

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

UNDERTAKEN AT

S.B.S FM 96.9, ILORIN

**IKWAH COMMUNITY, OLOJE ESTATE ILORIN, ILORIN 2420001, KWARA,
NIGERIA**

BY

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CERTIFICATION

This Siwes report is cordially acknowledged and certified by the following dignitaries:

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(SIWES Coordinator)

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(Head of Department)

DEDICATION

This report is dedicated to Almighty God for his divine mercy on me and my family who has given me the strength, wisdom, knowledge and understanding in working toward my success, I also dedicate this report to my parent Mr. and Mrs. JIMOH for their support and to my supervisor for the success of this report.

ACKNOWLEDGEMENT

To God who owns life, I wish to express my sincere appreciation and gratitude for seeing me throughout my duration in Kwara State Polytechnic and for making my vision come to reality, also for His Goodness, Mercy, Provision and Grace upon my life.

My profound gratitude goes to my sincere appreciation goes to My Dear Parent Mr. and Mrs. JIMOH may God be with you.

My special thanks go to the head of Department Mr. OLOHUNGBEBE F.T and the Entire staff of Mass Communication Department, Institute Of Information and Communication Technology, Kwara State Polytechnic for sharing wealth of experience with me in my course of study.

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CHAPTER ONE

INTRODUCTION

The Students' Industrial Work Experience Scheme (SIWES) is a scheme established by the Industrial Training Fund (ITF) in 1973 to help students of tertiary institution in Nigeria acquire technical skills and practical exposure in an industrial environment based on various course of study.

Prior to the Establishment of SIWES, science and technology education in Nigeria was marred with the problem of lack of adequate practical and industrial skills and working experience that will prepare students of tertiary institution in Nigeria for employment opportunities in industries. It was in this view that the scheme was established and students in tertiary institution of Nigeria studying sciences and technology related courses were mandated to participate in the program to enable them have technical knowledge and working experience before graduating from their prospective institution and makes it a smooth transition from the lecture room to the world of work.

1.1 BACKGROUND TO THE STUDY

SIWES was established by industrial training fund to solve the problem of lack of adequate practical skills in preparation for employment in industries by Nigerian graduates of tertiary institutions.

The Students' Industrial Work Experience Scheme (SIWES) was designed, established and implemented by the Industrial Training Fund (ITF) in 1974 to ensure acquisition of field practical knowledge and skills by students before graduation, mainly coordinated by the National University Commission (NUC). The NUC recognizing the importance of job specifications in the scheme did set the necessary machinery in motion soon after the resolution was taken in 1998. However, from 1989-1993, the drawing up of the minimum academic standards documents (a major statutory of commission) owe resultant accreditation exercise and the movement of the commission secretariat to Abuja did not leave sufficient time to actualize this goal.

It was not until January 1996 at a 3 days national workshop in Jos that specification was drawn for the entire program that had industrial attachment component in the minimum academic standard documents. Participants were drawn from senior academic from universities across the country,

SIWES coordinators and officers in all nine panels, each headed by a senior academic officer were constituted for the entire forty-six program. Prior to drawing job specification, however, a one-day meeting was held at which a five-day meeting was presented and the procedure content and format for presentation of the specification documents were decided.

SIWES commenced in 1974 in the aim of making education more relevant to bridge the gap between the theory and the practice of agriculture, engineering, technology and science related discipline in tertiary institutions in Nigeria.

For students in polytechnics and mono-technics and college of education, the duration of SIWES is for 4 months while university undergraduates go for a 6 months duration. Each institution is expected to have a SIWES coordinator who is in charge of all activities that pertains to students industrial training in the institution.

The production of SIWES job specification is without doubt a milestone in the development of academic activities in the national university system. The benefit derivable by the employer, universities and the students alike are immense and will go a long way to move the country forward technologically.

Operators: The ITF, the coordinating agencies (NUC, NCCE, NBTE), the employers of labor and institution.

Funding: The Federal Government of Nigeria

Beneficiaries: Undergraduate students of the following; Agriculture, Engineering, Technology, Environmental, Sciences, Education, Medical sciences and Pure and applied sciences.

1.2 OBJECTIVES OF SIWES

- 1.** It provides students the opportunity to test their interest in a particular career before permanent commitments are made.
- 2.** It provides an avenue for students in tertiary institutions to acquire industrial skills and work experience in their course of study.
- 3.** Makes the transition from school to the world of work easier and enhances students contacts for later job placement.
- 4.** It helps students to develop skills and techniques directly applicable to their careers.

