

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

SWEET FM 107.1 FM
NO. 1, OLUWATOSIN CRESCENT, OKE TEMIDIRE, OFF ABIOLA
WAY, ABEOKUTA, OGUN STATE

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ND/23/MAC/PT/0461

TO BE SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION,
KWARA STATE POLYTECHNIC, ILORIN, KWARA STATE.
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF NATIONAL DIPLOMA (ND) OF MASS
COMMUNICATION.

MARCH, 2025

DEDICATION

I dedicate my Industrial Training report to Almighty God, who has given me the grace to participate in the SIWES program, to my Parents and as many that have contributed greatly to the success of my Industrial Training.

ACKNOWLEDGEMENT

I thank God who has seen me throughout my SIWES program and also thank my Industrial based supervisor who guided me through My Industrial training. I also send out my appreciation to my lecturers, friends and Coworkers for their moral support. My special thanks to my wonderful and lovely parents Mr. and Mrs. Olasunkanmi who were there for me in terms of care, prayers, financial support and others.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

The Students Industrial Work Experience Scheme (SIWES) is a work-based learning program designed to prepare students for the transition from academic life to professional careers. It is an integral part of the Nigerian educational system, aimed at equipping students with practical skills and knowledge to complement their theoretical studies. SIWES was established in 1973 by the Industrial Training Fund (ITF) in response to the growing concerns of employers about the lack of practical skills among graduates from tertiary institutions (Ezeabikwa, 1991). The scheme is a collaborative initiative involving students, tertiary institutions, employers of labor, and the ITF.

The program was introduced to address the gap between classroom learning and the real-world demands of industries. It recognizes that while theoretical knowledge is essential, it is often insufficient for solving practical problems in professional environments. SIWES provides students with opportunities to gain hands-on experience, develop technical competencies, and understand workplace ethics and culture (Agbai, 1992).

The scheme is a mandatory part of the curriculum for students studying courses such as engineering, technology, medical sciences, agriculture, education, and other applied sciences. It typically lasts for six months for university undergraduates and four months for students in polytechnics or colleges of education (ITF, 2024). Through this initiative, students are exposed to industrial practices and technologies that are not available within their academic institutions. This exposure enhances their employability and prepares them for the challenges of the modern workforce (Adebayo & Adesanya, 2013).

SIWES also serves as a platform for fostering partnerships between educational institutions and industries. These partnerships enable industries to contribute to curriculum development by providing feedback on the skills and knowledge required in the workplace. This collaboration ensures that graduates are better equipped to meet industry standards and expectations (Akinyemi & Abiodun, 2018).

In summary, SIWES is a vital component of Nigeria's educational system that bridges the gap between theory and practice. It plays a crucial role in preparing students for professional careers by equipping them with practical skills, knowledge, and experiences that are essential for success in their chosen fields.

1.2 BRIEF HISTORICAL DEVELOPMENT OF SIWES

The history of SIWES dates back to the early 1970s when Nigeria experienced rapid industrial growth following its independence. This growth created a demand for skilled manpower to operate and manage industrial facilities. However, employers soon realized that graduates from tertiary institutions lacked the practical skills needed to perform effectively in the workplace (Ezeabikwa, 1991).

In response to this challenge, the Industrial Training Fund (ITF) was established in 1971 by Decree No. 47 with a mandate to promote skill acquisition and manpower development in Nigeria. Two years later, in 1973, SIWES was introduced as one of ITF's flagship programs aimed at addressing the skill gap among graduates (ITF, 2024). Initially, SIWES was fully funded and managed by ITF. The program targeted students in engineering and technology-related fields who required practical training as part of their academic curriculum (Adebayo & Adesanya, 2013).

By 1978, financial constraints forced ITF to withdraw from direct management of SIWES. The Federal Government subsequently transferred oversight responsibilities to the National Universities Commission (NUC) for universities and the National Board for Technical

Education (NBTE) for polytechnics and colleges of education (Legit.ng, 2022). However, this arrangement proved ineffective due to inadequate funding and poor coordination among stakeholders. In 1984, management responsibilities were returned to ITF under a new funding arrangement supported by the Federal Government (SmartBukites, 2023).

