



A TECHNICAL REPORT ON
STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)
HELD AT

GBEDU F.M. RADIO 100.1,
PLOT 9, LINE B, TEACHERS ESTATE, LADEGBOYE , IKORODU LAGOS
STATE.

BY

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CERTIFICATION

This is to certify that the report was based on SIWES experience gained by **ABRAHAM OLUWABUSAYOMI OLUWATOBILOBA** with matric. number **ND/23/MAC/PT/0718** of Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin, Held at GBEDU F.M. RADIO 100.1, PLOT 9, LINE B, TEACHERS ESTATE, LADEGBOYE, IKORODU, LAGOS STATE, NIGERIA as Part of the requirement of the course.

DEDICATION

This Technical report is dedicated to AlmightyEGOD, the Author of all Knowledge and it is equally dedicated my Parent (**MR. AND MRS. ABRAHAM**) and all my family members for their Spiritual, Moral and Financial Support throughout the period of this programme, wishing them long life and a healthy life (Amen).

ACKNOWLEDGEMENT

I acknowledge the Highest GOD for His power and mighty work of love in my life helping me through the years of my studies.

My sincere gratitude and appreciation to my Parent (**MR. AND MRS. ABRAHAM**) and all my other family for their moral and financial assistance at all times.

To all my lecturer goes this gratitude creating time to impact knowledge and making understand the importance of studying.

Finally, to my SIWES coordinator who has find time to help me out during the course of the programme.

PREFACE

The writing of this report was motivated by the experience gained during my SIWES attachment GBEDU F.M. RADIO 100.1, PLOT 9, LINE B, TEACHERS ESTATE, LADEGBOYE, IKORODU, LAGOS STATE, NIGERIA. This report is meant to be a guideline to every student.

The purpose of writing this report is to relate the various area which I participated during the Industrial Training Attachment in my place of work. It is indeed very encouraging that all students to get acquainted with what is been done in class, so as to be familiar with what is been done in the practical field.

Finally, This Industrial Training Attachment is required for every student because it tends to backup and build the students physically, morally and educationally for the task after graduation.

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CHAPTER ONE

1.0 INTRODUCTION

It has been widely spoken and dispersed in the society that Tertiary Institution graduates are not practically oriented rather theoretical oriented owing to this; it has affected them both on the labour market and the society at large.

As a result of this, the Industrial Training Fund (ITF) came into existence which was founded by decree 47 of 1971 constitution introduced the Student Industrial Work Experience Scheme (SIWES) in 1973. Since its inception, SIWES has a suitable program which has been paving way for student in higher institution of learning to have practical knowledge of what they have been taught in their various institution of learning. It has since then been one of the pre-requisite for the polytechnic.

1.1 MEANING OF SIWES

The Student's Individual Work Experience Scheme (SIWES) is a programme that is controlled by the industrial training fund(ITF) in conjunction with the university.

SIWES is designed to engage student in various degree programme in order to provide the student with adequate practical experience in various field of study and to expose them to working conditions.

This programme involves the ITF, students and industries. It's meant to bridge the gap between theory and practical work, sharpen student's skills and understanding of actual works processes and also provides an avenue to gain more knowledge

1.2 HISTORY OF SIWES

The early phase of science and technology in Nigeria was characterized by the theoretical lectures in polytechnic and universities which have proven to be an ill

method to teaching students in universities and polytechnic, graduate with little or no technical experience in the course of study.

All the same, students inability to contribute to the society happening, growth and development of the country, it was then SIWES was introduced to the industrial and education section.

SIWES is the acronym for Students Industrial Work Experience Scheme. SIWES was established in early stage, SIWES was found by ITF (Industrial Training Fund), it was difficult to continue for the economic stress, the responsibility was shared between industrial training funds federal government.

1.3 THE SCOPE AND THE IMPORTANCE OF SIWES

SIWES is created to expose to industrial based skills necessary for smooth transition from classroom to labour mandate.

It affords student of tertiary institution the opportunity to be familiar and expose to the needed experience in handling machinery equipment which are usually not available in the education institution.

Also it's an avenue for students in higher learning institute to acquire skill and experience in their various field of study that would prepare them for work after graduation.

The student industrial work experience scheme (SIWES) is a skill training programme design to expose and prepare student of mass communication for the Industrial work situation while they are likely to meet after graduation.

