



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

HELD AT

VARIETY MEDIA PLUS

No, 4 Iponrin Street, Sabo-Oke, Ilorin Kwara State

BY

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DEDICATION

I dedicate this to God for seeing me through; also to my lovely parent **Mr & Mrs Ajayi** for their support both morally and financially, May God reward you abundantly with long life and good health.

ACKNOWLEDGEMENT

Special appreciation goes to my parent Mr & Mrs Ajayi for their love and care. I applaud them for making me fall in love with education.

My gratitude is incomplete without acknowledging my maternal family for their support and contribution to my onward progress in life.

I also commend my supervisor for his intellectual contribution and support during my SIWES

A big thanks to my colleagues from different intuitions that formed the group members during my training.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

SIWES stands for acronym for Student Industrial Work Experience Scheme. The Student Industrial Work-Experience Scheme (SIWES) is a planned and supervised training intervention based on stated and specific learning and career objectives, geared towards developing the occupational competencies of the participants. It is a programme required to be undertaken by all students of tertiary institutions in Nigeria pursuing courses in "specialized engineering, technical, business, applied sciences and applied arts and Mass Communication". The Federal Government on 8th October 1971 established the industrial training (ITF) to acquaint the students on the industrial work method. The SIWES which is a subsidiary formed in 1973 was initiated to improve the students' technical abilities to expose them to industrial culture thereby getting the acquainted with the role to play towards the technological advancement of the nation. It creates an avenue on environment in which the students are exposed to areas of their various disciplines to enhance their mental and creative minds the aspects of Practical. It is therefore a practical aspect of the academic work, which students may not have opportunity to carry out throughout their stay in the higher institutions.

1.2 IMPORTANCE AND OBJECTIVES OF SIWES

The Students Industrial Work Experience Scheme (SIWES) is the accepted skills training programme, which forms part of the approved Minimum Academic Standards in the various degree programmes for all the Nigerian universities. It is an effort to bridge the gap existing between theory and practice of engineering and technology, science, agriculture, medial, management and other professional educational and Mass Communications programmes in the Nigerian tertiary institutions. It is aimed at exposing students to machines and equipment, professional work methods and ways of safe-guarding the work areas and workers in industries and other organization.

1.3 OBJECTIVES OF SIWES

- i. Specifically, the objectives of the student's industrial work experience scheme are to
- ii. Prepare students for the work situation they are likely to meet after graduation.
- iii. Provide an avenue for students in the Nigerian Universities to acquire industrial skills and their course of study.
- iv. Make the transition from the university to the world of work easier, and thus enhance students' contacts for later job placements.

- v. Enlist and strengthen employers' involvement in the entire educational process of preparing university graduates for employment in industry.
- vi. Provide students with an opportunity to apply their theoretical knowledge in real work situation, thereby bridging the gap between university work and actual practices; and expose students to work methods and techniques in handling equipment and machinery that may not be available in the universities.

1.4 IMPORTANCE OF SIWES

- i. It provides students with an opportunity to apply their theoretical knowledge in real life situations.
- ii. It exposes students to more practical work methods and techniques.
- iii.) It strengthens links between the universities employers, and industrial training fund (ITF).
- iv). It also prepares the after graduation. students for the labour

CHAPTER TWO

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

Variety Media Plus located along Iporin Street Sabo Oke Ilorin Ilorin, Kwara State. The Variety Media Plus is a popular known broadcasting station in Kwara State is owned by Private newspaper. It gathers and disseminates current and accurate news to general public simultaneously.

The organization is a place where information from the whole of Kwara state has been gathered and disseminated to a larger number of people.

The objective Variety Media Plus Ilorin seeks to achieve is synonymous with the corporation objective of Television Broadcasting in the country. Television as a medium seeks to enrich the life of Nigerians by influencing their social, cultural, economic, political and technological views. Other includes:

1. **Inform the Public** – Deliver accurate and timely news on local, national, and global events.
2. **Educate Society** – Provide programs that enhance public knowledge on politics, health, economy, technology, and culture.
3. **Entertain** – Offer engaging content such as music, films, talk shows, sports, and dramas to entertain diverse audiences.
4. **Advocate for Social Change** – Promote discussions on social issues like human rights, environmental protection, and economic development.
5. **Promote Cultural and National Identity** – Showcase local heritage, traditions, and values to strengthen cultural identity.
6. **Encourage Civic Engagement** – Motivate citizens to participate in governance, elections, and community development.
7. **Support Businesses and Economy** – Provide advertising and promotional platforms for businesses to reach potential customers.
8. **Hold Power Accountable** – Investigate and report on government policies, corruption, and public affairs to ensure transparency.
9. **Bridge Communication Gaps** – Serve as a link between the government, businesses, and citizens by disseminating important information.
10. **Embrace Innovation and Technology** – Adapt to digital advancements to improve accessibility, audience engagement, and content delivery.