Over time, SIWES has undergone significant changes aimed at improving its effectiveness and expanding its scope. Initially limited to engineering and technology disciplines, it now includes other fields such as medical sciences, agriculture, business administration, and education. These changes reflect an ongoing commitment to align SIWES with evolving industry needs and national development goals (Akinyemi & Abiodun, 2018).

Today, SIWES is recognized as one of Nigeria's most successful initiatives for bridging the gap between academic learning and industrial practice. It has become an essential component of tertiary education in Nigeria, contributing significantly to skill development and employability among graduates.

1.3 OBJECTIVES OF SIWES

The primary objectives of SIWES are multifaceted and aim to enhance both student learning and industry engagement:

- To provide students with industrial skills and experience relevant to their field of study.
- To expose students to work methods and techniques that may not be available in their academic institutions.
- To facilitate a smoother transition from academic life to professional employment by enhancing students' networks with potential employers.
- To allow students to apply theoretical knowledge in practical settings, thereby bridging the gap between theory and practice.

- To strengthen employer participation in the educational process by fostering collaboration between educational institutions and industries (Ezeabikwa, 1991; ITF, 2024).

CHAPTER TWO

DESCRIPTION OF THE ESTABLISHMENT OF ATTACHMENT

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

Sweet FM 107.1 is strategically located at No. 1, Oluwatosin Crescent, Oke Temidire, Off Abiola Way, Abeokuta, Ogun State. This location provides easy access to major transportation routes, facilitating the broadcast of programs to a wide audience across Abeokuta and surrounding areas. The station's proximity to the city center enhances its ability to engage with the local community and respond to their needs through its programming.

The establishment of Sweet FM 107.1 reflects the growing need for diverse media platforms in Nigeria, offering a unique blend of content that caters to the interests of entrepreneurs, leaders, and the broader community. As the first entrepreneurship and leadership radio station in Nigeria, Sweet FM focuses on promoting entrepreneurship, leadership, and community development through its programming. This unique focus positions the station as a key player in the media industry, with potential for expansion and growth.

Abeokuta, where the station is located, is a significant urban center with a rich history and cultural heritage. The city has evolved into a major hub for education and commerce, with various institutions and businesses contributing to its economic growth. The presence of Sweet FM in this area highlights the station's role in supporting local development and providing essential services to the community. The station's commitment to quality programming and community engagement has made it a trusted source of information and entertainment for its listeners.

The location of Sweet FM also offers opportunities for collaboration with local organizations and institutions, which can enhance its programming and community outreach efforts. By leveraging these partnerships, the station can further its mission of promoting entrepreneurship and leadership, while contributing to the social and economic development

of the region. Overall, the strategic location of Sweet FM 107.1 is a key factor in its success and growth, enabling it to serve as a vital media outlet for the community it serves.

2.2 OBJECTIVES OF ESTABLISHMENT

The primary objectives of Sweet FM 107.1 are multifaceted and designed to align with the needs of its listeners and the community:

- **Quality Programming:** To provide high-quality entertainment, news, and educational content that meets the diverse needs of its audience. This involves creating engaging programs that promote entrepreneurship, leadership, and community development.
- **Community Engagement:** To engage with the community through public participation in decision-making processes and ensure that local needs are addressed. This includes organizing community events and forums to gather feedback and suggestions from listeners.
- **Promotion of Entrepreneurship:** To promote entrepreneurship and leadership by featuring successful entrepreneurs and leaders in its programs. This aims to inspire and educate listeners on best practices in entrepreneurship and leadership.
- **Innovation and Technology:** To leverage technology and innovation to improve broadcast quality, enhance listener experience, and stay competitive in the media industry. This involves investing in advanced broadcasting equipment and digital platforms for content distribution.
- **Environmental Responsibility:** To promote sustainable practices and minimize environmental impact through responsible waste management and eco-friendly operations.

2.3 ORGANIZATION STRUCTURE

Sweet FM 107.1 operates under a structured organizational framework designed to ensure efficiency and quality programming:

- **Managing Director:** Oversees the overall management and direction of the station. The Managing Director implements strategic decisions and ensures that the station's objectives are met.
- **Departmental Heads:** Lead various departments such as Programming, News, Marketing, and Technical. These heads are responsible for setting departmental goals and ensuring they align with the station's overall objectives.
- **Team Members:** Execute day-to-day tasks within their respective departments, contributing to the station's objectives. Team members are encouraged to contribute to decision-making processes and suggest improvements to enhance operational efficiency.