5. It provides students the opportunity to understand informal organizational interrelationships.
6. It helps students develop skills in the application of theory to practical work situations.
7. It increases a student's sense of responsibilities
8. It prepares students to enter into full time employment in their area of specialization upon graduation.
9. It provides students the opportunity to develop attitudes conducive to effective interpersonal relationships.

CHAPTER TWO

DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

S.B.S FM 96.9, Ilorin, situated Ikwah Community, Oloje Estate Ilorin, Nigeria, transcends the domain of mere radio stations. It represents an important part of the state's media landscape, operating as a platform for community involvement, cultural preservation, and social growth.

Established in 2019, a national public service broadcaster, S.B.S FM 96.9, Ilorin operates under a framework emphasizing public interest and social integration. Its programming appeals to a different audience in Kwara, a state known for its rich cultural legacy and unique ethnic mix.

S.B.S FM's frequency, 96.9, became a familiar comfort in homes across the state. The day began with the call to prayer, the muezzin's voice a poignant reminder of Kwara's religious body. Newscasts, delivered in a balanced and unbiased tone, became the lifeblood of the community. Farmers learned about market fluctuations, students tuned in for educational programs, and young hearts found solace in the soulful melodies of local musicians. S.B.S FM 96.9 wasn't a monologue; it was a vibrant dialogue, a space where every voice found its place.

S.B.S FM's influence transcended radio waves. It became a platform for social change. Public service announcements tackled issues like sanitation and education, empowering communities. Local artists found a stage, their music a bridge between tradition and modernity. S.B.S FM 96.9 fostered a sense of unity, reminding the people of Kwara of their shared heritage, their common struggles, and their unwavering spirit.

Today, S.B.S FM 96.9, Ilorin continues to be a vital thread in the rich part of Kwara state. It's a testament to the power of community radio, a beacon of hope, and a melody that continues to resonate through the heart of Nigeria.

2.2 OBJECTIVES AND CORE VALUES OF THE ESTABLISHMENT

As a dynamic and influential medium, S.B.S FM 96.9 Ilorin play a multifaceted role in shaping societal narratives and influencing public discourse. Rooted in a commitment to serve the community, S.B.S FM 96.9 Ilorin strives to achieve several key objectives. These objectives

encapsulate the dedication to information dissemination, entertainment, cultural reflection, and fostering inclusivity.

The objectives and core values of the S.B.S FM 96.9Ilorin are as follows:

- Informing the Public
- Entertainment the Public
- Education the Public
- Cultural Preservation

The primary objective of S.B.S FM 96.9 Ilorin is to provide timely and accurate information to the public, serving as a reliable source of news and current affairs. S.B.S FM 96.9 Ilorin serve as a crucial conduit for disseminating information to the public, playing an integral role in keeping viewers abreast of current events, news, and relevant developments. According to Smith (2020), radio remains a potent medium for news dissemination, offering a dynamic platform that enhances the public's understanding of complex issues. The author emphasizes the role of radio as a source of reliable and up-to-date information, contributing significantly to the public's awareness and knowledge

Additional entertainment stands as a paramount objective for S.B.S FM 96.9 Ilorin, aiming to captivate audiences with a diverse array of engaging programs. As noted by Thompson (2018), the entertainment industry, including radio, plays a pivotal role in shaping cultural experiences and providing an outlet for relaxation and enjoyment. Radio stations strategically curate their content to cater to varied audience preferences.

S.B.S FM 96.9 Ilorin contribute to the educational landscape by broadcasting informative programs, documentaries, and content designed to enhance viewers' knowledge. According to Educational Media Review (2019), radio's audio nature facilitates effective learning experiences, making complex subjects more accessible. Educational programs on radio serve as supplementary tools that reinforce formal education and foster continuous learning among diverse audiences.

S.B.S FM 96.9 Ilorin actively engage in the preservation and promotion of cultural heritage by showcasing programs that reflect the traditions, customs, and artistic expressions of the community. In the study conducted by Cultural Heritage Foundation (2021), Radio is acknowledged as a medium that plays a vital role in cultural preservation, acting as a repository

for diverse cultural narratives. By broadcasting culturally significant content, Radio stations contribute to the appreciation and understanding of the rich tapestry of human heritage.