2.2 THE VARIOUS DEPARTMENTS AND UNITS

The organizational structure of Variety Media Plus is designed to facilitate efficient operations and ensure the delivery of high-quality programming to its audience. Here's an overview of its organizational structure and the functions of its various departments:

Management and Administration:

This department is responsible for overseeing the overall operations of Variety Media Plus. Functions include strategic planning, budgeting, human resources management, and administrative support.

Programming Department:

The Programming Department is tasked with creating and scheduling the radio programs aired on Variety Media Plus.

Functions include content creation, show planning, scheduling, and ensuring compliance with regulatory standards.

News and Current Affairs Department:

This department is responsible for gathering, producing, and broadcasting news and current affairs content.

Functions include news gathering, reporting, editing, and presenting news bulletins and current affairs programs.

Production Department:

The Production Department is responsible for producing high-quality audio content for Radio SBS.

Functions include audio recording, editing, mixing, and sound design for various programs and advertisements.

Technical Department:

The Technical Department is responsible for maintaining and operating the radio broadcasting equipment and infrastructure.

Functions include technical support, equipment maintenance, troubleshooting, and ensuring the smooth transmission of audio signals.

Sales and Marketing Department:

This department is responsible for generating revenue through advertising sales and marketing initiatives.

Functions include client relations, advertising sales, sponsorship opportunities, and promotional campaigns.

Community Engagement Department:

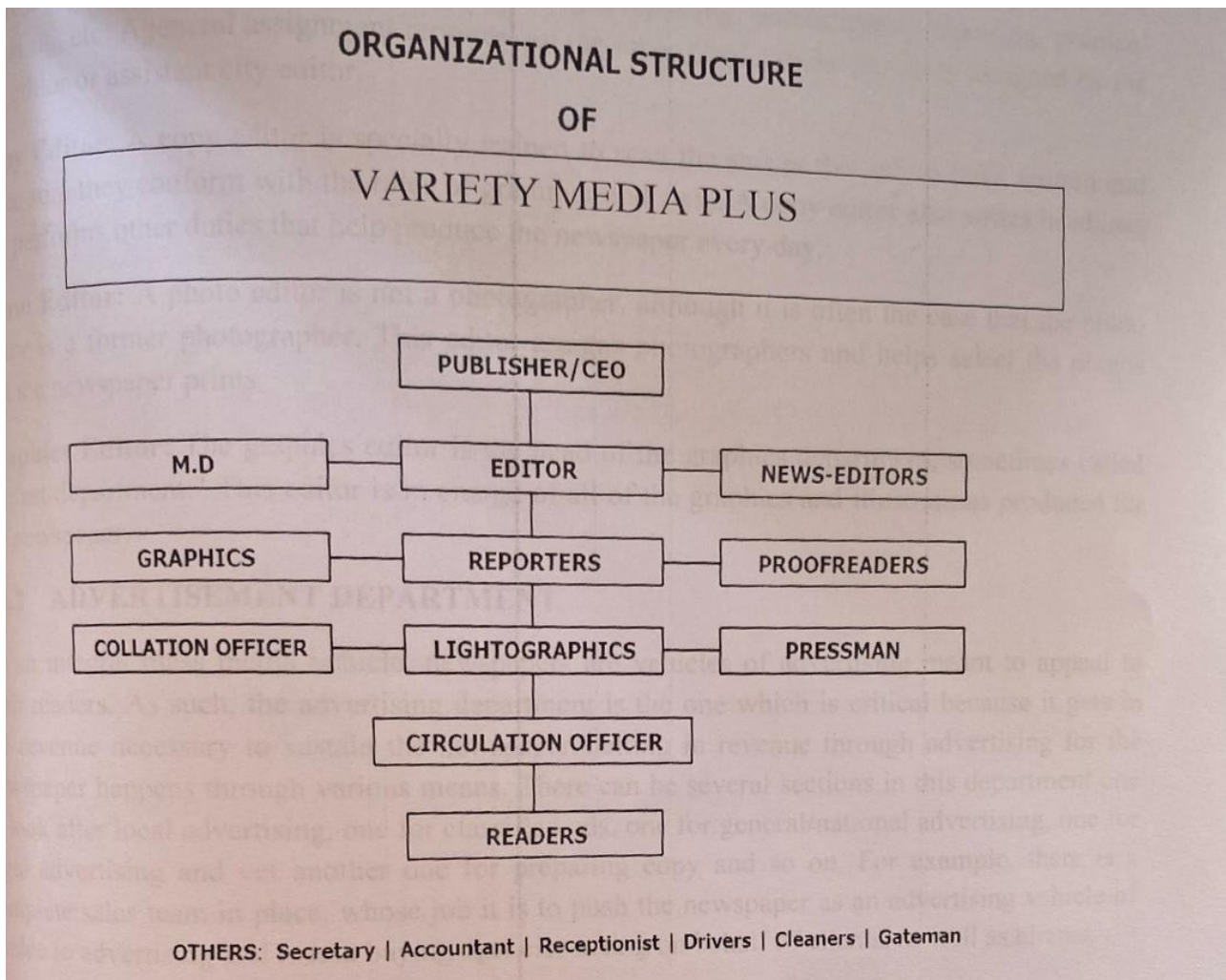
The Community Engagement Department focuses on building relationships with the local community and listeners.

