



**A
TECHNICAL REPORT ON
ATTACHMENT FOR STUDENT INDUSTRIAL WORK EXPERIENCE
SCHEME (SIWES)
HELD AT**

**AMUGOLD TV
ADEWOLE AREA ILORIN
KWARA STATE**

BY

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ND/23/MAC/PT/0616**

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
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COMMUNICATION.**

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CERTIFICATION

This is to certify that this report is original to the author, of matric number **ND/23/MAC/PT/0616** of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin and was supervised accordingly by;

.....
SIWES COORDINATOR

.....
DATE & SIGNATURE

.....
SIWES SUPERVISOR

.....
DATE & SIGNATURE

.....
HEAD OF DEPARTMENT

.....
DATE & SIGNATURE

PREFACE

This is a report of four months industrial training which was done as part of the requirement needed for the award of National Diploma Certificate which was embarked upon by the technical student after their first year of stay in school.

It is also done to enable the student's to be exposed the practical aspect of their course of study and write down what he/she has gained during the training.

The program is aimed at correcting the incompetence in the school leaving the scientific and technical in country.

DEDICATION

This report is dedicated to the Almighty God, the Beneficent, the merciful, the cherisher of the universe, the uncreated creator of all creatures and the most knowledgeable who seek knowledge just from himself for giving me the opportunity, privilege and understanding to participate in the student industrial work experience scheme (SIWES).

I also dedicate this report to my amiable parent Mr. and Mrs. **Adebori** for their financial support during the course of the program. May God continue to bless them (AMIN).

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CHAPTER ONE

INTRODUCTION OF SIWES

The Students Industrial Work Experience Scheme (SIWES) for the 2023 /2024 academic session kicked off the month of in August 2023 and was concluded (4) months in the month of December, 2024. The industrial attachment program is solely aimed at improving in working skills of students in tertiary institutions as well as effecting, learning, participation and observation into proactive invariable fields with respect to grasp very useful practical knowledge which not only makes them employable but also aids in the perfect understanding of theories and operation in their different profession. It is a corporative industrial internship program that involves industries, the Federal Government of Nigeria, Industrial Training Fund (ITF), and Nigeria Universities Commission (NUC). The program is of very high importance considering the lack of adequate practical equipment for learning in most Nigeria tertiary institutions and itself proven as it has been part and parcel of the countries system of education for over 28 years.

AIMS OF SIWES

The Industrial Training Funds Policy document Number 1 of 1973, which established SIWES outline the objective of the scheme. The objectives are to:-

1. To provide an avenue for Students in Nigerian Tertiary Institutions to acquire Industrial Skills and Experience during their course of Study.

2. To prepare Students for the work they are likely to meet after graduation.
3. To expose students to work methods and techniques of handling equipment and machinery that may not be available in their Institutions.
4. To allow the transition phase from school to the world of working environment easier and facilitate students contact for later job placement.
5. To provide students with an opportunity to apply theoretical knowledge in real work situation there by bridging the gap between theory and practice.

Historical Background of SIWES

SIWES was set up by the federal government of Nigeria to close the gap between theoretical la was taught in the classroom and actual practices for students in tertiary institution. It was first kicked off and funded by the Industrial Training Fund (ITF) in 1973 the scheme has gone through series of reforms. Its management has changed hands from the ITF in 1978 to various regulatory agencies such as National Universities (NUC) and National Board for Technical Education (NBTE) and board to the ITF again in 1985. These are the major stake holders in SIWES. Consequently, SIWES program was introduced into the curriculum of tertiary institution in the country as far back as 1974 with 948 students from two institution of higher learning and the scheme has over the year contributed immensely to the personal development and motivation of their academic programs and what knowledge and skill will be expected of them on professional practice after graduation.