2.3 FUNCTIONS OF THE ESTABLISHMENT

The following are functions of the establishment:

1. Information Dissemination:

One of the primary functions of S.B.S FM 96.9 Ilorin is to serve as a vital source for disseminating information to the public. Through news broadcasts, the station delivers timely and accurate coverage of local, national, and international events. S.B.S FM 96.9 Ilorin ensures that listeners stay informed about significant developments, fostering an informed citizenry. The news team at S.B.S FM 96.9 Ilorin employs journalistic principles to present unbiased and comprehensive reporting, contributing to the public's awareness and understanding of the world around them.

2. Cultural Representation:

S.B.S FM 96.9 Ilorin plays a crucial role in cultural representation by showcasing programs that celebrate the rich cultural heritage of the Kwara state community. Through documentaries, traditional events coverage, and indigenous programming, the station highlights the diversity of customs, traditions, and artistic expressions unique to the region. By doing so, S.B.S FM 96.9 Ilorin contributes to the preservation and promotion of the local culture, fostering a sense of pride and identity among its listeners.

3. Entertainment and Infotainment:

S.B.S FM 96.9 Ilorin serves as an entertainment hub, providing a diverse range of programs that cater to the entertainment needs of its audience. From locally Radio dramas, music, to engaging interview, the station ensures a well-rounded entertainment experience. Additionally, S.B.S FM 96.9 Ilorin incorporates elements of infotainment, combining information with entertainment, in programs that educate and engage listeners simultaneously. This dual function enhances the overall listening experience, making the station a versatile source of content for its audience.

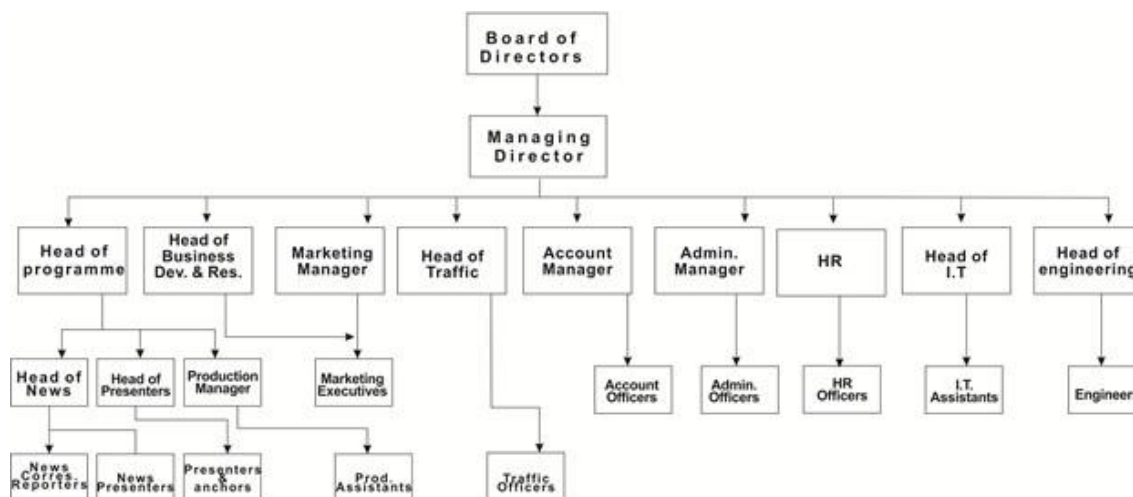
4. Education and Awareness:

Education is a fundamental function of S.B.S FM 96.9 Ilorin, achieved through the broadcast of programs that are informative, educational, and intellectually enriching. The station airs documentaries, informative talk programs, and educational series that contribute to the intellectual growth of its audience. S.B.S FM's commitment to education extends beyond academic subjects to encompass public awareness campaigns, addressing social issues, health concerns, and community development initiatives. Through these programs, the station plays a pivotal role in raising awareness and promoting positive societal change.

5. Community Engagement and Social Responsibility:

S.B.S FM 96.9 Ilorin actively engages with the local community, acting as a platform for community voices and concerns. The station covers local events, highlights community initiatives, and provides a space for community members to express their opinions. S.B.S FM 96.9 Ilorin also undertakes social responsibility projects, collaborating with local organizations for community development and welfare programs. By fostering this sense of community engagement, the station becomes an integral part of the social fabric, reflecting and contributing to the aspirations and challenges of the local community it serves.

2.4 ORGANIZATIONAL STRUCTURE OF ESTABLISHMENT



2.5 Various Departments in S.B.S FM 96.9 Ilorin

1. Programming Department:

Professionals:

Program Director, On-Air Personalities (DJs, News Anchors), Producers

Roles:

Program Director: Oversees the overall content and flow of the station, ensuring a diverse and engaging program schedule.

