



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

UNDERTAKEN AT



SOBI FM ILORIN

Sobi FM, Wali-Sum House, Sobi Hill, Off Shao Road, Sobi Ilorin

BY:

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SUBMITTED TO:

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DEDICATION

I dedicate this student industrial work experience scheme (SIWES) report to Almighty Allah for His power and grace towards the completion of the SIWES programme

ACKNOWLEDGEMENT

My acknowledgement goes to Almighty Allah, my parents, Kwara Polytechnic Ilorin, My supervisor at SOBI FM and to my friends.

REPORT OVERVIEW

This is an industrial attachment report for the students industrial work experience (SIWES) programme carried out at SOBI FM Ilorin, Sobi FM, Wali-Sum House, Sobi Hill, Off Shao Road, Sobi Ilorin within the period of three months from August, 2024 to November, 2024.

The report comprises the background of SIWES, the description of the organization of the organization, its aims and objectives, the experiences gained as an industrial training student and the summary, Conclusion and recommendations.

It has a total of 4 chapters with sub-chapters. It also has the preliminary pages, such as the title page, report overview and table of contents and recommendations on the improvement of scheme.

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CHAPTER ONE

1.1 INTRODUCTION/MEANING OF SIWES

The student Industrial work Experience Scheme (SIWES) is an appreciable skills training which is included as part of the minimum academic standard in Nigeria tertiary institution. The scheme is a participatory program involving Universities, Polytechnics and technical colleges for students of various institutions in Nigeria. It is run jointly by the Industrial Training Fund (I.T.F).

1.2 HISTORY OF SIWES.

Students Industrial Work Experience Scheme was initiated by the Industrial Training Fund (I.T.F) in 1973 so as to complement the theoretical knowledge acquired in higher institutions with practical experience. It is coordinated by I.T.F and N.U.C and is under the umbrella of the Ministry of Education. It gives a unique opportunity to student to be introduced to the industrial environment and obtain the technical knowledge while studying

It was established as a result of realization by the Federal Government in 1971, of the need to introduce a new dimension to the qualify and standard of education detained in the country in order to achieve the much needed technology advancement, because it has been shown that a correlation exist in a country level of economic, technological development and ts level of investment in manpower.

It is funded by the Federal Government of Nigeria and operated by I.T.F and coordinated agency are (NUC, NCCE, NBTF) Employees of labours and the institution.

1.3 AIMS AND OBJECTIVES OF SIWES

1. To provide students with industrial skills and needed experience while the course of study.
2. To create conditions and circumstances, this can be as close as possible to the actual work flow.
3. To prepare specialists who will be ready for any working situations immediately after graduation.
4. To make student gets the experience on the equipment that may not be available within the walls of an educational institution.
5. To give students the ability to try and apply the given knowledge.

The objectives of SIWES programm are all about strengthening future employees. Such program is successful attempt to help students to understand the underlying principles of their future work. After passing the programs, the students can concentrate on the really necessary factors of his or her work.

CHAPTER TWO

DESCRIPTION OF SOBI FM, ILORIN

2.1 DEPARTMENTS IN SOBI FM (101.9) ILORIN, KWARA STATE AND THEIR FUNCTIONS

The four "core departments" at Sobi Fm are sales, operations, engineering, and programming.

- **SALES DEPARTMENT**

The sales department led by a sales manager is responsible for the sale of all commercial time to local, regional, and national sales advertisers. Sobi Fm has a sales manager for local advertisers and a national sales manager of spot advertising accounts. The sales department includes a promotions director and research manager.

- **THE OPERATIONAL DEPARTMENT**

The operations department or traffic department led by an operations manager is responsible for placing the advertising on the air in compliance with the contracts executed with advertisers. There are complicated and difficult task in that there may be dozens of different contracts each requiring scheduled air time, position and length. Sobi fm have automated their traffic functions to varying degrees using computer applications and systems.

- **THE ENGINEERING DEPARTMENT**

The engineering department led by the chief engineer is responsible for keeping the station on the air with the best signal possible. The improvement of electronic equipment, competition from other businesses for engineering talent, and relaxed Federal regulations has led to smaller or streamlined engineering departments at most stations. Sobi Fm also employs a part-time consulting engineer to keep the station operating optimally.

The programming department led by the program director is responsible for the audio sound and format of the station including news, music and public affairs coverage. Stations with a news/talk format may have a news director to coordinate news and public affairs coverage. Sobi Fm use music format and they have a music director to coordinate the development and implementation of the station's music format.

- **THE GENERAL MANAGER DEPARTMENT**

The general manager or station manager has overall responsibility for leading the four "core departments" and the day-to-day operation of the radio station. The general manager must hire the department heads and establish their goals and monitor and evaluate their performance. The general manager has overall responsibility for the station's business performance including profits and losses, business and financial matters, budgeting, and forecasting revenues and expenses. The general manager must maintain the station's reputation in the community. Finally the general manager must

run the station in compliance with all local, county, state and Federal government laws and regulations.

2.2 BRIEF HISTORY OF SOBI FM

Sobi 101.9 FM Ilorin is an indigenous radio station, based in Ilorin, the capital city of Kwara State, in the North Central region of Nigeria.

Its ownership/management structure is a purely Nigerian affair. Our contents are Pan-Nigerian, with a Corporate Content Direction (CCD) being "Engendering Social Rebirth among the Youths".

