepting me with arms wide open undoubtedly may God bless and reward you all amen.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my Industrial Training Supervisor, Mr. oladunjoye, for motivating me to excel even when I was not at my best.

A very big thanks to the SIWES office of Kwara State Polytechnic and the Mass Communication Programme in Kwara State Polytechnic for providing me with the opportunity to participate in Industry-Based Learning. This experience has allowed me to discover my skills and gain a deeper understanding of my chosen career path.

Lastly, I would like to express my gratitude to my family, friends, and work colleagues for their unwavering support. Their encouragement and assistance have been instrumental in my success.

ABSTRACT

This report provides a detailed account of my four-month experience during my Industrial Training at Parrot FM. My time at the broadcast station has reinforced my interest in pursuing a career in broadcasting, as it has provided me with valuable exposure and opportunities for professional growth. The experience has also helped to improve my confidence and enhance my interpersonal skills.

During my SIWES at Parrot FM, I was primarily assigned to the newsroom. My responsibilities included learning how to present news, set up the studio, source news stories, and understand key industry terminology. This report provides a detailed account of my experiences and learning's during my internship.

In addition, this report includes information about Parrot FM 101.1 and the various functions performed by the organization.
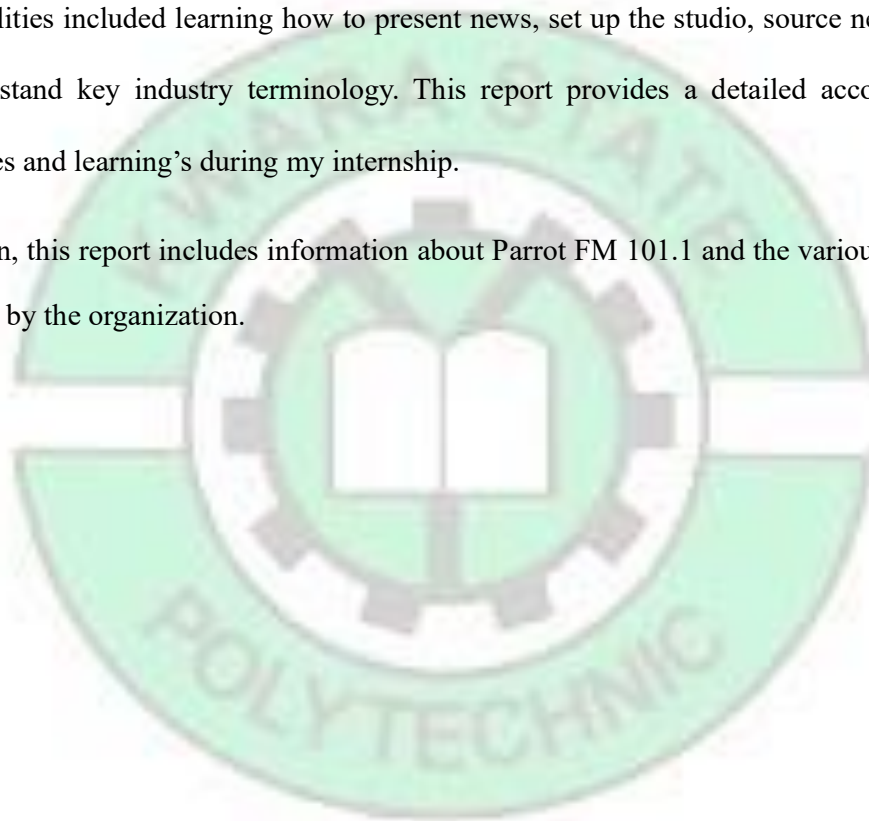
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CHAPTER ONE

INTRODUCTION

1.1 THE AIMS AND OBJECTIVES OF THE PROGRAMME

SIWES is strategized for skill acquisition. It is designed to prepare and expose students of Universities, Polytechnics, College of Education to the real – life work situation they would be engaged in after graduation. Therefore, SIWES is a key factor required to inject and help keep alive industrialization and economic development in the nation through the introduction and practical teaching of scientific and technological skills to students.

Objectives of the Students Industrial Work Experience Scheme Include:

1. Provide an avenue for students to acquire industrial skills for experience during their course of study.

2. Expose students to work methods and techniques that may not be available during their course of study.

3. Bringing the gap between theory and practice by providing a platform to apply knowledge learnt in school to real work situations.

4. provide students with an opportunity to apply their knowledge to real work situations, thereby bridging the gap between theory and practice.

5. Enlist and strengthen employers' involvement in the entire educational process; thereby preparing the students for employment in industry and commerce.

