



STUDENT INDUSTRIAL WORKING EXPERIENCE SCHEME

A TECHNICAL REPORT OF WORK DONE

HELD AT

KWARA RADIO, ILORIN, KWARA STATE

PRESENTED BY

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DEDICATION

This piece of work is dedicated first to Almighty God for giving me the opportunity and resources to complete this work and my parent for their love, support and parental care throughout the program.

PREFACE

This report highlights the skills and knowledge gained during the SIWES program, bridging the gap between classroom theory and real-world media practice. It serves as a guide for Mass Communication students, covering key aspects like news writing, interviews, transcription, and media ethics. Organized into chapters with subheadings, it provides a structured overview of practical experiences that enhance learning and professional development in the field of journalism and communication.

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All thanks and glory be to Almighty God for His grace, mercy, and protection throughout the process of writing this report. His divine provision, wisdom, and strength have been my guiding light.

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I also acknowledge the management and staff of my department, whose commitment to excellence has provided me with a solid foundation in Mass Communication. My deepest appreciation goes to my siblings, friends, and colleagues, whose constant support, words of encouragement, and assistance whether financial, moral, or spiritual have been invaluable throughout this journey.

To everyone who contributed, directly or indirectly, to the success of this work, I say a big thank you. May Almighty God bless you all abundantly and reward you for your kindness.

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CHAPTER ONE

1.1 INTRODUCTION

This programme is introduced by the Federal Government of Nigeria to all the student of higher institutions throughout the country in order to gives them the opportunity to obtain industrial working experience in their respective disciplines. And it has been introduced in 1973.

I was attached to computer and information technology centre, kwara state college of education, which is divided into different units for the four months of my SIWES (Student Industrial Work Experience Schemes) programme.

Furthermore, the student industrial work experience scheme (SIWES) provides an atmosphere for continuity of learning that can update student's understanding on the course of study. SIWES also prepare students for future purposes and also supply the needed experience which will assist the student to maintain their stand in the labor market. SIWES will also assist the students to be more exposed and prepare them for challenge ahead.

1.2 DEFINITION OF SIWES

The student industrial work experience scheme (SIWES) can be referred to as the industrial training or the involvement for science and technology education in order to gain more theories an practical works being offered in the place of attachment, it is the programme designed for student for students in higher institution to acquire practical skills in their respective field of study.

The student industrial work experience scheme (SIWES) enable student to improve on the practical skills and as well as to improve students on the overall development.

1.3 AIMS AND OBJECTIVES

The aims and objective of this programme is to expose student to computer operating system, professional work methods, hardware device and ways of carryout operation in industries and others organizations.

The objectives set out for this report is that, the ideal of student industrial work experience scheme (SIWES) has set a goal for student who really has the focus to achieve in his/her respective field of specialization.

Many higher institutions could not afford adequate number of computer and others things for the practical work, as a result of economic predicament in the country, so the programme give students opportunity to have a full knowledge of practical and application of various devices.

CHAPTER TWO

2.1 HISTORY AND ESTABLISHMENT OF RADIO KWARA,ILORIN, KWARA STATE.

Ilorin was the first location in Kwara State where broadcasting services were provided by the Kwara State Broadcasting Corporation (also known as “Radio Kwara”). These services began in 1956 as a relay station. In those days, people referred to it as the provincial broadcasting house. The one quarter kilowatt (kW) medium wave transmitter that was employed at the time could only reach an area within an eight kilometer radius of Ilorin.

However, the Kwara State Broadcasting Corporation as it is now was not one of the beneficial byproducts of the first state to be created in Nigeria. It did not come into existence until the adoption of the Kwara Edict No. 3 of 1979, but it took effect back on April 10th, 1978.

Due to the state of Kwara’s topography, it was decided that it should be covered with both medium and short wave transmitters when it was created in 1967. This was part of a larger master plan that was developed and approved for the entire nation at the same time. This plan was based on the number and capacity of transmitters as well as the mode of transmission that were to be sited in each new state.