On-Air Personalities: The voices of S.B.S FM, they engage listeners with music selection, news delivery, and insightful commentary.

Producers: Develop and manage content for specific programs, including research, scripting, guest coordination, and editing.

2. Engineering Department:

Professionals: Chief Engineer, Broadcast Technicians

Roles:

Chief Engineer: Oversees the technical aspects of the station, ensuring smooth operation and maintaining broadcast equipment.

Broadcast Technicians: Operate the control room, ensuring high-quality audio transmission and managing technical aspects during live broadcasts.

3. News Department:

Professionals: News Director, News Reporters, Editors

Roles:

News Director: Leads the news team, assigning stories, overseeing news gathering, and ensuring editorial standards are met.

News Reporters: Research, investigate, and report news stories relevant to the Kwara community.

Editors: Fact-check and edit news content for accuracy, clarity, and adherence to journalistic principles.

4. Sales & Marketing Department:

Professionals: Sales Manager, Account Executives

Roles:

Sales Manager: Develops and implements sales strategies to secure advertising revenue for the station.

Account Executives: Build relationships with potential advertisers, develop advertising packages, and manage client accounts.

5. Administration Department:

Professionals: Station Manager, Human Resources, Finance Personnel

Roles:

Station Manager: Provides overall leadership and direction for the station, ensuring its smooth operation and adherence to regulations.

Human Resources: Manages staff recruitment, training, and payroll.

Finance Personnel: Handle budgeting, financial reporting, and ensuring the financial health of the station.

6. Legal Department:

Professionals: Legal Counsel

Roles:

Ensures legal compliance, handles contracts, and provides legal advice. Legal professionals in a radio station manage issues related to intellectual property, contracts, and regulatory compliance.

7. Public Relations Department:

Professionals: PR Managers, Communication Specialists

Roles:

Manages the public image of the radio station. PR professionals handle media relations, press releases, and other communication strategies to maintain a positive public perception.

8. Social Media and Digital Content Department:

Professionals: Social Media Managers, Content Creators

Roles:

Manages the station's online presence, creating and curating content for social media platforms, websites, and digital channels to engage with the audience.

CHAPTER THREE

EXPERIENCE GAINED

My industrial work experience scheme at S.B.S FM 96.9 Ilorin was an enlightening journey that provided me with a profound understanding of radio presentation. Throughout the program, I gained hands-on experience in various types of radio program, gaining more knowledge on what the word Mass communication actually mean, news writing and reporting, quality of a news story, qualities of a good journalist, radio equipment, radio technologies, D.C.A and it role. Below are some of the experiences and knowledge I gained during my industrial work experience scheme at S.B.S FM 96.9 Ilorin:

3.1 NEWS WRITING AND REPORTING

NEWS

My first week at S.B.S FM 96.9 proved to be an enriching foundation for comprehending the core principles of broadcast journalism. Under the guidance of experienced professionals at the radio station, I begin a journey to understanding the essence of "news", I was made to understand that NEWS is the very lifeblood of every radio station.

News wasn't simply about recent events, but rather about newly received information that holds significance for the target audience. This information could be about current events, unfolding as we speak, or it could pertain to previously unknown details surrounding a past event.

ELEMENT OF NEWS STORY

However, the concept of "newsworthiness" was further emphasized. Not all recent events automatically qualify as news. The professionals at S.B.S FM 96.9 instilled in me the importance of evaluating information based on its:

Impact: Does the information have a significant bearing on the lives of the listeners?

Timeliness: Is the information fresh and relevant to the current news cycle?

Proximity: How geographically relevant is the information to the station's target audience?

Prominence: Does the information involve well-known individuals or entities?

Conflict: Does the information present a situation of contention or controversy?

After proper understanding of these factors, I gained a deeper appreciation for the editorial judgment that goes into selecting and presenting newsworthy information. This initial training not only provided a strong foundation for my understanding of news, but also served as a crucial stepping stone for my further exploration of the various aspects of broadcast journalism at S.B.S. FM.

- **Qualities of News Story**

A good news story is like a special kind of story - it's true, easy to understand, and interesting all at the same time. It's like a flashlight that helps us see things clearly. In a world with so much information, these things are what make a news story trustworthy.

- **Truth**

A news story is a promise to tell you things that are real and can be checked. It's like making a deal with the reader. Facts are what make us trust the story. Reporters double check their information and talk to different people to make sure it's right. If even one thing is wrong, the whole story can become unreliable.

