



# **A TECHNICAL REPORT**

*ON*

**STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)**

*UNDERTAKEN AT*

**SOBI FM 101.9MHz**

**ILORIN, KWARA STATE**

*WRITTEN BY*

**LAWAL KAOSARA DAMILOLA**

**ND/23/MAC/PT/1025**

**SUBMITTED TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**INSTITUTE OF TECHNOLOGY**

**KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR**

**THE AWARD OF NATIONAL DIPLOMA (ND)**

**CERTIFICATE IN MASS COMMUNICATION**

## **DEDICATION**

This SIWES is dedication to almighty the giver of wisdom and knowledge and my lovely parent for their support to all the time and to my future partner for his support morally.

Also to my beloved father **MR. LAWAL** and my mother **MRS. LAWAL**, a great thanks to them because they are one in a million to me.

## **ACKNOWLEDGEMENT**

I owe a debt of gratitude to Almighty Allah who is in his infinite mercy has continued to be moving spirit behind my continued existence and achievements.

To my parent for their parental love and their support financially and spiritually my prayer is that you will live to reap the fruit of your labour.

I appreciate the priceless effort of all my lectures in the department, for their fatherly support I pray that you will all find favour in all you Endeavour.

My profound gratitude goes to all the entire staff of SObi fm 101.9Mhz, Ilorin for their effort and love. I appreciate having you around me; God will continue to bless you all.

## **PREFACE**

Student Industrial work Experience Scheme (SIWES) is a national policy which forms an integrated part of the programmed leading to the award of national diploma in mass communication.

The scheme lasted for three (3) month and it's aimed at getting student reads in their various courses to have the basic practical and technical knowledge required for their chosen carrier.

The objectives are to given an insight to the true picture of the operation and activities, carried out in their chosen profession to prepare them for task ahead.

The scheme is stipulated by the national board for technical education (NBTE) which is the body governing the entire polytechnic throughout the federation.

## **TABLE OF CONTENT**

Title page	i
Dedication	ii
Acknowledgement	iii
Preface	iv
Table of content	v
Chapter One	
<b>BACKGROUND OF SIWES</b>	
1.1 Introduction	1
1.2 Purpose of SIWES	1
1.3 Objective of SIWES	1
Chapter Two	
<b>HISTORICAL BACKGROUND OF THE ORGANIZATION</b>	
2.1 Introduction	3
2.2 The Organization chart	4
Chapter Three	
<b>DUTY CONTINUITY ANNOUNCER</b>	
3.1 Introduction	5
3.2 Function of Duty Continuity Announcer	6
3.3 Definition of terms	7
3.4 Reason why Nigerian Broadcasting Corporation (NBC)	8

## Chapter Four

### **RADIO PRODUCER**

4.1 Introduction 9

4.2. Quality of Radio Producer 9

## Chapter Five

5.1 Recommendation 12

5.2 Conclusion 12

## **CHAPTER ONE**

### **BACKGROUND OF SIWES**

#### **1.1 INTRODUCTION**

SIWES refers to Student Industrial Work Experience Scheme. It was introduced by the federal government of Nigeria, in the accepted skills program which form part of approved minimum academics standard in the various degree program for all the Nigeria tertiary institutions. It is an effort to bridge gap existing between theory and practice of engineering and technology, science, agriculture, medical management and other educational programs.

It is aimed at exposing students to machine and equipment, professional working methods and ways of safe guarding the working areas and workers in industries and other organizations. It is founded by federal government of Nigeria and jointly co-ordinate by the Industrial Training Fund (I.T.F.) and National Universities Commission (N.U.C.).

#### **1.2 PURPOSE OF SIWES**

SIWES was purposely introduced in order to make student acquires more knowledge about methods of some professional works and to exposed them to the use of some equipment in the program and also help the student on how to get up and safeguard their own industry and organization in future.

#### **1.3 OBJECTIVE OF SIWES**

Specifically, the objectives of the Student Industrial Work Experience Scheme are:

- It enables students to be self dependant not in theoretical aspect but also on practical aspect in the field of study.
- SIWES program prepare students for the work situation they are likely to meet after graduating from school.
- It exposes the students to some equipment which are not available in school.
- It also helps to know the general precaution, rules and regulation of an establishment.



## **CHAPTER TWO**

### **HISTORICAL BACKGROUND OF THE ORGANIZATION**

#### **2.1 INTRODUCTION**

Sobi 101.9 FM Ilorin is an indigenous radio station, based in Ilorin, Sobi FM, Wali-SUM House, Sobi Hill, Off Shao Road, Sobi Ilorin, the capital city of Kwara State, in the North Central region of Nigeria.

The founder of Sobi FM, Lukman Akanbi Olayiwola Mustapha is a Nigerian politician and banker.

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, Fulfude, Nupe and Batonu). We are the only radio station doing that in our geopolitical region.