DEFINITION OF TERMS

1. **SIWES:** Student Industrial Work Experience Scheme. The Scheme was established by the Industrial Training Fund (ITF) in 1973 to solve the problem of lack of adequate preparatory for employment in Industrial by Nigeria graduates of tertiary Institution.
2. **Industrial Training Fund:** The fund was established in 1971 and has operated

consistently and painstakingly within the context of its.

3. CONSOLE: It is considered as the center piece or the very heart of Radio station Hasan (2013) in Adoyi (2020:54) Says, professionally, a mixing console is an electronic device for combining (Mixing) ,routing, and changing the level, tone and/ or dynamics of audio signals

CHAPTER TWO

DEPARTMENTS IN AMUGOLD TV ILORIN KWARA STATE

AND THEIR FUNCTIONS

Station Manager

At the top of the pyramid is the station manager, who's responsible for day-to-day operations. She enforces the owner's standards while making sure the needs of all employees are being met. The station manager maintains the budget, hires and fires, trains personnel and reviews employee performance. She also ensures that operations comply with Federal Communications Commission regulations.

Operations Manager

The operations manager holds down the No. 2 spot within a radio station and usually focuses on coordinating, scheduling and promoting on-air programming. He works closely with disc jockeys, anchors and hosts to make sure they represent the station's branding correctly. When new programming options must be found the operations manager is usually in charge of doing the detective work. He answers to the station manager.

Program Director

Program directors create and plan the daily broadcast schedule. This means locating and providing the news, music, or entertainment that should be covered while monitoring on-air activity to ensure content is disseminated properly. There is usually a program director for each individual broadcast. Program directors generally work with the same staff every day and report to the operations manager.

Sales Manager

Having a sales manager working with a team which constantly generates revenue by selling air time to advertisers is vital. Some of her charges research potential accounts, do some cold-calling and generally generate sales leads. Others actually sell air time to meet a quota while negotiating price and payment schedules. The sales manager must often designate employees to perform collections on past-due accounts. The sales manager usually reports to the station manager.

Office Manager

The office manager works with a team of administrative and finance employees to handle logistics, payroll, taxes, bills, audits and legal matters. Administrative employees also field phone calls and take messages for the station manager and operations director. They also book any outside business travel for station employees as well as lodging for guests. The office manager reports to the operations manager or station manager.

Chief Engineer

The chief engineer manages a team that handles all technical matters. In addition to supervising, he must regularly inspect equipment, maintain and repair it when necessary, purchase new equipment when merited and abide by FCC regulations. The engineering staff is often directly involved with broadcasts by editing tracks, managing sound effects and monitoring the station's signal for strength, quality and overall clarity. The chief engineer reports to the operations manager.

On-Air Personalities

Transmitting the station's voice to the public falls to on-air personalities. Disc jockeys play music, take requests and provide information. Anchors deliver the news, weather and traffic updates. Hosts often conduct interviews and allow listeners to call in and become part of the show. All must align with station branding. On-air personalities report to their program director.

