



TECHNICAL REPORT ON THE STUDENTS' INDUSTRIAL WORK EXPERIENCING SCHEME (SIWES)

HELD AT

KWARA STATE BROADCASTING CORPORATION

NO 2, Broadcasting House, Police road, G.R.A, Ilorin.



BY

YAKUBU LAZILARUS NDAKPOTUN

ND/23/MAC/PT/1099

SUBMITTED TO:

THE DEPARTMENT OF MASS COMMUNICATION

KWARA STATE POLYTECHNIC

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY (IICT)

P.M.B. 1375 ILORIN, KWARA STATE.

**IN PARTIAL FULFILMENT FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN
MASS COMMUNICATION.**

5TH AUGUST TO 5TH NOVEMBER, 2024

DEDICATION

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

ND/23/MAC/PT/1099

ACKNOWLEDGEMENT

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

I also commend my supervisor, M.A YUSUF for his intellectual contribution and support during my S.I.W.E.S.

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

TABLE OF CONTENTS

Title.....	i
Dedication.....	ii
Acknowledgement.....	iii
Table of Contents.....	iv

CHAPTER ONE

1.0	Introduction to SIWES.....	1
1.1	Aim and objective of SIWES.....	1
1.2	Radio Kwara rules and safety procedure.....	2
1.3	Location and brief history of kwara state broadcasting corporation.....	2
1.4	Organization structure of kwara state broadcasting corporation.....	3
1.5	Vision statement of radio kwara.....	3
1.6	Mission statement of radio kwara.....	3

CHAPTER TWO

2.0	Radio broadcasting equipment with their function.....	4-8
2.1	Radio kwara department and functions.....	8-10

CHAPTER THREE

3.0	Student specific involvement in various section.....	11
3.1	News and current affairs department.....	11
3.2	Internal structure of news and current affairs department.....	12

CHAPTER FOUR

4.0	Skills and Knowledge acquired.....	13
-----	------------------------------------	----

4.1	News writing style.....	13-14
4.2	Sources of News.....	15-18

CHAPTER FIVE

5.0	Conclusion
5.1	Recommendation

CHAPTER ONE

1.0 Introduction to SIWES

In 1974, the federal government of Nigeria introduced the National policy on industrial training called the student industrial work experience scheme (SIWES).

This program is under the umbrella of the ministry of education through the industrial training fund (ITF), was design to help student acquire the necessary practice education experience in their fields of study and other related professions.

The program was established basically to impact elaborate practical understanding to student with respect to their various discipline. It is also intended that the student through a process of relation to academic knowledge and practical industrial application would understand the underlying principle and become better focused and acquire the practical application toward excellence in his/her discipline.

The student are expected to develop occupational competence that would facilitate their fitting into the world of work after graduation.

1.1 Aim And Objective Of SIWES

The student industrial work experience scheme (SIWES) has it major aims and objective of establishment. The following are the aim and objective of the program.

- I. To provide student an opportunity to apply their theoretical knowledge in really work situation, thereby bridging the gap between theory and practical.
- II. To expose student to working method and techniques in handing equipment and machineries that is not available in their various institutions.
- III. To make the transition from the institution to the world of work easier and thus enhance student contact for later job placement.
- IV. To prepare student in skill development by participation in field works, particularly in writing in their field of works.
- V. Enhancing student contact with potential employers while on training.

1.2 Radio Kwara Rules and Safety Procedures

- i. Report any injuries to the teacher immediately
- ii. Learn the location of the nearest fire extinguisher
- iii. Never move anything heavy by yourself. Some of the equipment in the station is very large and heavy. Avoid back strain or other bodily harm by working with partner.
- iv. Keep all food and drink out of all studios and the radio office area.
- v. Turn off (or airplane mode) all cell phone and other electronic communication device before entering any radio broadcast or production studio.
- vi. Clean up and straighten all areas after use.
- vii. Do not touch anything without explicit instruction

1.3 Location and Brief History of Kwara state Broadcasting Corporation

Kwara State Broadcasting Corporation is the corporate name of the station and Radio Kwara, Ilorin, remains the Station's Identity. Radio Kwara, Ilorin, is one of the public-owned broadcast media in the country.