1.2 HISTORY AND BACKGROUND OF THE ORGANIZATION (PARROT FM)

PARROT FM 101.1is a non Government Organization based in Ogbomoso, Oyo State Nigeria established in October 1st 2014. The Organization is dedicated to providing support for community development and is poised in presenting Societal Happenings effectively and efficiently.

Late former Governor of Oyo State, Otunba Adebayo Alao-Akala, has established Parrot FM, the first private radio station in Ogbomosho, Oyo State. Speaking at the inauguration, Alao-Akala said the radio station was established to fill the communication gap in the area and that a television station would be established soon.

The late former Governor's son, Olamijuwonlo, who is the Chairman of Parrot FM, said the station was established to facilitate information dissemination to the people of the area.

He said: "Parrot FM is the first private and independent commercial radio station in Oyo North Senatorial District of Oyo State. Olamijuwonlo said it was disheartening that a greater part of the people's cultural values was unknown to the younger folks, while the youth appeared to have been indoctrinated by foreign culture. The chairman said the radio would promote local folklores and cultural heritage to enhance the knowledge of the young people in the areas.

1.3 OBJECTIVES OF THE ORGANIZATION (PARROT FM 101.1)

The organization's driving force is to get as many members of the community involved as possible in a relevant and current local radio station.
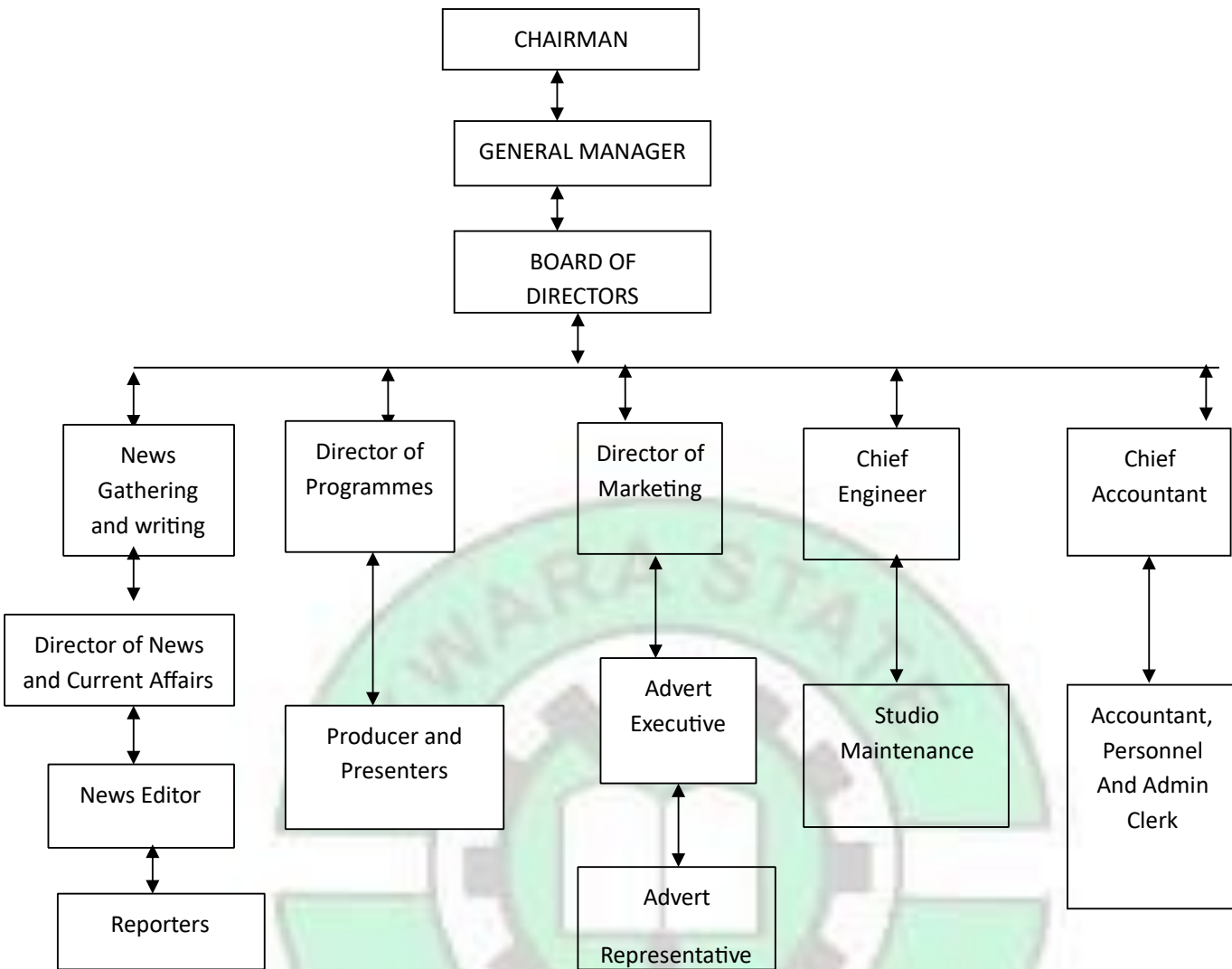
The main thing the organization is trying to do is create a local recording station that improves community spirit, adds to the areas' quality of life, and helps to support and regenerate the local community.