1.4 GENERAL OBJECTIVES OF SIWES

Objectives of the Students Industrial Work Experience Scheme include:

1. Provide an avenue for students to acquire industrial skills for experience during their course of study.
2. Expose students to work methods and techniques that may not be available during their course of study.

3. Bridging the gap between theory and practice by providing a platform to apply knowledge learnt in school to real work situations.
4. Enabling the easier and smoother transition from school by equipping students' with better contact for future work placement.
5. Introduce students to real work atmosphere so that they know what they would most likely meet once they graduate.

CHAPTER TWO

2.0 INTRODUCTION

Radio broadcasting is the broadcasting of audio (sound), sometimes with related metadata, by radio waves to radio receivers belonging to a public audience. Broadcasting by radio takes several forms. These include stations are:

- AM - Amplitude Modulation and
- FM - Frequency Modulation

2.1 BRIEF HISTORY OF GBEDU F.M. RADIO 100.1, IKORODU, LAGOS STATE, NIGERIA.

Gbedu FM Radio 100.1 is a local radio station based in Ikorodu, Lagos State, Nigeria. The station broadcasts on the FM 100.1 frequency and offers a mix of music, news, and community updates.

Gbedu FM Radio 100.1, Lagos, has an interesting history. The radio station began its test transmission in Ladegboye, Ikorodu, Lagos State, in February 2022. At its inception, the station's manager, Dayo Ajiteru, also known as 'Bishop Ori Radio,' emphasized that the station's primary focus would be on entertainment.

The name "Gbedu" is derived from the Yoruba language, symbolizing a musical instrument, which reflects the station's goal of providing entertainment to the teeming population of Ikorodu and its environs.

Before its official launch, Gbedu FM operated on social media, but with the issuance of its license, the station expanded its reach to the local community. Today, Gbedu FM Radio 100.1 aims to provide music, news, and community updates to its listeners.

You can tune in to Gbedu FM Radio 100.1 for the latest news, music, and updates on local events.

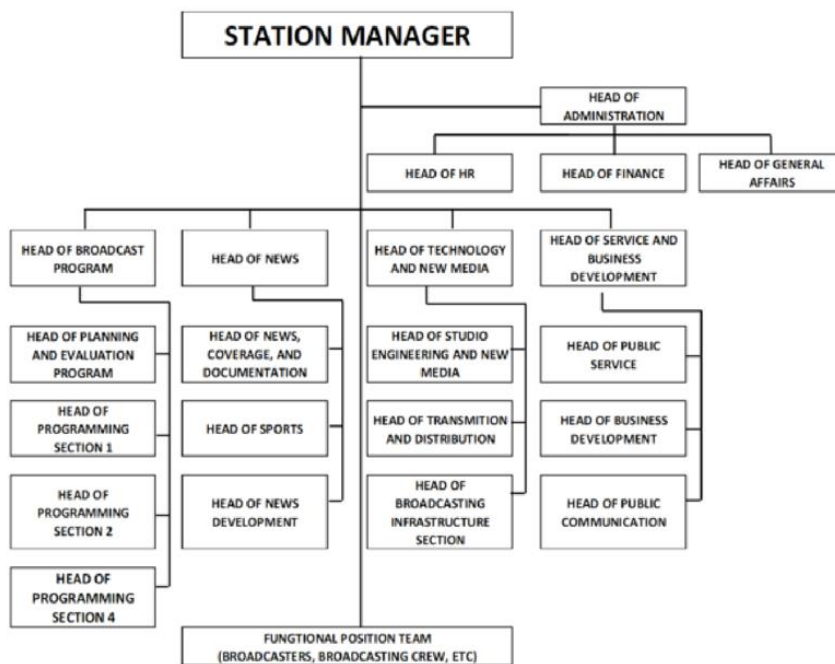
If you're interested in listening live, you can visit their website or tune in to FM 100.1. They also encourage listeners to engage with them through social media, sharing thoughts and feedback.

Here are some ways to get in touch with Gbedu FM Radio 100.1:

- *Email*: info@gbedu1001fm.com
- *Phone*: +123 701 794 3318
- *Website*: www.gbedu1001fm.com

2.2 ORGANOGRAM OF GBEDU F.M RADIO 100.1

The organizational structure is often referred to as organogram. The head of GBEDU F.M is the Station Manager. However, the Organizational structure is in this order.