The Station Broadcasts on Medium Wave Meter Band, popularly known Frequency Modulation, (FM) Meter Band.

It also echoes to the public on **Ninety-nine- Dot-One** Midland FM station.

The Broadcasting House and Corporate Headquarters of the station is located at Number Two, Police Road, GRA Ilorin.

1.4 Organization structure of kwara state broadcasting corporation



1.5 Vision Statement of Radio Kwara

To be the preferred medium operating in a uniquely professional environment for world class broadcast.

1.6 Mission Statement of Radio Kwara

"To build a broadcast giant promoting societal values and human development through performance driven innovative and quality services"

CHAPTER TWO

2.0 Radio broadcasting equipment with their function

Studio and Production Equipment

Your on-air broadcast requires content, and that's where production equipment comes into play. When most people imagine a radio station, they visualize its studio. This is where the actual recording takes place, and where many of the most iconic pieces of radio broadcast equipment live.



A microphone

A microphone is necessary to capture and record voices, music, sound effects, and other audio. The microphone translates all audio into electrical impulses and is often mounted on a microphone arm to save space.



An audio console

An audio console is used to record, equalize, and optimize your program. Sometimes referred to as a sound desk, radio panel, or sound panel, this is the interface that controls exactly what is heard on air. Each of the console's channels represents a single input, and the fader/slider can be manipulated to adjust the incoming signal.



There are analog audio consoles and digital audio consoles, but radio consoles, in general, are specifically designed to be easy for on-air talent to use. In an analog console, the physical audio is actually transmitted through its circuitry. In contrast, digital audio consoles function as a “remote control” for the mix engine (typically located within the rack room).

Studio monitor speakers

Monitor speakers enable you to hear what's going on without needing to wear headphones. Most studios use high-quality monitor speakers so that any issues with sound quality are easy to pinpoint



Headphones

When a microphone is turned on, a studio's monitor speakers are automatically muted. So, you'll need headphones to hear the content that will be going to air.



Studio delay (“profanity delay” or “7-second delay”)

If you want to do live broadcasts, you also should consider a studio delay, which commonly provides seven seconds for radio show producers to eliminate unwanted content, such as swearing. That helps to ensure the FCC and local listeners won't want to shut you down for unsavory content that you never intended to be aired.



Level meters

A level meter allows the panel operator or on-air talent to monitor the audio volume, so they can ensure it is neither too quiet nor too loud at any point. In most cases, there will be multiple level meters set up for the varying points in the signal chain.

There are also some radio stations that utilize phase meters in addition to level meters. A phase meter works to identify mono content, so you can detect issues with source material and avoid problems with the stereo image.



Rackmounts

Don't underestimate the usefulness of rackmounts to keep your equipment stored safely.



Other equipment are:

- Rack Room Equipment
- An audio mixer (mix engine)
- Protection units
- Transmission Gear
- A transmitter/studio link
- Transmission lines
- An antenna array

2.1 Radio Kwara Departments and Functions**General Organization of Radio Kwara
General Administration**

General administration division is the General Manager or station manager, the business manager, the accountants, the secretaries, and other administrative and office staff.

These employees serve various duties such as the payment of wages and salaries, membership fees and subscriptions for industry information, license and other government-imposed fees, taxes, insurance, legal and auditing fees, and contributions to charitable organizations.

In addition, maintenance of the building and of equipment, utilities, office supplies, computers, station automobiles, and other administrative services and supplies are also provided by the general administrative department.

It is not surprising, then, that this department consumes one-third of the total operating expenses of a station, although only about 13 percent of the total staff may be in administration.

Marketing

The sales department at Radio Kwara responsible for generating the revenue for the station to survive. A general sales manager leads a team that is comprised of a

national/regional sales manager, a local sales manager, account executives, and at times, a traffic manager.

In most cases, the national/regional sales manager will be a liaison from an outside organization that wins advertising contracts from regional and national advertisers.