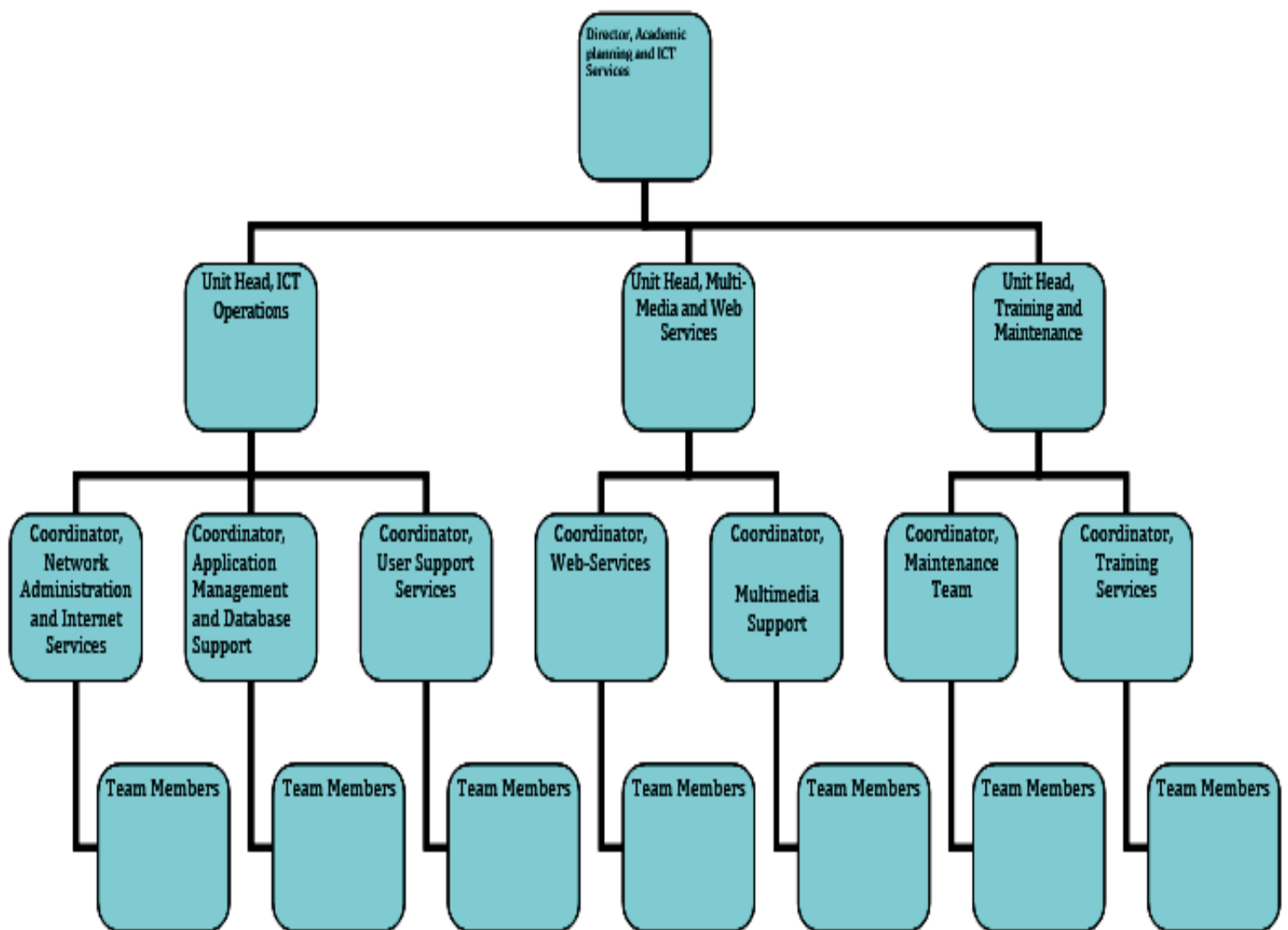
BRIEF HISTORY OF AMUGOLD TV ILORIN KWARA STATE

AMUGOLD was established on 14th of March 2014, founded by as Publisher/Editor-In-Chief. According to the edict, it shall be the duty of the corporation to disseminate the knowledge and to encourage interests in the state and to give guidance to the public upon any matter of public interest. By this singular directive and as spelt out in succeeding paragraphs of the edict, the corporation was to publish news and periodicals, carry out all the functions common to a media organization, including the promotion, the encouragement and the stimulation in the study of journalism. One other thing the edict directed the corporation to do, which makes it clearly too similar in other states of the federation, was that it shall encourage, by competing or otherwise the composition of music and literature of all kinds and, alongside shall maintain depots for distribution of periods on the literature book.

Several years of experience had shown the need, the status to organize some form of publicity for its work and progress and it had become clear, forgo to corporation was established, that no other could care for the business of spreading information and education in the state better than the state itself indeed, experience has shown that a great deal Is of the work of development, which had been carried out in the state and according to the tastes ,dictates and desires of the people, had been treated like a candle put under the bushel would give publicity to the art and culture of the people of Kwara state, and according to the edict, carry report of outstanding and general interest as well as informed criticism and features.