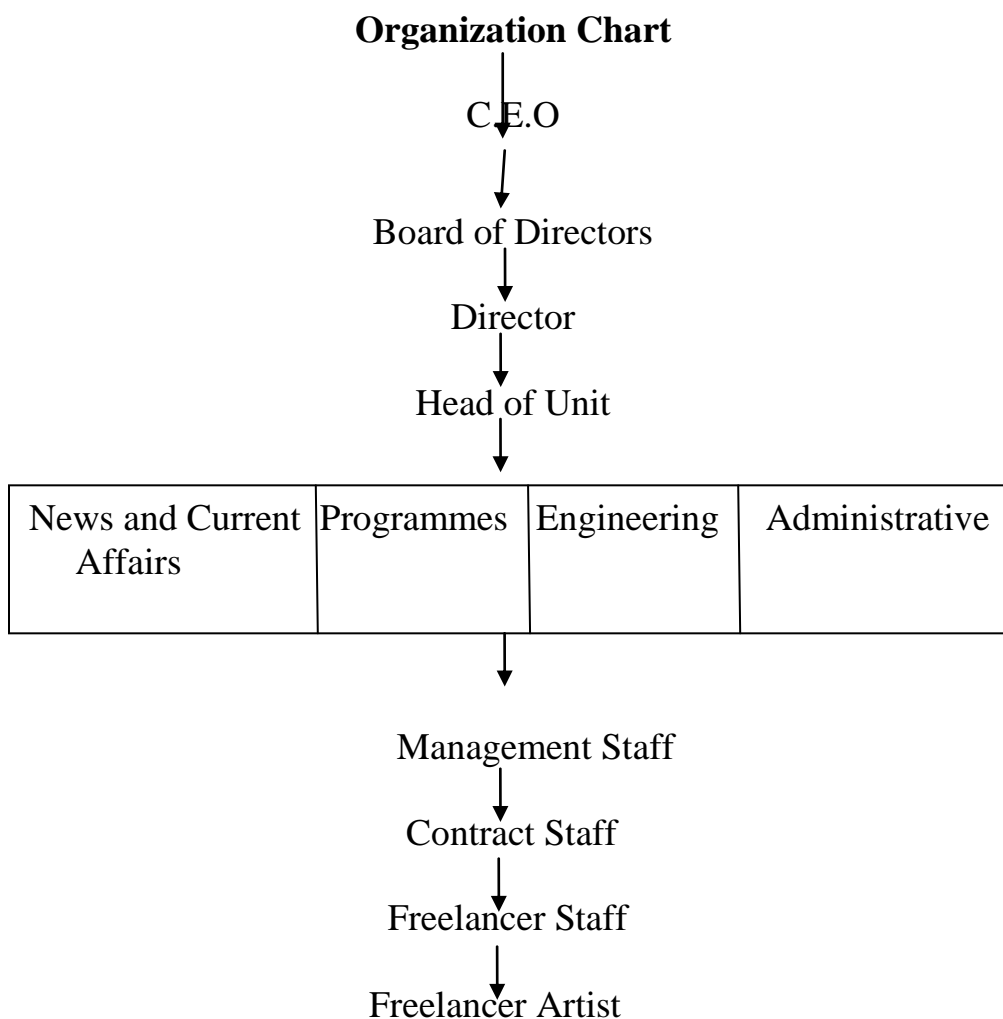
We have the most popular Sports programs – Sports Base and Sports Vibes (English); Lori Papa, L’agbo Soccer and Şe ó lè S’otẹ (Yoruba) among other flagship sociopolitical programs, like Ọrò-Ìlú (Multilingual); Perspectives, Home

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

## 2.3 THE ORGANIZATION CHART

The organization of the Sobi FM Ilorin, Kwara State.



## **CHAPTER THREE**

### **Duty Continuity Announcer**

#### **3.1 INTRODUCTION**

Today, nearly all of broadcasting station in our society largely depends on the continuity announcers for meeting the taste and satisfaction of their audience in every and cranny of the world.

Moreover, as the blood is important in the body so is continuity announcer is essential to broadcasting stations. In fact, this contribute to the distinct success of broadcasting station cannot be underrated. This is because a lot of benefits can be achieved through well planned continuity.

E.E, Writing (1967), Announcer is a person who put together an effective programme tail or promo materials information supplied by the producer of the programme”.

Going through the definition given above, we can deduce that a continuity announcer is the brain behind various effective programmes made available by a broadcasting stations for the enjoyment of it’s listener.

Another definition is that of Aspiral, Richard, Radio programme production. A manual for training puns: UNESCO 1973. He said a continuity announcer is “an anchorman who is responsible for linking of various items, materials and programmes of a broadcasting station”.

Announcer is one that announces, especially a person who introduces programs, reads announcements, or provides commentary on television or radio.

Some announcers work in television production, radio or filmmaking, usually providing narrations, news updates, station identification, or an introduction of a product in television commercials or a guest on a talk show.

Announcers usually are voice actors that read prepared scripts, but in some cases, they have to ad-lib commentary on the air when presenting news, sports, weather, time, and television commercials.