The local sales manager, then, is charged with securing advertising accounts with local businesses and organizations.

A staff of account executives helps the local sales manager sell advertising time to local businesses employing solicitation tactics similar to sales businesses. However, the salespeople of television must negotiate advertising sales using a rate card, a definitive list of airtime costs during the various time periods and television programs.

Furthermore, the television account executive can also offer to create the advertisement for a client if the client so chooses, in which case the sales department cooperates with the production and programming departments for this venture.

Programming

The programming department, in conjunction with the production and news departments, acquires and schedules the product that the audience consumes, which in turn allows the sales department to create revenue, which in turn allows the general administration department to facilitate station operations.

The programming department is responsible for filling the entire broadcast day with programming and is therefore saddled with arguably the most challenging job in television. Consequently, this department also works closely with the traffic department in structuring the daily programming schedule.

Programming is second only to general administration in terms of operating expenses. The department, if its station is affiliated with a network, needs almost 25 percent of the total budget of the station to function. However, an independent station may give as much as half of its total operating budget to the acquisition of programs.

Programming may consist of a program director, a videotape librarian, a ratings researcher, an acquisitions staff, a continuity standards staff, and on-camera personalities for use in locally originated programs.

The program director, helped by the acquisitions personnel, may obtain the majority of the programming of a station from syndicators and other program suppliers. If a station

is affiliated with a major television network, then programming will have the luxury of choosing how much programming it will schedule from the network. In a larger market, viewership research may be conducted to help the program director select a programming plan that will attract a substantial audience. Community feedback also aids in planning decisions.

However, all decisions concerning programme acquisition are ultimately controlled by the amount of revenue gained from sales and the resulting budget allotted the programming division.

CHAPTER THREE

3.0 Student Specific Involvement in Various Section

When I resumed, I was properly documented at the office of the Industry-based SIWES coordinator. After documentation I was posted to the Place of my Primary Assignment, the News and Current Affairs Department.

I was formally introduced to members of the department for integration into the department. I was then briefed on the established rules of engagements at the News and Current Affairs Department after which I met with my in-house trainer(s) to guarantee desired familiarity.

3.1 News and Current Affairs Department

News and Current Affairs Department gathers information on daily basis, writes news, reports news, covers events to be disseminated to the general public at specific times

The Department handles Current Affairs Programmes to create public awareness. Information passed from the News and Current Affairs Department is well refined, well referenced and also reliable.

The department performs and ensures the core-values of efficient information management and delivery to members of the public.

News and Current Affairs Department, however, has its unique internal structure in performing the identified responsibilities and duties, which are;

- ❖ Reportorial.
- ❖ Editorial.
- ❖ Current Affairs.

News Room serves as Central Operational points for Reportorial and Editorial while Current Affairs Unit handles current issues, affairs and activities.

3.2 Internal Structure of the News and Current Affairs Department



CHAPTER FOUR

I was assigned to News Department to begin my four months student industrial work experience scheme, I worked with different students from different tertiary institutions of learning.

They show me different equipment in the studio like mic, the headphone, audio console, speaker etc. with their function.

Also, I learned one or two things both in the two studios - live and recording. These obviously allowed us to gain comprehensive practical knowledge skills in the field which we understood to be core objectives of SIWES.

While on this SIWES, I gained some experience on how a console works and how it is being operated. Most importantly, through this SIWES I acquired encompassing knowledge on different strategies involved in broadcasting, and how essential it is for a good professional broadcaster to understand his/her topics under discuss so as to give it effective delivery/judgment.

In overall, it was a great learning experience; and an indication that I am on the right course of learning (i.e Mass Communication).

4.0 Skills and Knowledge Acquired

I served and operated all through my SIWES period at the News and Current Affairs Department of Radio Kwara, Ilorin.