- **Clarity**

The best stories use plain and easy words so everyone can understand. They don't use fancy words or confusing sentences. Short sentences and strong words make the story flow well. This way, the reader can follow what's going on without getting lost.

- **Completeness**

A news story isn't just a quick peek; it's a big picture. To be truly helpful, it needs to tell us what happened before, what's happening now, and why it all matters. This means the reporter needs to know a lot about the story and give us all the pieces so we can understand it.

- **Compelling**

Facts are important, but they aren't enough to make a story exciting. A good news story uses tricks from regular stories to grab our attention and keep us reading. This can involve telling things in order, showing how people are affected, or asking interesting questions. Just like a good book that keeps you wanting more, a compelling news story makes us want to learn more about what's going on.

- **Brevity**

These days, everyone is busy and doesn't have a lot of time. A news story needs to tell its message quickly and to the point. Every word should count, and anything that isn't important gets left out. But being short doesn't mean the story can't be deep. Even a short story can leave a lasting impression.

- **Precision**

Being accurate isn't just about getting the facts right. It also means using words carefully so there's no confusion. Words that are vague or unclear can make it hard to understand the story. Strong words, specific details, and clear information sources are all needed for a story to be sharp and clear.

- **Timeless**

News stories are often about what's happening right now, but the best ones also stay important even after the headlines are gone. They capture a moment in history, but they also tell us about bigger things that will always be important. This means the reporter needs to look past the surface and show why a story matters even after everyone stops talking about it.

- **Fairness**

A news story isn't about taking sides. It should tell all sides of an issue fairly and without bias. This doesn't mean giving equal weight to information that's obviously wrong, but rather ensuring that all viewpoints are heard and that the reader can decide for themselves what to believe.

- **Transparency**

The way news stories are found should be open and honest. Readers deserve to know where the information comes from, how the reporter found it, and if the reporter might have any biases. By being open about how they do their job, news organizations can build trust and allow readers to make informed decisions about the information they're getting.

- **Honesty**

In the end, the most important thing about a news story is that it's honest. This applies not only to factual accuracy but also to the overall intent of the piece. A story should aim to teach us something, not trick us. It should present all sides, not just information that supports a particular viewpoint. Honesty is the foundation of integrity, and integrity is what makes a news source trustworthy.

3.2 Qualities of Good Journalist

A good journalist is a fascinating blend of **curiosity, tenacity, and integrity**. They possess a relentless drive to uncover the truth and a keen eye for detail. Here are some key qualities that define a strong journalist:

- **Inquisitive Mind:** A journalist thrives on asking questions. They have an insatiable curiosity about the world and a desire to understand the why and how behind events.
- **Impeccable Research Skills:** Verification is paramount. Journalists meticulously research information, corroborate facts with multiple sources, and maintain a healthy skepticism of information at face value.
- **Excellent Communication Skills:** Both writing and speaking effectively are crucial. Journalists can craft compelling narratives that engage the audience, while also conveying information with precision and clarity.
- **Tenacity and Persistence:** Unearthing truth often requires perseverance. Journalists don't shy away from following leads, overcoming roadblocks, and persistently seeking answers until the story is complete.
- **Ethical Compass:** Journalists adhere to a strict ethical code. They strive for objectivity, fairness, and accuracy in their reporting. They avoid plagiarism and maintain a clear distinction between fact and opinion.
- **Empathy and Emotional Intelligence:** Understanding the human impact of stories is essential. Journalists can connect with people from diverse backgrounds, build trust with sources, and convey the human element within complex issues.
- **Courage and Resilience:** Investigative journalism often explores sensitive topics. Journalists may face pressure or threats, but they have the courage to pursue the truth even in the face of difficulty.
- **Adaptability and Tech-Savvy:** The media landscape is constantly evolving. Journalists are adept at learning new technologies, using social media for research and outreach, and staying current with the ever-changing digital world.

3.3 Radio Station Equipment

- **Microphone** - Converts sound waves into electrical signals. Different microphones are suited for different purposes.



Microphone

Types of Microphone

- **Condenser Microphone:** - Generally more sensitive than dynamic microphones and can capture a wider range of frequencies. They require what is known as "phantom power" to operate, which is supplied by the microphone console.
- **Dynamic Microphone:** - More rugged than condenser microphones and less likely to be damaged by handling. They do not require phantom power to operate.
- **Microphone Stand** - Holds the microphone in place and allows for positioning.
- **Headset** - Allows the DJ or host to hear program audio and speak "on-air" without needing to hold a microphone.