They are Programmes, News, Marketing, Engineering, ICT, Administration, Procurement, Finance and Audit. Finally, we have the general members of Staff who are directly involved in the day to day operations across the various departments.

STRUCTURE OF AMUGOLD TV ILORIN KWARA STATE



CHAPTER THREE

SIWES EXPERIENCE AT AMUGOLD TV ILORIN KWARA STATE

WEEK 1: My first week training was based on introduction to the various departments in the station in which I was attached to the programmes department of the organizations. During this week, I was able to know what radio broadcasting entails and the activities that are been carried out in the newsroom.

WEEK 2: During my second week at my place of attachment I learnt about the function and activities of the various departments in the station and what news writing and reporting is all about, however, my major activities for this week is writing of a news lead.

WEEK 3: I engaged in a lot of training during this week. Am expose to compiling news from different sources. I gained this experience from our media supervisor

WEEK 4: During this week we had a tutorial session on how to source for news and what bulletin is all about. I was also introduced to the practical guideline on how to write a well constructed news story.

WEEK 5: My 5th week activities at my place of attachment was based on bulletin in which I got to know what round-off is in bulletin and what news alignment entails.

WEEK 6: During this week I engaged in visiting the studio and listen to live programs.

WEEK 7: During this week I was opportuned to enter the studio in which I was taught how to handle a audio console and I got to know the usefulness of each button on a console and the different kind of transmitter we have.

WEEK 8: During this week I was taught what how to produce a jingle and whaf a jingke is used for. I also learnt about what cue in and cue out is.

WEEK 9: My major activities for this week was that I learnt about AM and FM and I got to know the difference between analog transmitter and digital transmitter

WEEK 10: During this week, we had a general discussion on bulletin in which I engaged myself in the production of National news bulletin and I also source for news for the production of world news/Global News which was aired at 7pm

WEEK 11: This week was used as an assessment and general discussion on previous lesson and activities carried out so far and I also learnt about page numbering in bulletin and how to construct a good news headline

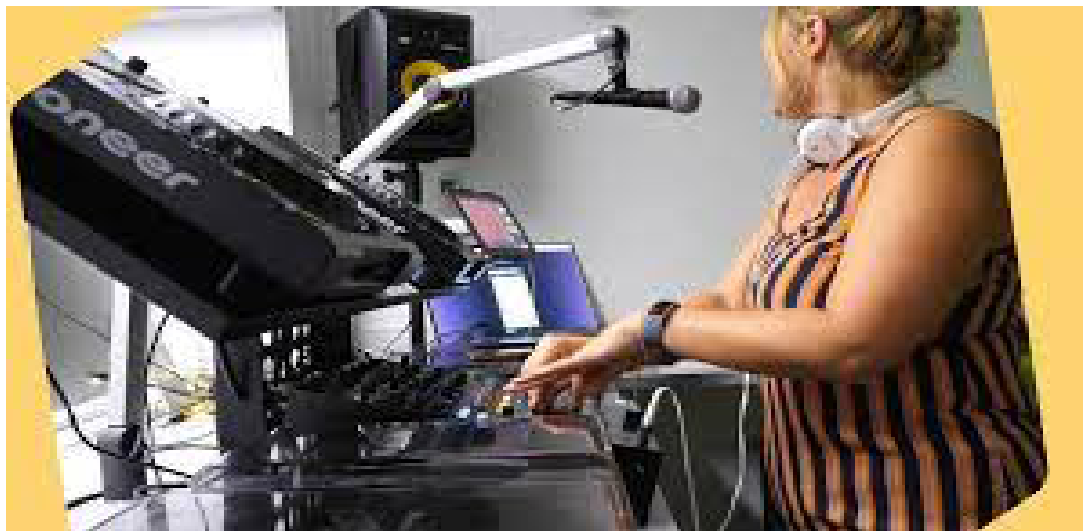
WEEK 12, 13 and 14: These week were based on a tutorial session on how artificial intelligence has helped in studying and in broadcasting media. Also we were taught how drone has helped in promoting broadcasting and the correlation between ICT and broadcasting.