These facilities were put into use from 19th December, 1976; however, as a result of a directive from the federal government, the short wave transmitter was shut down in 1976. Instruction work began in 1974 in the modern studio/broadcasting house at the 10kw short wave and 20kw medium wave transmitting station sites. On April 1st, 1978, a decree was issued in conformance with the federal government that transfers all radio Nigeria stations on the state to their respective host states. On September 5, 1978, Mr. Horation Agedoti of radio corporation in Lagos

reframed the formal handing over of the station by the NBA to the Kwara state government. At that time, all of the existing staff members were given the option of either continuing to work for corporation or moving on to work for Federal Radio Corporation. Those employees who made the decision to remain on staff were kept.

At the time of the takeover by the state government, the state already possessed a broadcasting house and a transmitting station that were located at their current locations. The two inherited ten kW transmitters were both very old; in fact, by the time the station was taken over in 1978, only one of the transmitters was functioning adequately. The decree that transferred the federal radio station in Ilorin to the government of the state of Kwara in 1978 allowed the federal government to boost the transmitting capacity of Radio Kwara, which was a service of the Kwara state government. After then, the station emitted two medium-wave signals of 50 kilowatts each at Budo Eko. As a result of this turn of events, the state government gave its stamp of approval to a suggestion made by the corporation to build four imported 10 kW medium wave transmitters in the periphery area of what was then the state of Kwara in order to ensure adequate coverage. The Egba title was bestowed to two of them. One of them was located at Okike, close to Okene (both of which are now in Kogi State), and the other was located at Koro, in New Bussa (which is now in Nigeria Skew). Each of the three stations that had been reserved was eventually built and put into operation.

Despite the enormous progress, the transmitting stations at Bin Do Eko suffered a major setback in 1991 when the 840-foot tower mast was damaged by a lightning strike. This occurred despite the fact that the stations had made enormous achievements. When you take into consideration that the transmitting station had by that point become an essential component of

radio kwara and a reliable ally in the fulfillment of its statutory obligation, this situation became a significant obstacle that needed to be addressed immediately. Between the years 2000 and 2002, efforts were made to resurrect the station. As a result of these efforts, a new tower mast and a 50 kW thom cast transmitter were installed so that normal broadcast could resume. In spite of the efforts made by the administration of Alhaji Mohammed Lawal, there was still an insufficient amount of transmitter. On the other hand, the government of Dr. Bukola Saraki, who took office in May 2003 and immediately began renovating the station, awarded a contract for the provision of contemporary studio equipment and an additional 50Kw Harris transmission, bringing the total cost to nearly #300,000,000.

Due to this one-of-a-kind breakthrough, “Radio Kwara” has become not only one of the few radio stations in Nigeria with digital studios installed, but also one of the first stations in Nigeria to comply with the global directive in converting from analogue to digital broadcasting.

CHAPTER THREE

EXPERIENCE GAINED DURING SIWES

3.1 NEWS WRITING

News writing is a fundamental aspect of journalism, requiring accuracy, clarity, and conciseness. It involves gathering, verifying, and structuring information to communicate current events to the public. News writing follows a structured format to ensure that the audience understands the message quickly and effectively.

Key Elements of News Writing:

1. **Accuracy and Objectivity:** The foundation of good news writing is accuracy. A journalist must verify facts, cross-check sources, and ensure that information is presented without bias. Misleading or false reports can damage credibility and public trust.
2. **Concise and Clear Language:** News stories should be straightforward, avoiding unnecessary jargon or complicated words. Journalists use short, impactful sentences to ensure clarity and ease of understanding.
3. **Inverted Pyramid Structure:** Most news articles follow the inverted pyramid structure, where the most important information is placed at the beginning, followed by supporting details and background information. This ensures that readers get the essential facts first.
4. **Headline and Lead Paragraph:** The headline must be compelling and summarize the story in a few words. The lead paragraph, also called the "lede," provides a summary of the most critical aspects of the story in the first sentence or two.