The organizational structure is designed to be flexible, allowing for adjustments as the station grows and evolves. This flexibility enables Sweet FM to respond quickly to changes in the media landscape and listener needs.

2.4 DEPARTMENTS IN THE ESTABLISHMENT AND THEIR FUNCTIONS

The station is organized into several departments, each with distinct roles and responsibilities:

Department	Functions
Programming Department	Responsible for creating and scheduling programs, including music shows, talk shows, and educational content. This department ensures that all programs meet quality standards and align with the station's objectives.
News Department	Handles news gathering, reporting, and broadcasting. This department provides timely and accurate news coverage to keep listeners informed.
Marketing Department	Develops marketing strategies to promote the station's programs and attract new listeners. This department utilizes digital platforms, advertising, and public relations to enhance brand visibility.
Technical Department	Oversees the maintenance of broadcasting equipment and ensures that all technical aspects of the station are functioning properly. This department implements technology solutions to enhance broadcast quality and efficiency.
Human Resources Department	Manages employee recruitment, training, welfare, and performance management. The HR department fosters a positive work environment and ensures that employees have the skills needed to excel in their roles.
Logistics Department	Handles the procurement of supplies and manages the station's facilities. This department ensures that all operational needs are met efficiently.

Research and Development Department	Conducts research on new trends and technologies in the media industry. This department helps the station stay innovative and competitive by introducing new programs and processes.
Customer Service Department	Handles listener inquiries, provides support, and ensures listener satisfaction. This department is responsible for building strong relationships with listeners and addressing their concerns promptly.

These departments work collaboratively to achieve the station's objectives and maintain its reputation as a reliable provider of quality content in Nigeria. Each department plays a crucial role in ensuring that Sweet FM continues to meet the evolving needs of its listeners and the community at large.

CHAPTER THREE

INDUSTRIAL EXPERIENCE

3.1 WORK DONE

During my 14-week SIWES programme at Sweet FM 107.1, I was involved in various tasks that provided me with comprehensive hands-on experience in the operations of a radio station. My responsibilities included:

- **Programming Assistance:** I assisted in the development and scheduling of programs, including music shows, talk shows, and educational content. This involved researching topics, preparing scripts, and coordinating with presenters.
- **News Gathering and Reporting:** I supported the news team by gathering news, conducting interviews, and writing news scripts. This task taught me about the importance of timely and accurate news reporting.
- **Marketing Support:** I helped the marketing team develop strategies to promote the station's programs and attract new listeners. This involved creating content for social media platforms and assisting in the design of marketing materials.
- **Technical Support:** I assisted in the maintenance of broadcasting equipment and ensured that all technical aspects of the station were functioning properly.
- **Customer Service:** I interacted with listeners, responding to inquiries and addressing concerns to ensure listener satisfaction.
- **Data Entry and Record Keeping:** I assisted in maintaining accurate records of broadcasts, listener feedback, and station operations by entering data into the station's database.

Throughout my SIWES programme, I learned several valuable lessons that will shape my approach to future challenges:

1. **Importance of Teamwork:** Collaboration with colleagues from different departments was essential for achieving common goals. I learned that effective teamwork enhances productivity and job satisfaction.
2. **Adaptability:** Being adaptable in a fast-paced environment is crucial. I developed the ability to adjust quickly to new situations and challenges.
3. **Time Management:** Prioritizing tasks and managing time effectively is vital for meeting deadlines and achieving objectives.
4. **Communication Skills:** Clear and effective communication is key to resolving conflicts and ensuring smooth operations. I improved my ability to communicate with people from diverse backgrounds.
5. **Problem-Solving:** Approaching problems with a logical and analytical mindset helps in finding effective solutions. I developed my problem-solving skills through practical experiences.
6. **Quality Control:** Ensuring quality control is crucial for maintaining listener trust and loyalty. I understood the importance of rigorous quality checks in programming and broadcasting.
7. **Professional Ethics:** Upholding professional ethics and integrity is essential for personal and organizational success. I learned about the importance of honesty, reliability, and accountability in the workplace.
8. **Continuous Learning:** The need for continuous learning and professional development is critical in today's fast-changing media environment. I recognized the importance of staying updated with industry trends and best practices.