I have experience in the program department on how different kinds of program are been presented live on the studio room. The live program is being controlled from the Master control room (MCR) By a certain specialist and trained personnel who is saddled with the responsibility of Controlling all the studio activities on system and calling action of when the live program ought to start and end. I took my time to visit the Studio where I gained little experience on programme preparation and anchoring. Also, I spent time in the language section where I had the opportunity to participate in numerous translations of news stories, editorials and news commentaries of programs into Yoruba language. Another experience is witnessing major equipment in the newsroom and how it is used such as Teleprompter, Microphones, Headphones, Cameras, Tripod etc.





FM BROADCAST





BROADCAST EQUIPMENT

NEWS WRITING IN AMUGOLD TV ILORIN KWARA STATE

News writing is one of the things I learnt in **AMUGOLD TV ILORIN KWARA STATE**

ITslearning news writing includes how to source for news, how to write and edit news, and how to identify a news worthy event.

What I basically learnt from News Writing

- Introduction to News
- Definition and purpose.
- Characteristics of News writing
- The inverted pyramid structure
- Elements and News story
- Writing Styles
- Tips for effective News writing

Introduction to News Writing

News writing is the art and craft of presenting current events or information to an audience through written formats, typically for newspapers, online platforms, or broadcast media. It is a cornerstone of journalism, requiring a balance of accuracy, clarity, brevity, and audience engagement. Below is an overview of key aspects of news writing.

Definition and Purpose

- **Definition:** News writing is the process of gathering, organizing, and presenting factual information about recent events, issues, or trends in a clear and concise manner.
- **Purpose:**
 - To inform readers or listeners.
 - To educate the public on significant issues.
 - To provoke thought or stimulate discussions.
 - Sometimes, to entertain or inspire.

Characteristics of News Writing

- **Accuracy:** All information must be verified and factual.
- **Objectivity:** Avoid bias and present all sides of a story.
- **Clarity:** Use simple and straightforward language.
- **Brevity:** Write concisely, avoiding unnecessary words.
- **Timeliness:** Focus on recent or upcoming events.
- **Relevance:** Address topics that matter to the target audience.

The Inverted Pyramid Structure

- This is the standard structure for news writing:

1. **Lead (or Lede):** The first paragraph summarizes the most critical information—answering the “5Ws and H” (Who, What, Where, When, Why, and How).
2. **Body:** Expands on the details provided in the lead, adding context, quotes, and supporting evidence.
3. **Conclusion:** Contains background information or less essential details, often designed to be cut off if necessary for space.

Elements of a News Story

- **Headline:** A concise and engaging summary of the story to attract readers.
- **Byline:** Indicates the author of the article.
- **Lead Paragraph:** The hook that provides the main point of the story.
- **Body Paragraphs:** Offers supporting details, data, quotes, and analysis.
- **Ending:** Sometimes a kicker or quote to leave an impression.

Writing Style

- **Active Voice:** Prefer active over passive constructions (e.g., "Police arrested the suspect" vs. "The suspect was arrested by police").
- **Plain Language:** Avoid jargon unless relevant and explained.
- **Third-Person Perspective:** Maintain neutrality by writing in the third person.

Tips for Effective News Writing

- **Know Your Audience:** Tailor content to meet the interests and reading level of your target demographic.
- **Verify Facts:** Cross-check all data and sources to maintain credibility.
- **Use Quotes:** Direct quotes from credible sources enhance authenticity.
- **Proofread:** Ensure the absence of grammatical or factual errors.