Functions include organizing community events, listener feedback management, and outreach programs.

Support Services:

Support services departments, such as Finance, IT, and Facilities Management, provide essential support functions to ensure the smooth operation of Variety Plus Media World, Ilorin

Functions include financial management, IT infrastructure support, and facilities maintenance.



CHAPTER THREE AND FOUR

3.1 ACTIVITIES DURING THE SIWES PERIOD

The world today relies on information, and this information can be more reliably and faster through the use of computer systems and other electronic devices like the radio transmitter. Thus, the News department is responsible for sourcing and providing programmes schedules for the authority, its staff and general public. The Area office faces a great number of different programmes. These programmes include:

1. Advertising and Marketing

Advertising and marketing deal with providing persuasive services which encourage the audience to buy the product. It usually takes place in a mass form, such as televisions. Advertisers have full control over the messages which are sent to their audiences.

2. Public Relations

Public relations is the process of providing information to the public to present a specific view of a product or organization. Public relation decides where and how to pass the information.

3. Corporate Communication

Corporate Communication basically deals with building a relationship with the company better in the market. Mass communication helps to reach the product to the right customers.

4. Journalism

Journalism is the production and distribution of reports on events for presentation through the media. The study of journalism involves analyzing the dissemination of information to the public through media outlets such as newspapers, magazines, radio, and TV channels.

5. Film and Television

As the name suggests, Film and Television is related to the study of broadcasting in the field of film and television.

6. Digital Media

Digital Media creates any media to be put on electronic devices. It is created, viewed, distributed, and stored in digital forms.

During my attachment with the Plateau State Area office of NTA, Jos I was able to enhance on practical skills in the following areas.

- 1. Fine communication skills:** The internship has provides me a platform to speak on several topics and makes me learn on how to convey the audience with their views.
- 2. Writing:** I have imbibe the skills of is putting my thoughts into words to resonate with the audience.
- 3. Reporting:** I was sent to different places (preplanned and on the spot) as journalists for reporting.
- 4. Production:** I have been able to imbibe Hands-on training which is given in production on television, radio, etc.
- 5. Problem-solving:** Creative ways of solving the problems are its integral part of teaching. They are taught to be resourceful and to handle the pressure.
- 6. Decision making:** Students are edified with effective ways of making decisions under all circumstances.
- 7. Creative:** The integral part of the internship has support and enhance my creativity.

I was edified for creating an impact on media and the digital world. I was able to carry out research on how media influences consumer behaviors. The impact of age, gender, and race on messages related to health and medicines are viewed.

The interview is a literary presentation of a journalist's or a blogger's conversation with a person whose thoughts, comments or explanations on certain issues of life are of public interest. This is a joint work of a journalist and a person providing the information. A modern journalists or blogger cannot do without such a device as a voice recorder. We know that our smartphones can replace several gadgets at once, but the best voice recorder for journalist remains an indispensable device for many people. Humanity know about the existence of digital voice recorders. But not everyone uses them. And in vain. The range of voice recorders is wide.

For journalists, voice recorders are necessary. People of this profession have to record interviews constantly. After all, this is part of their profession, to interview and then capture on the basis of the received information articles or blogs.



Photojournalism began with the invention of the camera. The first camera was invented by Alexander Wolcott. His camera was patented on May 8th, 1840. Without the invention of the camera photojournalism would have never had a chance to influence the minds of its viewers the way that it does today. Visuals put everything into perspective for people, written language and words on a paper mean something but when a reader can actually see what it going on, it brings those words to reality.



Camera

A tripod is a three-legged stand designed to support a camera. Cameras are mounted to a tripod, also referred to as “sticks,” for stability. Tripods utilize a fluid head. This also allows the camera to pan left and right or tilt up and down.

In still photography, tripods allow photographers to use slower shutter speeds for long exposure images while reducing the amount of camera shake.

Tripods are one of the most fundamental camera rigs. Despite its simplicity, they can be one of the most effective storytelling tools a cinematographer has when used correctly with intention. Let's explore some of the fundamental applications of this essential piece of gear.



Tripod Stand

CHAPTER FIVE

5.0 EXPERIENCE GAINED

During my four months program, I gained a lot especially in the news and current affairs department where I had the opportunity of learning and acquiring journalistic skills of sourcing for news, new gathering and editing fast.

5.1 INTERPERSONAL RELATIONSHIPS WITH THE ORGANIZATION

My four (4) months SIWES program at Variety Media Plus was very fantastic, because the staffs of the Station are very friendly, disciplined and they are always there for us at all time to lecture us what Advertisement is all about.

This make all SIWES student to be very close and gain more experience from the great Staff of KW TVIlorin

5.2 SUGGESTION FOR IMPROVEMENT OF THE PROGRAM

The industrial training fund should have up and hold a committee on inspection student in their various organization that they are attached to as this will improve the level of seriousness of the student to the program. Also the federal government in collaboration with the industrial training fund (ITF) to increase the student allowance for the program as this will encourage them in active participation.