Headset (Radio)

- **Soundproof Booth** - A room that is designed to isolate sound from entering or exiting. This is important for radio stations to prevent unwanted noise from interfering with the broadcast signal.
- **Broadcast Console** - The central control station for the radio studio. It allows the DJ or host to control the audio levels of the microphone, music, and other audio sources, as well as switch between different sources.



Broadcast Console (Radio)

- **Voice Absorber** - A material that absorbs sound waves and helps to reduce echo and reverberation in the studio.
- **Audio Monitor** - Speakers that allow the DJ or host to hear the program audio with high fidelity.



Audio Monitor (Radio)

- **Computer Monitor** - Used to display playout software, digital audio workstation (DAW) software, or other software used for broadcasting.



Computer Monitor (Radio)

- **Cart Machine** - A traditional playback device that uses audio cartridges to play pre-recorded content, such as commercials, station IDs, and sound effects.
- **CD Player** - While their use is declining in the digital age, CD players are still used in some radio stations to play music CDs.



CD Player (Radio)

- **Telephone Hybrid** - Allows callers to be integrated into the broadcast signal. It manages the complex technicalities of combining the phone audio with the program audio while preventing feedback or echo.
- **On-Air Light** - A visual indicator that the studio is live and on the air. This helps to prevent interruptions from entering the studio while a broadcast is in progress.
- **Automation System** - Software that automates the playback of music, commercials, and other audio content. This allows radio stations to broadcast 24/7 without a DJ or host being present in the studio all the time.
- **Audio Processor** - An electronic device that enhances the audio quality of the broadcast signal. It can perform functions like limiting, compression, and equalization to make the audio sound louder, clearer, and more consistent.
- **FM Transmitter** - The radio station's broadcasting equipment that generates the radio waves that carry the audio signal to the listener's radio.
- **FM Antenna** - The tall tower or mast that transmits the radio waves from the FM transmitter. The height and location of the antenna affect the coverage area of the radio station.

3.4 Type of License in Radio Station

- **Commercial License:** Issued to for-profit organizations. These stations generate revenue through advertising and sponsorships.

- **Campus License:** Granted to colleges and universities for educational purposes. They offer student-run programming and typically have a limited broadcast range.
- **Community License:** Awarded to non-profit organizations serving a specific community. These stations focus on local content and public service announcements.

3.5 Types Broadcast

Broadcasting can be categorized based on ownership:

- **Public Broadcast:** Stations funded by viewers and listeners, often non-profit and focused on educational and cultural programming.
- **Private Broadcast:** Stations owned by for-profit companies, typically commercial with a focus on entertainment and advertising.
- **Community Broadcast:** Stations owned by non-profit organizations, serving a specific community with local content and public service.

3.6 Duty Continuity Announcer (D.C.A.)

A Duty Continuity Announcer (D.C.A.) is a vital radio station role, it is the unseen but crucial voice that keeps a radio station running smoothly. They act as the bridge between programs, ensuring a seamless listening experience for the audience.

Role of D.C.A

- Ensures the smooth flow of on-air content.
- Operates broadcast equipment during emergencies.
- Monitors station logs and maintains legal compliance.
- May deliver station identification and public service announcements.

STUDIO MANAGEMENT

The Studio Manager oversees the day-to-day operations of a radio station's broadcast environment:

- Manages staff, including DJs, producers, and technicians.
- Schedules program blocks and ensures content quality.

- Maintains studio equipment and ensures smooth technical execution.
- Oversees budgeting and resource allocation for on-air production.

BROADCAST JOURNALISM

Broadcast journalism uses electronic media, like television and radio, to deliver news and information to a wide audience. It goes beyond simply reporting the facts.

Types of Journalism

- **Print Journalism:** This traditional form involves writing news articles for newspapers and magazines.
- **Broadcast Journalism:** As mentioned above, it uses electronic media to deliver news.
- **Online Journalism:** News websites and social media platforms provide a growing space for journalists to report and share information digitally.
- **Investigative Journalism:** This in-depth reporting digs into complex issues and exposes wrongdoing.
- **Photojournalism:** Powerful photographs tell stories and capture emotions in a unique way.
- **Sports journalism:** captures the excitement and spirit of athletics.
- **Radio journalism:** uses sound to bring news and stories to life. It leverages the power of the human voice to create a captivating experience.