5. **Balanced Reporting:** A good news article presents multiple perspectives, ensuring fairness and neutrality. It includes statements from relevant sources and avoids taking sides in a controversial issue.

Steps in Writing a News Story:

1. **Gathering Information:** Journalists collect information from various sources, such as press releases, eyewitness accounts, interviews, and government reports. The credibility of sources is crucial to the reliability of the news.
2. **Fact-Checking:** Before publishing, reporters must verify facts by cross-referencing different sources. This helps prevent misinformation and upholds journalistic integrity.
3. **Structuring the Article:** Using the inverted pyramid method, journalists structure their reports so that even if a reader stops reading midway, they still understand the key points.
4. **Editing and Proofreading:** A news story must be well-edited to remove grammatical errors, clarify points, and ensure readability. Proofreading ensures that no mistakes compromise the article's credibility.
5. **Publishing and Distribution:** Once finalized, the news story is published through appropriate channels, such as newspapers, online platforms, or radio broadcasts.

Challenges in News Writing:

1. **Time Constraints:** Journalists often work under tight deadlines, which can make thorough fact-checking and source verification difficult.
2. **Misinformation and Fake News:** In the digital age, fake news spreads rapidly. A journalist must be cautious when sourcing information to avoid spreading false narratives.

3. **Legal and Ethical Issues:** Journalists must be aware of libel laws, privacy concerns, and ethical considerations when reporting sensitive issues.
4. **Pressure for Sensationalism:** Some media organizations prioritize sensational headlines over factual reporting to attract more readers, which can lead to biased or misleading journalism.

Importance of News Writing:

- **Informs the Public:** News writing plays a crucial role in keeping citizens informed about events, policies, and issues that affect their lives.
- **Promotes Transparency and Accountability:** By reporting on government activities, corporate practices, and social issues, journalists hold individuals and institutions accountable for their actions.
- **Encourages Public Participation:** Well-reported news stories encourage discussions and debates, leading to greater civic engagement and informed decision-making.

Effective news writing requires skill, discipline, and a commitment to truth. A well-written news story is not only informative but also engaging, ensuring that audiences stay interested and well-informed.

3.2 NEWS CONFERENCE

A news conference, also known as a press conference, is an organized event where journalists gather to receive important announcements from individuals, organizations, or government officials. News conferences are used to address the media directly, provide updates on current events, and allow journalists to ask questions for clarity.

Key Elements of a News Conference:

1. **Purpose and Objective:** A news conference is held to announce significant developments, clarify issues, or respond to public concerns. Organizations or government officials use them to control their narrative and provide direct communication with the media.
2. **Media Invitation:** The organizers send invitations to various media houses, including newspapers, radio, television, and online platforms, to ensure widespread coverage.
3. **Location and Setup:** The venue should be accessible and equipped with microphones, seating arrangements, and a stage for speakers. Some conferences are also broadcast live or streamed online.
4. **Opening Statement:** The host or key speaker begins with a prepared statement, providing context and details before taking questions from journalists.
5. **Question and Answer Session:** Journalists are given the opportunity to ask questions for further clarification. The speaker must handle questions professionally, providing honest and well-informed responses.

Steps to Organizing a Successful News Conference:

1. **Identify the Key Message:** The purpose of the news conference should be clear. Whether addressing a crisis, launching a product, or making an announcement, the message must be concise and impactful.
2. **Select the Right Spokesperson:** The spokesperson should be knowledgeable and skilled in public speaking to represent the organization effectively. They must be prepared for tough questions from journalists.