The other things the organization is trying to achieve are:

1) Deliver a wide spectrum of programmes that allow, within legal limits, expressions of opinion and opportunities to learn.
2) Raise awareness of what's on in the area and other key public information.
3) Promote and celebrate the local culture, such as language, music and heritage.
4) Use the process to bring the community together and create a sense of pride.
5) Provide ongoing opportunities for people to develop their skills and knowledge through training, specific roles and/or positions of responsibility.

1.4 ORGANOGRAM OF THE ORGANIZATION (PARROT FM 101.1)

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                        ┌─────────────────┐
                        │    CHAIRMAN     │
                        └─────────────────┘
                                 ↕
                        ┌─────────────────┐
                        │ GENERAL MANAGER │
                        └─────────────────┘
                                 ↕
                        ┌─────────────────┐
                        │    BOARD OF     │
                        │   DIRECTORS     │
                        └─────────────────┘
```

News Gathering and writing	Director of Programmes	Director of Marketing	Chief Engineer	Chief Accountant
Director of News and Current Affairs	Producer and Presenters	Advert Executive	Studio Maintenance	Accountant, Personnel And Admin Clerk
News Editor		Advert Representative		
Reporters				

Fig 1.4 : THIS DIAGRAM ILLUSTRATED THE ORGANOGRAM OF PARROT FM 101.1 OKE

BABY OGBOMOSO.

CHAPTER TWO

<div align="center">**ACTIVITIES AND EXPERIENCE GAINED**</div>

2.1 PROJECTS AND TASKS CARRIED OUT

This section outlines the assignment schedule followed during my SIWES training at Parrot FM 101.1, which took place over the period of 10 weeks. The schedule reflects the tasks assigned weekly, highlighting key responsibilities.

Week 1: Orientation and Introduction Tasks

:

- Introduced to the newsroom staff and briefed on newsroom operations.
- Observed the news production process, from news gathering to broadcast.
- familiarized myself with the newsroom equipment and workflow.

Week 2-3: News Gathering and Research Tasks

:

- Assisted in gathering news stories from online sources, press releases, and field reports.
- Conducted research for developing stories, ensuring the credibility of sources.
- Monitored news channels, social media, and local reports for breaking news updates.

Week 4-5: Script Writing and News Editing
Tasks :

- Assisted in writing news scripts for various segments of the news broadcast.

- Learned the principles of writing for radio, ensuring clarity, brevity and accuracy.

Week 6-7: Assisting in live News Broadcast Tasks

:

- Participated in live news broadcasts, assisting the control room team.
- Coordinated with anchors and reporters to ensure timely delivery of news updates.

Subsequent Weeks:

- Continue detailing activities like writing scripts, assisting in interviews, live reporting, or handling social media for new dissemination.

2.2 EXPERIENCE GAINED

During my SIWES training at Parrot FM, I gained a wealth of knowledge and hands-on experience in various aspects of radio journalism. My time in the newsroom, and my brief time in a studio room was both enlightening and challenging, providing me with a solid foundation for my future career in mass communication.

Below is the key experience I acquired:
   1. News Gathering

 I was actively involved in the process of news gathering, which included researching current events, monitoring social media platforms, and indentifying credible sources. I was also

involved in researching editorial reviews. This experience taught me how to sift through information critically and recognize news worthy events.

2. Collaboration and Teamwork

Working in a newsroom environment emphasized the importance of teamwork. I collaborated with reporters, editors, and producers, which taught me how to communicate effectively within a team. I learned to value different perspectives and how collaboration can enhance the quality of the news produced.

3. Writing and Script Preparation

One of my primary responsibilities was writing news scripts for various segments. I learned to adapt my writing style focusing on clarity and brevity. The challenge of conveying complex information in an engaging has honed my writing skills. I also received feedback from my supervisors, which helped me refine my approach to scriptwriting.

4. Studio Experience

Assisting in live broadcasts was one of the highlight of my training; during live shows the fast - paced environment of live taught me the importance of staying calm under pressure and making quick decision. Participating in live interviews also helped me improve my communication skills.

Also during my time at the studio I learned about different broadcast equipment like : audio console, micro phone, studio monitor speaker, head phone, CD players, mix engine, computer, E.T.C.