RADIO ADVERTISEMENT

Radio advertising is the use of radio airtime to promote a product, service, or brand. It's a broadcast message delivered over the airwaves to a large audience of listeners.

Benefits of Radio Advertisement

- **Massive Reach:** Radio has a vast audience, reaching people across demographics and locations while they're engaged in other activities.

- **Cost-Effective:** Compared to other media, radio advertising can be more affordable, making it accessible to businesses of all sizes.
- **Targeted Audience:** Stations often cater to specific demographics, allowing advertisers to reach their ideal customer base.
- **High Engagement:** With engaging audio elements, radio ads can capture attention and create a lasting impression.
- **Flexibility and Creativity:** Radio ads can be adapted to different lengths and styles, allowing for creative storytelling and brand messaging.

RADIO PRESENTATION

A radio presentation is essentially a talk delivered on the radio. It can cover a wide range of topics, from news and current events to music introductions and informative segments.

What to Do Before Starting A Preparation:

- **Know Your Audience:** Tailor your content and delivery to resonate with the listeners of the specific program.
- **Research Your Topic:** Be well-informed and prepared to answer questions with authority.
- **Practice Makes Perfect:** Rehearse your delivery to ensure clarity, enthusiasm, and smooth transitions.
- **Prepare Engaging Content:** Use stories, examples, and humor to make your presentation informative and entertaining.

Qualities of a Good Broadcaster

- **Clear and Confident Delivery:** Speak clearly, enunciate properly, and project with confidence to connect with the audience.
- **Engaging Personality:** Inflect your voice, express enthusiasm, and be yourself to create a captivating radio presence.
- **Excellent Communication Skills:** Be able to articulate complex ideas in a concise and understandable way.

- **Ability to Think on Your Feet:** Adapt to unexpected situations and respond to listener feedback seamlessly.
- **Passion for Radio:** Genuine love for the medium translates into an engaging and impactful on-air presence.

Qualities of good Interviewer

- **Preparation is Key:** Research the interviewee and formulate insightful questions beforehand.
- **Active Listening:** Pay close attention to the interviewee's responses and ask follow-up questions to delve deeper.
- **Facilitation, Not Domination:** Guide the conversation, allowing the interviewee to share their unique perspective.
- **Clear Communication:** Ask questions concisely and ensure the wording is easily understood by both the interviewee and the audience.
- **Respectful and Engaging:** Maintain a professional but personable demeanor to create a comfortable and engaging interview atmosphere.

CHAPTER FOUR

ACTUAL WORKDONE WITH EXPERIENCE GAINED

My industrial work experience scheme at **S.B.S FM 96.9 Ilorin** was an enlightening journey that provided me with a profound understanding of Radio Presentation. Throughout the program, I gained hands-on experience in various types of Radio station equipment, how to gather a good news story, what journalism is, types and lot more.

4.1 Radio Production and Broadcasting

CONTENT CREATION

The foundation of any successful radio program lies in its content. During my SIWES, I actively participated in the content creation process. This involved conducting intensive research to understand current trends, identify our target audience, and uncover topics that resonated with their interests.

SCRIPTS WRITING

With a strong grasp of the audience in mind, I honed my skills in scriptwriting. I learned to create informative and engaging scripts that not only conveyed information clearly but also captured the listener's attention through storytelling techniques, humor, and well-structured narratives.

AUDIO PRODUCTION

Beyond the script, the magic of radio lies in the art of audio production. Here, I gained practical experience in the effective use of sound effects and music selection. Choosing the right sound elements was crucial in complementing my content and creating the desired atmosphere.

MASTERING AUDIO EDITING

A vital tool in the audio production is audio editing software. I learned to utilize this software effectively to assemble sound bites, seamlessly incorporate music, adjust audio levels for a balanced soundscape, and ultimately craft a polished final product ready for broadcast.

ON-AIR PRESENTATION

The ability to deliver content with a confident and engaging voice is a hallmark of a great broadcaster. During my internship, I shadowed experienced on-air personalities and observed the importance of vocal projection and clear enunciation. I practiced using a captivating vocal range to keep listeners engaged and maintained a comfortable distance from the microphone to avoid technical issues.

Delivering radio content goes beyond simply reading a script. I learned to speak at a moderate pace with appropriate pauses for emphasis. More importantly, I discovered the power of infusing my delivery with enthusiasm to connect with listeners on an emotional level.