3. **Choose an Appropriate Time and Venue:** The timing should align with media schedules to ensure maximum coverage. A centrally located and well-equipped venue enhances accessibility and professionalism.
4. **Prepare a Press Kit:** A press kit containing relevant documents, background information, and contact details should be provided to journalists for reference.
5. **Conduct a Rehearsal:** A practice session helps the spokesperson anticipate potential questions and refine their responses to maintain confidence and credibility.
6. **Follow Up with the Media:** After the conference, press releases and additional information should be sent to media houses to ensure accurate reporting and further coverage.

Challenges in Holding a News Conference:

1. **Difficult or Unexpected Questions:** Journalists may ask challenging or unexpected questions, requiring the spokesperson to think quickly and respond effectively.
2. **Media Bias and Interpretation:** Different media outlets may interpret the information differently, leading to varied narratives.
3. **Managing a Crisis Situation:** In cases of controversy or crisis, a poorly handled news conference can escalate the situation rather than resolve it.
4. **Technical Issues:** Sound systems, live streaming, and recording equipment must function properly to avoid disruptions during the conference.

Importance of News Conferences:

- **Direct Communication:** Organizations can communicate their messages directly to the media without intermediaries.

- **Transparency and Public Trust:** Holding press conferences shows openness and helps build trust with the public.
- **Immediate Clarification:** Instead of speculation, the media receives accurate information directly from the source.
- **Efficient News Dissemination:** A single event reaches multiple media platforms, ensuring widespread coverage.

News conferences remain a powerful tool for public relations, crisis management, and media engagement, making them essential in the world of journalism and broadcasting.

3.3 JOURNALISM

Journalism is the backbone of radio broadcasting, ensuring that information is accurately gathered, analyzed, and reported to the public. A radio journalist plays a crucial role in keeping the audience informed about current events, political developments, economic trends, and social issues. Unlike print journalism, radio journalism relies solely on audio, making clarity and engagement essential.

Key Aspects of Radio Journalism

1. Accuracy and Fairness

- A journalist must ensure that all news reported is factual, unbiased, and verified from credible sources.
- False information can damage a radio station's reputation and mislead the public.
- Example: If a journalist reports on election results, they must cross-check information with the electoral commission before airing.

2. Investigative Reporting

- Some news stories require in-depth research to uncover hidden facts, corruption, or issues affecting society.
- Investigative journalism helps bring justice and accountability by exposing unethical practices.
- Example: A journalist investigating illegal mining operations and their environmental impact.

3. Live Reporting

- Radio journalists often report directly from the scene of an event, providing real-time updates to listeners.
- Live reporting requires quick thinking and the ability to describe events accurately.
- Example: A reporter covering a protest or natural disaster as it unfolds.

4. Interviewing Sources

- Conducting interviews with eyewitnesses, government officials, or experts adds credibility to news stories.
- Well-structured questions help extract useful information for the audience.
- Example: A journalist interviewing a health official about a disease outbreak.

5. Script Writing

- Unlike print journalism, radio news must be written for the ear.
- Scripts should be clear, engaging, and easy to understand since listeners rely solely on audio.

- Example: Writing a news bulletin in short, simple sentences for better comprehension.

Challenges in Radio Journalism

- Time constraints: Breaking news must be reported quickly while maintaining accuracy.
- Audience retention: Since there are no visuals, journalists must use compelling storytelling techniques.
- Ethical dilemmas: Some sensitive stories require careful handling to avoid misinformation.

Radio journalism remains a vital tool for keeping the public informed and holding authorities accountable.

3.4 RADIO PROGRAMME

A radio programme is a structured broadcast designed to inform, educate, or entertain the audience. Each programme is tailored to a specific audience, ensuring variety and engagement.

Radio stations must carefully plan their programming schedule to maintain listenership.

Types of Radio Programmes

1. News Programmes

- These focus on delivering current affairs, political developments, and economic news.
- Example: A daily morning news bulletin updating listeners on global and local events.

2. Music Shows

- These programs play different genres of music and often include listener requests.

- Example: A top 10 countdown of trending Afrobeat songs.