News Room

A **newsroom** is the central hub where news organizations, such as newspapers, television stations, radio stations, or online media platforms, coordinate and manage their news-gathering and production activities. It serves as both a physical space and a metaphorical center for collaboration among journalists, editors, and producers.

The Role of Advertisement in Mass Communication

During my Students Industrial Work Experience Scheme (SIWES) placement, I had the opportunity to gain practical experience in the field of mass communication, particularly in the area of advertisement. Advertisement plays a crucial role in mass communication, serving as a bridge between businesses and their target audiences. It is an essential tool for creating awareness, promoting products or services, and influencing consumer behavior. This experience exposed me to the dynamics of advertising and its importance in the communication process.

Advertisement in Mass Communication

Advertisement, as a core aspect of mass communication, involves the dissemination of persuasive messages to large audiences through various media channels. These channels include television, radio, newspapers, magazines, billboards, and digital platforms. The primary objective of advertising is to inform, persuade, and remind the public about a product, service, or idea. It also helps organizations build their brand image and maintain relevance in a competitive market. At my SIWES placement, I observed and participated in various advertising campaigns, which gave me a deeper understanding of how messages are crafted and delivered to achieve specific goals.

My SIWES placement was at a media-focused organization where I worked closely with the advertising department. During this period, I witnessed the end-to-end process of creating and executing advertisements. This included:

1. **Research and Planning:** I participated in brainstorming sessions where market research was conducted to understand the target audience. This step is essential to develop strategies that align with the audience's needs and preferences.

2. **Content Creation:** I learned how to design advertising content, including headlines, slogans, visuals, and scripts. I gained hands-on experience using tools like Canva and Adobe Photoshop to create engaging visuals for print and social media platforms.
3. **Media Selection:** I observed how media platforms were chosen based on the nature of the product and target audience. For example, products aimed at young people were promoted heavily on social media, while services targeted at older demographics utilized radio and newspapers.
4. **Execution and Monitoring:** I contributed to scheduling advertisements and tracking their performance. This involved analyzing audience engagement metrics to determine the effectiveness of the campaigns.

Skills Acquired

The SIWES experience significantly improved my knowledge and skills in advertisement and mass communication. Some of the key skills I acquired include:

1. **Creative Content Development:** I learned to write compelling advertising copy and design eye-catching visuals to attract and retain audience attention.
2. **Strategic Thinking:** I developed the ability to analyze market trends and audience behavior, which are critical for planning successful advertising campaigns.
3. **Media Literacy:** I gained insight into how different media channels operate and how to select the most appropriate medium for a campaign.
4. **Teamwork and Collaboration:** Working with a team of professionals taught me the importance of collaboration and effective communication in achieving organizational goals.
5. **Technical Skills:** I acquired proficiency in tools such as Canva, Adobe Photoshop, and social media analytics tools, which are essential for designing and monitoring advertisements.

CHAPTER FOUR

SUMMARY, RECOMMENDATION AND CONCLUSION

My experience at **a AMUGOLD TV ILORIN KWARA STATE** is a wonderful experience and I have come to say that studying Mass Communication without practical, could be regarded as a waste of time, resources and energy because the training has helped me a lot.

I was taught how to write News basically, how to cast a news, how to handle different equipment in Radio Station, writing of News story, how to edit news and identify a news worthy event. I was also exposed to different equipment that are used in the radio station.

RECOMMENDATION

1. I would recommend that the Kwara State polytechnic should improve the school by assisting the SIWES student with computer and modern technology and it would lead to create development of the school
2. I would recommend that the department of Mass Communication in Kwara State Polytechnic should expose student to practical skill and allow them to practice until they understand it perfectly well.

CONCLUSION

Student Industrial Work Experience Scheme is very Essential for all student to be able to understand what their cause of study will present to them after graduation and also learn beyond what you they will be able to learn in school.

SIWES really helps students a lot by also allowing students to connect with people that are already practicing in the field. All thanks to the Government, **AMUGOLD TV ILORIN KWARA STATE** Polytechnic and my Department.