- **Audio Console**: At the heart of any studio is the audio console (sometimes called a radio panel, sound panel, or sound desk). This is the interface the radio announcer (or panel operator) uses to control what's heard on air. Every channel represents one "input". The fader (slider) attenuates or amplifies the incoming signal. I checked if the audio console are in good position and if the buttons are placed where it's supposed to be placed.

Fig 2.1.1: Audio console

- **Head Phone**: Studio Monitor Speakers are automatically muted whenever a microphone is turned on. As a result, anyone in a studio needs headphones to hear what is going to air. Headphone selection is often a very personal decision based on your preferences in comfort and frequency response. I was expected the use the head phone to monitor the programme to be aired.

Fig 2.1.2: Head phone

- **CD Players**: While most pre-recorded audio these days is played off a computer, it's not uncommon to find these playback devices in a studio (even just as a backup, or a way to capture old archival material). Playback of these devices is usually triggered directly

from a button on the audio console. I was expected to know which button is to be pressed to play the pre-recorded audio on the audio console, and also to know how to start the pre-recording audio.

Fig 2.1.3: CD Player

- **Mix Engine:** A Mix Engine usually has two plugs: network and power. As the digital controls protocols are proprietary, you almost always need to purchase your Mix Engine from the same company that makes your Audio Console.

Fig 2.1.4: Mix Engine

- **Air Light:** Is a light warning device , it automatically turns on/off by the audio console whenever a microphone channel is turned on".

Fig 2.1.5: Air Light

- **UPS**: UPS and a generator run varies, each has a different power source a UPS usually includes a battery that keeps the system running for a limited time.

Fig 2.1.6: UPS

- **Audio Processor**: The audio processor is usually the last piece of equipment used before audio is transmitted.

Fig 2.1.7: Audio Processor

CHAPTER THREE

PROBLEMS ENCOUNTERED AND PROBLEMS SOLVED

3.1 CHALLENGES ENCOUNTERED

1) Adapting to high - Pressure Deadlines: Working under tight deadlines for new updates created pressure and sometimes I make mistakes. There was a time I wrote a news bulleting and because of a few mistakes I was asked to rewrite the bulletin again.

2) Limited Exposure to On – Air Experience: Restricted opportunities to participate directly in live broadcast due to station protocols or schedules, I was only allowed to participate partly by sitting next to the anchor and watching effectively what he or she is doing.

3) High cost of Transportation: getting to and from the radio station was challenging due to the increase of fuel price, the cost of transportation was so high and almost unbearable. this caused delays and stress, making it difficult to arrive punctually to work.

4) Resource Constraints: I did not have prevailed to access some necessary tools, software, or resources to perform tasks effectively.

3.2 CHALLENGES SOLVED

1. Adapting of high – pressure deadlines: I make sure I work more effectively, went to my supervisor for more guidance on managing tasks under pressure and gradually increase responsibilities as confidence grew.

2. High cost of Transportation: After going to work every day for a week, my supervisor decided to reduce my days at work and gave me three days off, and on my work days in leaving home early with this, I was able to reduce the cost of my transportation and it was more bearable for me.

CHAPTER FOUR

CONCLUSION AND RECOMMENDATIONS

4.1 CONCLUSION

In conclusion, my Student Industrial Work Experience Scheme (SIWES) at Parrot FM"s newsroom has been an invaluable experience that significantly enhanced my understanding of the media industry and the practical aspects of journalism. Throughout my internship, I was exposed to various facets of newsroom operations, including news gathering and editing. I gained hands – on experience in using broadcast equipment, as well as the opportunity journalists and media professionals.

The challenges I faces, such as adapting to the fast paced nature of the newsroom provided me with the opportunity and effective communication. Additionally, I learned the importance of teamwork and the need for adaptability in a dynamic environment.

Overall, this internship has solidified my passion for journalism and has equipped me with essential skills that will undoubtedly benefit my future career. I am grateful for the support and mentorship provided by my supervisors and colleague at Parrot FM, which played a crucial role in my professional growth during this period. I look forward to apply what I have learned as I continue my academic journey and pursue a career in media and communication.

4.2 RECOMMENDATION

- I strongly recommend that students undertaking internship should understand the importance of the training and not joke about it. they should use the opportunity to be hard working and enterprising.

- I strongly recommend that the supervisors that come to invigilate the students should be familiar with the student.

- Also the number of visits during the training period should be increased.

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