3. Talk Shows

- These involve discussions on social issues, politics, and lifestyle topics.
- Listeners may call in to share their views.
- Example: A morning talk show debating youth unemployment.

4. Educational Programmes

- These provide knowledge on topics such as health, finance, and technology.
- Example: A weekly program on financial literacy and investment tips.

5. Religious Programmes

- These cater to faith-based audiences, featuring sermons, prayers, and teachings.
- Example: A Friday Islamic lecture or Sunday church sermon.

Features of a Good Radio Programme

- Well-researched content
- Engaging presentation style
- Clear structure and timing
- Audience interaction

Successful radio programmes require proper planning and execution to attract and retain listeners.

3.5 RADIO ENTERTAINMENT

Entertainment is a major reason why people tune in to radio stations. From music to comedy, radio entertainment keeps audiences engaged and loyal to a station.

Popular Forms of Radio Entertainment

1. Music Shows

- These programs feature trending and classic songs across different genres.
- Example: A DJ hosting a late-night R&B session.

2. Comedy Segments

- Stand-up comedians, joke sessions, and funny skits entertain listeners.
- Example: A comedy hour featuring hilarious prank calls.

3. Storytelling Sessions

- Narrating folktales, short stories, or real-life experiences.
- Example: A program where elders share traditional Yoruba folktales.

4. Game Shows

- Quizzes, competitions, and giveaways engage listeners interactively.
- Example: A trivia contest where winners get airtime or cash prizes.

5. Celebrity Interviews

- Discussions with musicians, actors, and influencers about their careers.
- Example: An exclusive interview with a popular Nollywood star.

Why Radio Entertainment is Important

- Increases listenership and audience engagement.

- Provides relaxation and stress relief.
- Encourages interaction through call-ins and social media participation.

Radio stations must continuously innovate to keep their entertainment content fresh and exciting.

3.6 RADIO MARKETING

Radio marketing is a strategic way of promoting brands, products, and services through radio broadcasts. It remains one of the most effective advertising methods due to its affordability and wide reach.

Types of Radio Marketing Strategies

1. Live Reads

- The presenter personally delivers the advertisement during their show, making it feel more authentic.
- Example: A radio host talking about a new energy drink and sharing their experience.

2. Jingles

- Catchy tunes or songs that make a brand memorable.
- Example: A bank using a jingle with a slogan that listeners can sing along to.

3. Sponsored Segments

- Businesses sponsor specific segments, like morning news or sports updates, in exchange for brand mentions.
- Example: A telecom company sponsoring a daily weather forecast.

4. Pre-Recorded Commercials

- Professionally produced ads played at scheduled times.
- Example: A car dealership running a 30-second advert about a new vehicle promotion.

5. Call-In Promotions

- Listeners participate in contests and giveaways sponsored by brands.
- Example: A quiz segment where winners get free shopping vouchers.

How to Create an Effective Radio Marketing Campaign

1. Identify Target Audience

- Ads should align with the interests of the station's listeners.

2. Use a Strong Call to Action

- Encourage listeners to visit a website, call a number, or buy a product.

3. Select the Right Time Slot

- Placing ads during peak hours ensures maximum reach.

4. Track Ad Performance

- Promo codes and audience feedback can measure effectiveness.

Challenges in Radio Marketing

- Short attention span of listeners.
- Difficulty tracking direct conversions.
- High competition from digital marketing.

Despite these challenges, radio marketing remains a powerful tool for brand promotion and audience engagement.

CHAPTER FOUR

CONCLUSION, RECOMMENDATION AND PERSONAL IMPRESSION

4.1 CONCLUSION

Success is not solely defined by one's position or status but by the ability to apply knowledge, skills, and initiative to achieve meaningful results. The **Students Industrial Work Experience Scheme (SIWES)** has been an invaluable opportunity, allowing me to bridge the gap between academic learning and real-world application.