Announcers perform a variety of tasks including but not limited to presenting news, sports, weather, traffic, and music. Other duties include interviewing guests, making public appearances at promotional events, announcing station programming information.

A continuity announcer is a broadcaster whose voice (and, in some cases, face) appears between radio or television programmes to give programme information. Continuity announcers.

### **3.2 Function of Duty Continuity Announcer**

- They may read out information about the previous programme, for example who presented and produced it, relay information or merchandise relating to the show.
- They provide details of organizations who may offer support in relation to a storyline or issue raised in the programme.

- Continuity announcers may also play music during intervals and give details of programmes later in the day.
- If there is a breakdown, they make any necessary announcements and often play music for its duration.
- tell viewers and listeners which channel they are watching or listening to at the moment (or which station they are tuned to), what they are about to see (or hear), and what they could be watching (or listening to)

### 3.3 Definition of Terms

- **The Cubicle:** The cubicle is also refers to as the continuity or presentation studio. It is a small room announcement, commercial script, news brief e. t. c. are read during transmission.
- **D.C.A:** Duty Continuity Announcer.
- **Dead Air:** A period during normal transmission when nothing is being broadcast.
- **Format:** This is the arrangement of programme materials in a established.
- **Continuity:** The orderly presentation of broadcasting materials which includes identification of station and giving live check.
- **Running Order:** A routine guide, in sequential order of programme transmission.
- **Log:** This is a book for recording various programmes schedules for daily transmission as they are play one after the order

- **Broadcast Media:** -This covers a wide spectrum of different communication methods such as television and radio.
- **Broadcasting:** – Broadcasting is the distribution of audio and video content to a disposed audience via any audio or visual means.

### **3.4 Reason why Nigerian Broadcasting Corporation (NBC)**

The Nigerian Broadcasting Corporation, the government parastatal responsible for regulating the broadcast industry. Established on August 24, 1992, the NBC derives its powers from Act 38 of 1992 and Act 55 of 1999 as amended. Banned songs include that containing vulgar lyrics, obscene scenes and violence one particular instance.

## **CHAPTER FOUR**

### **PRODUCER**

#### **4.1 INTRODUCTION**

A radio producer has a key role in creating the content of a radio show, but is not usually involved in presenting. The producer brings together all the different contributions needed for a show, ensuring that the broadcast is of a suitably high quality and compliant with any applicable broadcasting regulations. Radio producers work across many different types of programming, both music and speech-based, and station size, making it a very varied job.

#### **4.2 QUALITY OF RADIO PRODUCER**

- **Understanding Audiences:** Radio producers need to have a good understanding of the typical listener profile of their station's audience. Each station is unique and has a certain style that informs programming. Good producers create content and program ideas that reflect the ethos of the station and meet the needs of the listener. In commercial radio, more listeners means the station can sell more advertising and create more value for the company.

- **Good Creativity and Research Skills:** Good producers must come up with a constant stream of creative ideas for different slots in the schedule and that will suit different presenter styles and personalities. They must also have the necessary research skills to source all the required information that will go into a program, whether that is ability to access music libraries, or ability to find, evaluate and present the more in-depth research associated with feature production or other talk-based programming. A complete understanding of any legal rights and obligations is also necessary so all programs are compliant with any applicable media laws.
- **Good Technical Skills:** The skills to plan, communicate and co-ordinate the different contributions required to present a final program, on time and within budget, are vital to being a good radio producer, as is great attention to detail. The ability to write compelling scripts and operate a range of digital recording devices that will capture audio material is essential. Familiarity with editing software is vital in piecing together contributions from many different sources and producing a master file for broadcast. Producers also need to be familiar with the many technical specifications of different studio environments as much programming is broadcast live.
- **Good People Skills:** Radio is an industry that thrives on good personal relationships. Along with everything else, a good radio producer will be a good people person. She will be able to build rapport and trust with people



from all backgrounds, from the humblest public contributor to the biggest presenting star. Being a good radio producer is all about pulling a good team together.

- **Career Entry Routes:** There are plenty of good college and university courses in radio production that will prepare you for employment, but there's also no substitute for experience. Many radio professionals began their working life volunteering in community or hospital radio stations. These are an invaluable training ground for new talent, which taken with a level of formal tuition should prepare anyone for a long and productive career.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 CONCLUSION**

It can be concluded and understand that the effort of Industrial Training Found (ITF) for organizing the SIWES programme for all science student in all tertiary institution to undergo as part of our academic programme is commendable.

This is because through this programme I was able to see how working situation looks like and how different kind of work are being handled which is the one of the aim and objective of the ITF for organizing this programme.

Also I had enough exposure and experience on different types of new and how to write report.

#### **5.2 RECOMMENDATION**

I am using this medium to recommend that the SIWES programme should not b e stop because of it benefit to the student. School authorities should also try to be paying student their allowances so as to ease their burden and encourage them