9. **Customer Service:** Providing excellent customer service is vital for building listener loyalty and enhancing station reputation. I learned strategies for improving listener satisfaction through responsive and personalized service.
10. **Logistics Management:** Effective logistics management is essential for ensuring timely delivery and listener satisfaction. I gained insights into the importance of coordinating transportation and managing resources efficiently.
11. **Marketing Strategies:** I learned about the importance of effective marketing strategies in promoting programs and attracting new listeners. This included leveraging digital platforms and creating engaging content.
12. **Environmental Responsibility:** Promoting sustainable practices and minimizing environmental impact is crucial for long-term success. I understood the importance of eco-friendly operations and responsible waste management.
13. **Data Accuracy:** Ensuring data accuracy is crucial for informed decision-making and operational efficiency. I learned about the importance of meticulous data entry and verification.
14. **Collaboration with Stakeholders:** Building relationships with stakeholders such as presenters and community leaders is essential for successful operations. I learned about the importance of stakeholder engagement in media success.
15. **Innovation and Technology:** Leveraging technology and innovation can enhance broadcast quality and listener experience. I saw firsthand how advanced equipment and digital platforms can improve media operations.
16. **Safety Protocols:** Implementing safety protocols is vital for preventing accidents and maintaining a safe work environment. I learned about the importance of regular safety checks and emergency preparedness.

17. **Regulatory Compliance:** Ensuring compliance with regulatory requirements is essential for avoiding legal issues and maintaining a good station reputation. I understood the importance of adhering to broadcasting regulations and standards.
18. **Supply Chain Management:** Effective supply chain management is crucial for ensuring that resources are sourced efficiently and programs are delivered on time. I gained insights into the importance of managing relationships with suppliers and partners.
19. **Employee Development:** Investing in employee training and development is essential for enhancing skills and improving job satisfaction. I learned about the importance of continuous learning and professional growth in the workplace.
20. **Community Engagement:** Engaging with the community is vital for building station reputation and fostering goodwill. I learned about the importance of community outreach programs and social responsibility initiatives.

3.2 TOOLS AND EQUIPMENT USED

Throughout my SIWES programme, I utilized various tools and equipment essential for the operations of Sweet FM 107.1:

- **Broadcasting Equipment:** The station used advanced broadcasting equipment such as transmitters, mixers, and microphones to ensure high-quality sound. I learned about the importance of regular maintenance to prevent downtime and ensure quality.
- **Communication Devices:** Mobile phones and email were primary tools for communicating with colleagues, presenters, and listeners. I used these devices to coordinate programs and respond to listener inquiries.
- **Office Software:** The station used office software such as Microsoft Office for document preparation, data analysis, and reporting. I learned how to use these tools effectively for administrative tasks.

- **Digital Platforms:** The station utilized digital platforms such as social media and online streaming services to reach a wider audience and engage with listeners.
- **Transportation Vehicles:** The station used vehicles for official trips and community outreach programs. I occasionally accompanied staff on these trips to observe community engagement activities.

3.3 SAFETY PRECAUTIONS

Safety was a priority during my SIWES programme at Sweet FM 107.1, with a focus on both workplace safety and equipment safety:

- **Workplace Safety:** Regular checks were conducted to ensure that the studio and office areas were safe and free from hazards. This included maintaining clean workspaces and ensuring that electrical equipment was properly installed.
- **Equipment Safety:** The station emphasized the importance of ensuring that all broadcasting equipment was safe and functioning properly. This involved regular maintenance and adherence to safety standards during operation.
- **Personal Protective Equipment (PPE):** Although not always necessary in a radio station setting, I was trained on the importance of using PPE when handling electrical equipment or working in potentially hazardous conditions.

3.4 CHALLENGES FACED DURING MY SIWES PROGRAMME

Despite the valuable learning experience, I encountered several challenges during my SIWES programme:

- **Adapting to New Environment:** Initially, I found it challenging to adjust to the fast-paced environment of a radio station. However, with time and guidance from colleagues, I became more comfortable and efficient.
- **Technical Knowledge:** While I had theoretical knowledge of broadcasting processes, applying this knowledge in a practical setting required additional learning. I had to quickly grasp the specifics of the station's systems and processes.
- **Time Management:** Balancing multiple tasks and responsibilities within tight deadlines was a significant challenge. I developed better time management skills to prioritize tasks effectively and meet expectations.
- **Communication Barriers:** Occasionally, there were communication barriers with some listeners or presenters who spoke different languages or had varying levels of technical knowledge. I learned to communicate clearly and adapt my approach to different audiences.