I acquired practical knowledge on the under listed

4.1 NEWS WRITING STYLE

News Writing has universal way of writing it. In other words, there is a global standard of writing news. It means that the style is adopted by the Journalists around the world. The style are;

1. The Inverted Pyramid

2. 5Ws and H

The style is peculiar to both print and broadcast. It should be noted that the style of broadcast is different from print. Television style is different from radio style. Every medium now adopts in-house style and Editorial policies e.g the in-house style is different from TV to TV, Radio to Radio, Print to Print. Similarly, newspaper in-house style is also different magazine to magazine and journal to journal. Also, Editorial policies of every media also different.

5Ws and H explains what happens, where it happened, why it happened, who it happened to and how it happened. It should be noted that your news item must answer all the 5Ws and H questions. Additionally,

Lead should not bear more than one or two of the 5Ws and H. it is an aberration and erroneous for all 5Ws and H to occupy a lead. Interestingly, news Writing is a creative writing, hence it should be learnt through vocation and professionalism, your creativity will appear in your news writing if you have one. In a nutshell to write a very good news item, you have to be brainy, good command of English and intelligence.

LEAD

Lead is the first paragraph of a news story.

Rules guiding lead writing In Broadcast.

1. It must contain the most important
2. It must be short as much as possible
3. It must be straight forward
4. Two to three conjunction must be avoided in lead casting
5. The idea of the lead must be properly conveyed

TYPES OF LEAD

1. Issue-based lead
2. Personified lead

1. **Issue-based lead** is the type of lead that focuses on the issue in the first paragraph. This means that the subject matter takes center stage.

2. **Personified** lead is the type of lead that links the issue with the speaker

Example of Issue based lead.

1. Students of Tertiary institution have been asked to desist from acts capable of impeding their academic pursuit.

2. Personified;

Vice chancellor, Kwara State University, Malete, Professor Muhammed Akanbi has encouraged Students of tertiary institutions to desist from action capable of affecting their future.

It is important to note that news is written from general to specific and every word in a news item will be queried by the duty Editor, which means that the news writer/Reporter must be proficient in the spellings of English words, Sentence constructs, punctuation and other necessary grammar agreements.

4.2 Sources of News

1. **Press Release** is an information materials meant to be broadcast or publish. It will be submitted to broadcast or print media.

Two Types of Press Releases

1. **Essay format style press release:** This is a press release not written in news style. It is written with personalized words e.g we want to use this medium to draw the attention of general public.

The words I, We, You, My, Our and others are directly used in writing such a press release. If such a press release gets to a news room five minutes before broadcast, it cannot be accommodated because the release is not treated and raw, such could be used in subsequent news bulletin.

However, such a press release if important to be used when it gets to the news room five minutes before broadcast the best thing we can do is to flash ie information reaching us says the General manager, Kwara State Television Authority, Mr. Haliru Idris has been relieved of his appointment, details of this in our subsequent bulletins or Breaking news.

2. **Real news Writing style format;** this is a format written in news style. This means that the press released was written, issued and prepared by a professional journalist/news writer.

In this situation, if such a press release enters the news room five minutes before programme such a release can still go in full because the release has been treated from the originator. It should be noted that press release is also referred to as press Statement, news statement, news released and news.

Press release can be issued in two ways;

-Through Hard Copy and Softy Copy. It should be emphasized that copy is the most preferable i.e it will simplify the work of the duty Editor as their will be no room for typing.

Those That Can Issue Press Release

Government, Non-governmental Organization (NGO)/ Civil Society organization, Religious bodies, Students Unions, Transport Unions, Security Agencies, Tertiary Institutions, Corporate Bodies, Individuals, Families

2. Press Conference is a situation where journalists are invited, addressed and given opportunity to ask questions.

3. Coverage; This is a situation where journalist visit the scene of the event or incidence e.g convocation, Matric, rallies, Government activities, flood, fire disaster, building collapse etc

4. Beat- Assigning a reporter to cover a particular place or sector e.g Kwara State Government House, is a beat been covered by Radio Kwara correspondent, Abdulrasheed Okiki, Kwara State house of assembly, Saheed Abdullahi, Office of the first lady, Amina Mustapha, Police beat, Olayinka Alaya, Judiciary beat Bashir Jimoh, Health beat Maryam Abdulkadir Yusuf.