During my time at **Radio Kwara, Ilorin**, I gained firsthand experience in the dynamic operations of the media industry. From news gathering and reporting to editorial processes and broadcasting management, I witnessed the fast-paced nature of journalism. The experience provided deep insights into how the media adapts to technological advancements and the increasing influence of digital platforms in news dissemination.

Beyond technical skills, SIWES has strengthened my research abilities, improved my writing proficiency, and enhanced my computer literacy. I have also learned how journalists operate under pressure to meet deadlines while ensuring accuracy and credibility in their reporting. Most importantly, this experience has emphasized the importance of adaptability, teamwork, and ethical journalism in today's competitive media landscape.

Overall, my participation in SIWES has provided a strong foundation for my future career in mass communication. The practical exposure has reinforced my passion for journalism and given me a clearer understanding of my role in the industry.

4.2 RECOMMENDATION

To further enhance the effectiveness of **SIWES**, several key measures should be implemented to ensure students maximize their learning experiences:

1. Provision of Modern Facilities and Equipment:

Students should have access to updated computers, industry-standard journalism software, and recording equipment. This will help them develop the technical skills necessary for today's media industry.

2. Improved Placement Process:

Many students are assigned to organizations that do not align with their course of study, limiting their ability to gain relevant experience. A more structured placement system should be implemented to ensure students are sent to appropriate organizations where they can develop industry-specific skills.

3. Better Supervision and Monitoring:

Institutions and regulatory bodies should ensure students are actively engaged in productive tasks rather than being assigned to menial clerical duties. Regular assessments and feedback mechanisms should be put in place to track students' progress.

4. Structured Training and Mentorship:

Organizations participating in SIWES should implement structured training programs where students can rotate through various departments, gaining hands-on experience in different aspects of their profession. Mentorship programs should also be established to guide and support students throughout their training period

5. Increased Industry Collaboration:

More partnerships between universities and media organizations should be fostered to enhance the learning experience. This could include guest lectures, workshops, and professional training sessions tailored to students' needs.

In conclusion, SIWES is a valuable initiative that significantly contributes to students' academic and professional development. Strengthening the program through improved facilities, better placement opportunities, structured training, and enhanced supervision will ensure that students gain meaningful practical knowledge, preparing them for the competitive job market.

4.3 PERSONAL IMPRESSION ABOUT THE ORGANIZATION

The **Students Industrial Work Experience Scheme (SIWES)** has proven to be a vital platform for bridging the gap between theoretical knowledge and practical application. My experience at **Radio Kwara, Ilorin** has reinforced my belief in the importance of hands-on training in shaping future professionals.

One of the most striking aspects of the organization is its structured and coordinated work environment. The various departments—newsroom, production, advertising, and broadcasting—function cohesively to ensure the seamless dissemination of news and programs. This high level of coordination highlights the importance of teamwork and effective communication in a media house.

I was particularly impressed by the commitment of journalists and broadcasters to their work. They demonstrate a high level of dedication, accuracy, and adherence to ethical standards. Despite the pressure of tight deadlines, they ensure that news is thoroughly researched and fact-checked

before being aired. Their ability to maintain professionalism in the face of challenges is truly inspiring.

Another key observation is the adaptability of **Radio Kwara, Ilorin** in an era where digital media is transforming the journalism landscape. The organization effectively integrates traditional broadcasting with digital media, recognizing the growing influence of online platforms. This adaptability is crucial for survival in today's fast-evolving media industry.

Moreover, the work culture at **Radio Kwara, Ilorin** promotes both learning and professional development. The senior journalists and editors were approachable and willing to share their experiences, which made the learning process more engaging and insightful. The atmosphere encouraged initiative and creativity, allowing me to apply my academic knowledge in real-world situations.

Overall, my impression of **Radio Kwara, Ilorin** is highly positive. The organization provided an excellent learning environment where I could observe and participate in the practical aspects of journalism and broadcasting. This experience has not only deepened my understanding of the media industry but also strengthened my confidence and enthusiasm for a career in journalism and mass communication.