INTERVIEW

Interviewing is an art form that allows you to extract compelling radio content from a conversation. I actively participated in pre-interview research to gain a thorough understanding of the interviewee and their background. This enabled me to develop a list of insightful questions designed to elicit interesting and informative responses.

Successful interviewing requires more than just asking questions. I witnessed the importance of active listening, paying close attention to the interviewee's answers and asking follow-up questions to delve deeper into specific points. I learned to guide the conversation while respecting the interviewee's unique perspective, ensuring all questions were clearly answered for the listeners.

NEWS GATHERING AND VERIFICATION

My internship also provided me with a glimpse into the world of broadcast journalism. I observed the meticulous process of news gathering, including researching stories, identifying credible sources, and verifying information before broadcast. This experience instilled in me the importance of objectivity and accuracy when presenting news to the public.

Delivering Factual Information with Neutrality

Witnessing the professional news delivery at the radio station, I learned the importance of presenting factual information with neutrality. Maintaining a neutral tone ensures that the audience receives unbiased information and can form their own conclusions.

BROADCASTING DO'S AND DON'TS

The world of broadcasting is like a big space, with many voices working together to create a great performance. If you want to be a conductor in this orchestra, you need to learn the following tips:

News Writing:

- Do: Be curious! Ask lots of questions and check your facts carefully.
- Don't: Only listen to one side of the story. Try to get all the details.
- Do: Tell the story in a clear and interesting way. Use short sentences and paint a picture with your words.
- Don't: Make things up or try to be too dramatic. Just tell the truth in a plain way.

Interviewing:

- Do: Learn as much as you can about the person you're interviewing beforehand. Then ask them interesting questions that go beyond the obvious.
- Don't: Do all the talking! Let the other person speak and listen carefully to what they say.
- Do: Guide the conversation in a friendly way and be open to new ideas.
- Don't: Be afraid of silence. Sometimes a short pause can be a good thing.

On-Air Presentation:

- Do: Practice using your voice so it sounds clear and confident. Speak at a good pace and vary your tone of voice to keep things interesting.
- Don't: Mumble or talk too fast. People won't be able to understand you!
- Do: Learn how to use the microphone properly. Stand at the right distance and avoid making popping sounds with your lips.
- Don't: Panic if there's a short silence. A little pause can be a good thing.

Content Creation:

- Do: Find out who your listeners are and what they like to hear. Then make shows that they'll enjoy.
- Don't: Be afraid to try new things. There are lots of different ways to make radio shows.
- Do: Tell stories that people will want to listen to. Use humor, interesting facts, and sound effects to keep things exciting.
- Don't: Forget the power of music and sound effects. They can help set the mood and make your show more interesting.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 SUMMARY OF ATTACHMENT ACTIVITIES

This is a complete report of an industrial training program carried out during my SIWES at **S.B.S FM 96.9 Ilorin**. Activities including field work such as news writing and report, different types of interview, news editing and caption and so on.

The experience gained has given me a sound knowledge on Radio Production and Broadcasting in general which has helped prepare me for the future journalism work.

5.2 PROBLEMS ENCOUNTERED

The success of my training is undisputed, but it was not devoid of rough edges. I experienced some challenges, among these are:

- The issue of expensive transportation: I have to pay an average of 1500 naira every day for transport without remuneration.
- The bureaucratic system is rigid and before things done, takes so much time. This affected the conducive working environment for the members of staff in that whenever machines are bad and need repairs it takes so much time before it gets attended to. This system made work so tedious and cumbersome. Other problems are:
 - Limited IT spaces
 - Exposure to environmental hazard due to lack of safety gears

5.3 SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME

- Visiting of students during the program should be ensured by the ITF
- Students should be paid their allowance on time to ensure motivation
- Selection of placement should not be left to students. Polytechnics should make a means of allocating students to related companies
- Seminars should be organized for establishments to acquaint them with their roles towards students on training
- Government should participate fully in the provision of equipment in the placement centers

5.4 CONCLUSION

The period has contributed immensely to my academic experience. Students Industrial Working Experience Scheme (SIWES) is an important program for all students. It helps in tackling the issue of unemployment amongst youth as it teaches us way to be independent. The exercise made me understood part of what is expected as a journalist in the practice. It helped groom my relationship skills especially in areas where team work are required and communicating with the staffs and students alike. It has exposed me to work ethics and routines.

The problems, if not tackled, will make it lose its usefulness and vitality notwithstanding the benefits of it.

Finally, I do hope the program will be improved so as to enhance manpower development and student's skill in their respective field of study.