2.3 DEPARTMENT IN GBEDU F.M RADIO 100.1

- *Programming Department*: Responsible for creating and scheduling programs, including music shows, news broadcasts, and community updates.
- *News Department*: Gathering and broadcasting news, as well as creating news programs and segments.

- ***Marketing and Sales Department***: Handles advertising, promotions, and sponsorships for the radio station.
- ***Technical Department***: Maintains the station's equipment and technical infrastructure, ensuring smooth broadcasting operations.
- ***Administration Department***: Oversees the day-to-day operations of the station, including human resources, finance, and management.

2.3 VISION STATEMENT

it's centered around keeping their listeners informed and entertained. They strive to be a trusted source of information and a platform for community engagement. Gbedu FM Radio 100.1 encourages listener interaction through social media, creating a sense of community among their audience..

2.4 MISSION STATEMENT

Gbedu FM Radio 100.1's mission is to provide entertainment, information, and education to the local community. They aim to be the go-to radio station for music, news, and community updates in Ikorodu, Lagos State, Nigeria.

As for their vision, it's centered around keeping their listeners informed and entertained. They strive to be a trusted source of information and a platform for community engagement ¹. Gbedu FM Radio 100.1 encourages listener interaction through social media, creating a sense of community among their audience

2.5 THE CORE VALUES

The core values venue round GBEDU F.M RADIO 100.1 in alphabetical order:

it's centered around keeping their listeners informed and entertained. They strive to be a trusted source of information and a platform for community engagement. Gbedu FM Radio 100.1 encourages listener interaction through social media, creating a sense of community among their audience.

CHAPTER THREE

3.0 INFORMATION ON RELEVANCE TRAINING EXPERIENCE NEWS AND CURRENT AFFAIRS

I started my SIWES programme at GBEDU F.M RADIO 100.1 where I was introducing to the entire management of the Radio station. In the news and current affairs department under the supervision. The news and current affairs department is where news is processed, produced and given to a newscaster to read to members of the public.

During my stay at GBEDU F.M, News Department, I was taught the production table which was divided into three i.e. one is used for editing news stories, the second table is used for language translation and the last one is used for arrangement of news bulletin.

CURRENT AFFAIRS

This is a genre of broadcast journalism where the emphasis is on detailed analysis and discussion of news stories that have recently occurred or ongoing at the time of broadcast the purpose of television current affairs programmes is to inform the public about issues and events.

REPORTORIAL

this is called correspondent and broadcast news analysis and inform the public about news and event happening internationally and locally, they report the news for newspaper, magazine, website, television and radio.

EDITORIAL

This is called Editing, which is more important to avoid mistakes. The primary objective of editing is to make a news story suitable for broadcast at such a popular online journalist. Every writer needs an editor so as to edit and edits better.

BROADCAST PROGRAMMING

Broadcast programming is the practice of organizing or ordering (scheduling) of broadcast media shows, typically the radio and the television, in a daily, weekly, monthly, quarterly, or season-long schedule.

Modern broadcasters use broadcast automation to regularly change the scheduling of their shows to build an audience for a new show, retain that audience, or compete with other broadcasters' shows. Most broadcast television shows are presented weekly in prime time or daily in other dayparts, though exceptions are not rare.

At a micro level, scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. Television scheduling strategies are employed to give shows the best possible chance of attracting and retaining an audience.

RADIO STUDIO EQUIPMENT

Audio Equipment

1. ***Microphones***: Convert sound waves into electrical signals. Common types include dynamic, condenser, and ribbon microphones.
2. ***Audio Mixers***: Combine and balance multiple audio signals, adjusting levels, tone, and other parameters.
3. ***Audio Processors***: Enhance or modify audio signals, such as compressors, limiters, and equalizers.
4. ***Audio Recorders***: Capture and store audio signals, such as digital recorders or software-based recorders.

Playback Equipment

1. ***CD Players***: Play back audio from compact discs.
2. ***Digital Audio Workstations (DAWs)***: Software-based systems for recording, editing, and playing back audio.

3. ***Media Players***: Play back audio from digital files, such as MP3 players or software-based players.

Monitoring Equipment

1. ***Studio Monitors***: Accurate speakers for listening to audio, helping engineers and DJs adjust audio levels and quality.
2. ***Headphones***: Used for monitoring audio in noisy environments or for private listening.

Transmission Equipment

1. ***Transmitters***: Send audio signals over the airwaves or through digital transmission systems.
2. ***Antennas***: Receive or transmit audio signals, often mounted on towers or rooftops.