Other beats Include: Education, Environment, INEC Sport etc.

Beats is also referred to as specialized reporting this is because, writing of beat requires expertise and choice of words, it should be noted that terminologies must be used to write the news.

Anyone covering a beat is perceived to be a specialist in such a beat places him or her as knowledgeable in that area. For instance, a reporter covering health as a beat for more than ten to fifteen years would have deep knowledge than the so called medical Doctors.

5. News Agency of Nigeria: is a parastatal-agency of federal government under federal ministry of information that sells news items for interested media organizations both print and broadcast stations.

This agency has reporters across 774 local government of Nigeria saddled with the responsibility of news gathering for onward purchase by interested potential customers.

Any interested customer-media organization is expected to approach the agency with the payment of certain amount to the purse of the agency for subscription.

If payment confirmed the customer will be given username and password to login into the portal of NAN for easy access of timely and fresh news across Nigeria, Africa and the world in general

Additionally, subscription to the agency enables its customers to source for news through the agency. Immediately, subscription of the customer elapses that media organization seizes to access fresh news as stall news or outdated news, ranging from news of last week, last month and last year begin to surface. It should be noted that as soon as subscription is renewed, the site-portal of NAN will load and update for new news items. Subscription of a customer that is media organization could be monthly, quarterly, weekly or yearly depending on the category available on the site of NAN. All branches of mass media patronize NAN for example, Radio Kwara has no correspondent at the state house, Abuja but can get news of state house through NAN timely.

6. **Monitoring** is the process of observing other media houses, whether print or broadcast for the purpose of news gathering. It should be emphasized that no media house can be said to be self-sufficient. This means that a media house can monitor other stations.

1. You can monitor a live programme from your own station.
2. You can monitor live programme of your station for news gathering.
3. You can monitor a live programme of another station
4. You can monitor live Broadcast of another station for news gathering
5. You can monitor News of another station for news gathering.

6. You can monitor newspaper online for news gathering.

On Monitoring recording could be made to capture all necessary information for news sourcing, such recorded information has to be transcribed.

Bulletin is a mini magazine that contains information about a particular organization. It means that bulletin does not have information outside that organization e.g Kwara State University Bulletin, GTB bulletin

Bulletin is produced monthly, Quarterly or yearly, It is a source of news when it comes out fresh.

7. **Interview:** Is the process of engaging in a fact finding mission, for the purpose of gathering information for news. in this situation, Experts on a particular field, Stakeholders and concerned citizens has to be consulted for questioning to extract information. It must be understood that the reporter has an interviewer must book appointment with the interviewee, and such a reporter must be on ground 30minutes before the time. In order words there are occasion where impromptu interview will be conducted. In this case as am interview you must be composed and know the appropriate questions to ask, you may not down your questions or ask your questions offhand, in a situation where we have interest groups like Political parties, religious interest groups or tribes you are expected to interview all parties concerned in other not to be labelled biased.

CHAPTER FIVE.

5.0 CONCLUSION

Coordinators and Organizers of the SIWES programme must in earnest compel tertiary institutions to adhere strictly to the duration for SIWES attachment in any industry if they really want to bridge the gap between the theoretical knowledge acquired in tertiary institutions and the practical skills required in today's workplace.

SIWES coordinators should take note that there are some Companies or industries in the country who don't allow industrial attachments, such companies should be penalized under section 8A (2) of Decree No. 47 of 1971 as amended in 2011. By doing this more credence would be given to the Programme.

I urge undergraduates to seize the opportunity given by the SIWES programme to develop their skills and prioritize practical development over theories in their academic pursuit in various field of study.

SIWES has made me to see the other side of my course of study and also afforded me the opportunity to make use and link what I have learnt in the lecture room in the practical field.

5.1 RECOMMENDATION

The experience I gained during my SIWES program cannot be over emphasized, I was practically oriented I humbly recommend that SIWES program should be made compulsory for student of Mass communication, field in order to gain more experience in their course of study.