Overcoming these challenges helped me grow both professionally and personally, equipping me with skills that will be invaluable in my future career.

CHAPTER FOUR

SUMMARY, CONCLUSION, AND RECOMMENDATION

4.1 SUMMARY

My 14-week SIWES programme at Sweet FM 107.1 provided a comprehensive learning experience in the operations of a radio station. During this period, I was involved in various tasks such as programming assistance, news gathering and reporting, marketing support, technical support, customer service, and data entry. These responsibilities not only deepened my understanding of the media industry but also enhanced my analytical, communication, and problem-solving skills.

The programme exposed me to the practical aspects of broadcasting, including the use of broadcasting equipment, quality control measures, and logistics management. I also learned about the importance of safety protocols and data accuracy in maintaining a productive work environment.

Throughout the programme, I faced challenges such as adapting to a new environment, managing time effectively, and overcoming communication barriers. However, these challenges provided opportunities for growth and learning, equipping me with skills that will be invaluable in my future career.

4.2 CONCLUSION

In conclusion, my SIWES experience at Sweet FM 107.1 was highly beneficial, offering a blend of theoretical knowledge and practical skills. The programme helped me understand the intricacies of the media industry, the importance of quality control, and the need for continuous learning in a dynamic broadcasting environment.

The experience also highlighted the significance of safety, customer service, and stakeholder engagement in ensuring operational efficiency and listener satisfaction. I gained insights into

the challenges faced by radio stations, including market competition, regulatory compliance, and technological advancements.

Overall, the SIWES programme was a valuable learning experience that prepared me for the challenges and opportunities in the field of mass communication. It emphasized the importance of adaptability, problem-solving, and effective communication in achieving organizational goals.

4.3 RECOMMENDATION

Based on my experience and observations during the SIWES programme, I recommend the following:

1. **Enhanced Training Programs:** Sweet FM 107.1 should consider implementing more comprehensive training programs for interns and new employees. This would help them adapt quickly to the station's systems and processes, enhancing their productivity and job satisfaction.
2. **Technology Integration:** The station should invest in more advanced technology solutions, such as digital platforms for content distribution and listener engagement. This would improve broadcast quality, enhance listener experience, and provide a competitive edge in the market.
3. **Safety Awareness Campaigns:** Regular safety awareness campaigns should be conducted to reinforce the importance of workplace safety and equipment safety among employees. This would help maintain a safe work environment and reduce the risk of accidents.
4. **Market Research and Expansion:** The station should conduct regular market research to identify emerging trends and opportunities in the media industry. This would enable Sweet FM to expand its listener base and explore new markets, thereby increasing its competitiveness.

5. **Internship Feedback Mechanism:** Establishing a feedback mechanism for interns would allow the station to receive constructive feedback on its internship programme. This feedback could be used to improve the programme, making it more beneficial for future interns.
6. **Collaboration with Educational Institutions:** Sweet FM should foster stronger relationships with educational institutions to ensure that the SIWES programme aligns with academic curricula and industry needs. This collaboration would enhance the relevance and effectiveness of the programme for students.
7. **Environmental Conservation:** The station should enhance environmental conservation efforts by implementing sustainable practices such as recycling and reducing waste. This would not only contribute to environmental sustainability but also enhance the station's reputation as a responsible corporate citizen.
8. **Listener Engagement Strategies:** Sweet FM should develop more personalized listener engagement strategies to enhance listener satisfaction and loyalty. This could include regular listener surveys, loyalty programs, and responsive customer service.
9. **Digital Transformation:** The station should leverage technology more extensively, implementing digital platforms for content distribution and listener engagement. This would enhance listener experience and streamline operations.
10. **Community Outreach Programs:** The station should increase its community outreach activities, supporting local events and promoting sustainable practices in the community. This would help build a stronger relationship with the community and enhance the station's reputation.

By implementing these recommendations, Sweet FM 107.1 can further enhance its operations, improve listener satisfaction, and contribute to the development of skilled professionals in the media industry.