It was established in July 2010; and between that time and now, it has won many awards, such as the Nigeria Media Nite-Out - 2019 and 2021; YOMAFAs Best Radio Station of the year, 2018.

We are the most listened-to radio station in our areas of coverage, with Kwara State and its environs being our primary area. We parade some of the most captivating contents to our teeming audience, in both English and Indigenous languages (Yoruba, Hausa, Fulani, Nupe and Batonu). We are the only radio station doing that in our geopolitical region.

We have the most popular Sports programs Sports Base and Sports Vibes (English); Lori Papa, L'agbo Soccer and *Şe ó lè S'ote* (Yoruba) among other flagship sociopolitical programs, like Oro-Ìlú (Multilingual); Perspectives, Home Front (English) among others. We also have youths-captivating programs like "Campus Gist"; Children Half hours and a host of other box office programs. With all these, we believe, we are advertisers' delight, and ideal partner that gives value for money.

Meanwhile Sobi FM had won series of national awards in its short but eventful years of existence; including two-time-in-a-row, Nigeria Media Nite-Out "best Radio Station of the year in the North Central Region of Nigeria" (2019 and 2021), as well as producing the, Nigerian Media Niteout's "Next-rated OAP of the Year", in person of Oluwafemi Oparinde.

We also won the 2020 and 2021 "Kwara Live Project""Media House of the Year" Award.

Our News is a "Box office", to our teeming listeners across our areas of coverage, due to its timeliness, reliability and accuracy, as a result of our widespread network of correspondents across the state and beyond.

It would interest you to know that, Sobi 101.9 FM Ilorin is the only traditional media outfit in Kwara State that does "Breaking News". This is also down to the vibrancy of our staff, scattered across the nation.

We give extensive, live coverage to landmark events like annual National festivals (Durbar, Ileya, Christmas, Independence Day, Democracy Day, among others), local and international event days, National elections, among other events.

These and many others are, what endears us to our teeming listeners, so much so that, most of our Station Indents are now common songs on the lips of most members of the public, while some even use them as ring back tones.

Sobi FM, within its short, but eventful years of existence, has won many awards on accounts of its trailblazing performance, while redefining radio broadcasting in Kwara State and beyond.

CHAPTER THREE

SIWES EXPERIENCE AT SOBI FM (101.9) ILORIN

Our SIWES commenced officially on the 14th August 2024 and I resumed at Sobi Fm on the 14th August 2024. SIWES experience can be regarded as plus, because I learnt a lot of things which includes the practical and theoretical aspects of Mass Communication and made me to have more experience.

On the first week of my SIWES training I was introduced to the Radio station and I was introduced to various departments in Sobi FM.

I learned how to operate different equipment in Sobi FM.

I was taught how to handle the microphone, Head Phone, Mixer, Audio Processor, active monitor speaker,

I was then officially assigned to carry out an advertisement for series of companies:

- Dangote Cement
- Cowbell
- Olaiya Metal Work
- God is Good Computechology
- Bidex Beauty Hair Saloon
- Mummy Hepzibah Fashion Designe

All this was done on different occasions. This took me more than a month to execute the advertisement project because I did a jingles for each company for their advertisement to be well done and in creating jingles its not a day work because you must come up with a song or approach that will arrest the attention of the listener and this is a huge task for me but very Interesting.

3.1 PART OF THOSE THINGS I LEARNT KEYS TO BE A GOOD PRESENTER

1. Listen to yourself
2. Listen to others
3. Rehearse before starting any program
4. Be fond of the equipment and know their status that is know whether they are in good condition
5. Dive into the audience

3.2 CRUCIAL SKILL REQUIRED BY A GOOD PRESENTER

1. Focus on the audience
2. Ability to keep your presentation simple
3. Great body language

3.3 QUALITY OF A GOOD PRESENTATION

1. Confidence
2. Passion
3. Understanding
4. Charismas
5. Communication skills
6. Connect with your audience
7. Authencity

3.4 EXAMPLES OF PRESENTATION OR ADVERTISEMENT

1. Visme
2. Prezi
3. Microsoft PowerPoint.
4. Conva
5. Goggle Slider
6. Haiku Deck

At the end of everything I was honored and I myself am capable to handle any advertisement or presentation anywhere anytime.

3.5 INTERACTIVE RELATIONSHIP WITHIN THE ORGANIAZTION

My four (4) months SIWES program at Sobi Fm (109.0) Ilorin was very fantastic, because the staffs of the Station are very friendly, disciplined and they are always there for us at all time to lecture us what Advertisement is all about.

This make all SIWES student to be very close and gain more experience from the great Staff of Sobi Fm (109.0) Ilorin.

CHAPTER FOUR

SUMMARY, RECOMMENDATION AND CONCLUSION

4.1 Summary

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

I was taught how to do interview, how to run an advertisement, how to cast a news, how to handle different equipment in Radio Station, writing of News story, how to prepare questionnaire, writing of script, jingle among others. I was also exposed to different equipments that are used in the radio station.

4.2 RECOMMENDATION

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

4.3 CONCLUSION

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

SIWES is really helps student a lot by also allowing student to connect with people that are already practicing in the field. All thanks to the Government, Sobi Fm, Kwara State Polytechnic and my Department.