Software and Computers

1. ***Radio Automation Software***: Manages audio playback, scheduling, and playout for radio stations.
2. ***Audio Editing Software***: Programs like Audacity, Adobe Audition, or Pro Tools, used for editing and post-production.

Other Equipment

1. ***Acoustic Treatment***: Materials and designs used to control sound reflections and reverberation in studios.
2. ***Cables and Connectors***: Various types of cables and connectors, such as XLR, TRS, and RCA, used to link equipment.

MARKETING AND ADVERTISEMENT IN A RADIO STATION

Marketing Strategies

1. ***Branding***: Developing a unique identity and image for the radio station.
2. ***Target Audience***: Identifying and understanding the demographics, needs, and preferences of the target audience.

3. ***Content Marketing***: Creating engaging and relevant content to attract and retain listeners.
4. ***Social Media Marketing***: Utilizing social media platforms to promote the radio station, engage with listeners, and build a community.
5. ***Event Marketing***: Hosting or participating in events, such as concerts, festivals, or charity functions, to promote the radio station and build brand awareness.

Advertising Strategies

1. ***On-Air Advertising***: Broadcasting commercials, sponsorships, and promotions during radio shows.
2. ***Digital Advertising***: Utilizing online platforms, such as websites, social media, and streaming services, to deliver targeted advertisements.
3. ***Sponsorships***: Partnering with businesses to sponsor specific shows, events, or segments.
4. ***Promotions***: Offering contests, giveaways, and other incentives to engage listeners and drive revenue.
5. ***Public Service Announcements (PSAs)***: Broadcasting messages that promote public awareness, education, or social causes.

Revenue Streams

1. ***Advertising Revenue***: Generating income from on-air and digital advertisements.
2. ***Sponsorships***: Securing funding from businesses to support specific shows, events, or segments.
3. ***Underwriting***: Partnering with businesses to support programming or events in exchange for promotional consideration.
4. ***Affiliate Marketing***: Earning commissions by promoting products or services from other companies.

5. *Licensing*: Licensing radio station content, such as music or podcasts, to other platforms or companies.

CHAPTER FOUR

4.0 EXPERIENCE GAINED TO STUDENT FIELD

- * Tutorial on methods of sourcing information for news writing and reporting include Practical Guideline on news writing and reporting with technics involved on casting the lead in news writing and reporting with individual practice.
- * Principles of news alignment and news editing with practical demonstration based on what we discussed.
- * Practical demonstration on news commentary and actuality and demonstration on news writing and reporting and news.
- * Group rehearsal for the production of music programme and final perfection and arrangement for the music programme.
- * Special bulletin programme and recording of a special programme called “The Weekend Show” with appraisal and evaluation and individual.
- * I was taught what is radio broadcasting is all about.
- * I was taught what news writing and reporting is all about with the roles in news writing, and More knowledge on how to gather news from Press releases, Press References and Captions is all about.
- * I was introduced to the meaning of round off in bulletin which is referred to the repetition of the headline at the end of the news story.
- * Also introduced into the meaning of news alignment which referred to the adjustment of the line of the news story.
- * Also taught on how to apply information communications technology to media broadcasting and I was shows and taught uses of some different studio equipment.
- * Also taught how to construct headlines, the difference between headlines and recap/round off.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 CONCLUSION

Even though there was a little hardship especially when the work of the organization is piled up on me and payment was very meager for transportation.

The SIWES program at the organization give me a wonderful and everlasting experience. The program is readily helped to bridge the gap between theoretical aspect and practical work in the industrial training.

5.1 RECOMMENDATION TO THE ORGANIZATION

Since the SIWES cannot be overemphasized in all aspects in the recent times, I therefore think it is standard enough for any student of Mass Communication to be giving opportunity after school in this organization to serve and possible employed if he/she deem it.

5.2 SUGGESTION FOR IMPROVEMENT OF THE SCHEME

Base on the experience and knowledge acquired at the course of the SIWES training, I hereby give the following recommendation base on my observations;

- Proper orientation should be given to the students by the Polytechnic before they go on SIWES.
- The placement letter should be given to students early enough so as to avoid attachment in irrelevant organization.
- Institution should ensure that students are attached at relevant establishment for effective training, experience and exposure.
- Government, ITF and the Institution should ensure that students do not pay any amount of money before accepted in any organization. This organization should be sensitized on the objective of SIWES training and the need why they should not collect money before accepting students.