

A REPORT ON
STUDENTS INDUSTRIES WORK EXPERIENCE SCHEME [SIWES]

UNDERTAKEN AT



NATIONAL MOONLIGHT NEWSPAPER

**ALIMI CLOSE, OFF AHMAN PATEGI ROAD,
GRA, ILORIN, KWARA STATE**

BY

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SUBMITTED TO

**THE DEPARTMENT OF MASS COMMUNICATION,
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DEDICATION

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

ACKNOWLEDGEMENT

My acknowledgement goes to Almighty God, my parent, my friends, Kwara state polytechnic, Ilorin and my supervisor at NATIONAL MOONLIGHT NEWSPAPER.

REPORT OVERVIEW

This is an industrial attachment report for the student's industrial work experience (SIWES) programme carried out at National Moonlight Newspaper Alimi Close, Off AhmanPategi Road, Gra, Ilorin, Kwara State. The report comprises the background of SIWES, the description of the organization, its aims and objectives, the experience gained as an industrial training student and the summary, conclusion and recommendations.

It has a total of 5 chapters with sub-chapter. 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

Student Industrial Work Experience Scheme is a programme designed by many tertiary institutions to accustom students with the practical knowledge of their profession. It enhances the knowledge of students by giving the student an opportunity to witness practically what has been taught theoretically in the class. It also helps the student to acquire current knowledge of what the field is all about, getting familiar with newly invented technologies. The future aspect of it is the foreknowledge of what should be expected when he/she begins to practice the profession. The SIWES programme is very significant, going to the field brings to sight whose visualized machine part, tools etc. It makes real the processes involved in repair of various parts, maintenance and a lot more.

Also, it provides the students an opportunity to learn inter and intra-personal relationship, office organization and administration, identification of equipment and as well inculcate working discipline in students among other opportunities. This report encompasses some of the experience I was able to acquire in my period of attachment.

1.2 BACKGROUND OF SIWES

The programme (SIWES) came to existence through establishment of the Industrial Training Fund (ITF) under degree 47 of 1971 in bid to boost professionalism in the construction industry. The fund in its policy statement No. 1 published in 1973 inserted a clause dealing with the issue of practical skill. The fund will seek to look out co-operative machinery with industry, where students in institutions of higher learning may rewrite industrial training or mid-career attachment by contribution to the allowance payable to the students.

SIWES is therefore a skill training programme designed to expose and prepare students of the universities, polytechnics and colleges of education to practical work on site, this scheme is for students of engineering and technology including environmental, technical and business studies. Of recent, students in the medical field are also made to undertake this programme for higher learning in Nigeria.

However, in 1979, ITF withdrew the funding enjoyed by polytechnics and colleges of education, technical and went ahead to notify all universities that it would withdraw the funding of SIWES as from January 1980. In view of this, the National University Commission took up the responsibility of funding the programme for engineering and technology students in Nigeria Universities, while the National Board for Technical

Education (NBTE) assumed financial responsibilities for the programmes in the Polytechnics and Colleges of Education.

The administration of the programme was still a Herculean task and was not without a myriad of operational problem so the Federal Government agreed on the funding of the scheme in 1985. In 1985, ITF assumed the administration of SIWES programme and these are some of the parastatals of government that are involved in the management of SIWES programme; the Federal Government, Industrial Training Fund (ITF), institutions of higher learning, employers of students and coordinating agencies, the National University Commission (NUC), the National Board of Technical Education (NBTE) and the National Council for Colleges of Education (NCCE).

1.3 OBJECTIVES OF SIWES

- i. To bridge the identified gap in the practice of engineering and technology in tertiary institution.
- ii. Prepare an avenue for students in institution of higher learning to acquire industrial skills and experience in their course of study.
- iii. Prepare students for post-graduation work situation
- iv. Expose students to work method and techniques in handling equipment and machinery that may not be available in educational institution.
- v. Provide opportunity for student to apply their knowledge in real work situations thereby bridging the gap between theory and practice.

CHAPTER TWO

DISCRIPTION OF ESTABLISHMENT OF ATTACHMENT

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT.

National Moonlight Newspaper was established on 14th of March 2014, founded by Alhaji Sulyman Toyin Olokoba as Publisher/Editor-In-Chief. According to the edict, it shall be the duty of the corporation to disseminate the knowledge and to encourage interests in the state and to give guidance to the public upon any matter of public interest. By this singular directive and as spelt out in succeeding paragraphs of the edict, the corporation was to publish newspapers and periodicals, carryout all the function common to a newspaper organization, including the promotion, the encouragement and the stimulation in the study of journalism. One other thing the edict directed the corporation to do, which makes it clearly too similar in other states of the federation, was that it shall encourage, by competing or otherwise the composition of music and literature of all kinds and, alongside shall maintain depots for distribution of periods on the literature books.

Several years of experience had shown the need, the status to organize some form of publicity for its work and progress and it had become clear, for go to corporation was established, that no other could care for the business of spreading information and education in the state better than the state itself indeed, experience has shown that a great deal Is of the work of development, which had been carried out in the state and according to the tastes ,dictates and desires of the people, had been treated like a candle put under the bushel would give publicity to the art and culture of the people of Kwara state, and according to the edict, carry report of outstanding and general interest as well as informed criticism and features.

Saliu, suggesting that the standard of the maiden issues was maintained the newspaper would in no time establish itself as a leader among others. The effort continues to be made and the state and management of the corporations have accepted the challenges in cheerful sprits which will people the establishment towards the ideal.

The brief story of the National Moonlight word on marble of course, be incomplete without mentioning on the platform of the noble man who sees reasons to establish a concrete and unbiased print house which serves the interest of the masses.

NOTE: The newspaper generally known as free tabloid, for this reason, it represents the interest of the masses and it now located at Alimi Close, offAhmanPategi Road, GRA, Ilorin, Kwara State, Nigeria as at (2021).

2.2 OBJECTIVES AND CORE VALUES OF THE ESTABLISHMENT

The core value of the newspapers' establishment is to give the news impartially, without fear or favor (Adolph Ochs, 1858-1935).

The objectives and core values of the National Moonlight is as follows:

Impartiality means reporting, editing, and delivering the news honestly, fairly, objectively and without personal opinion or bias.

Credibility is the greatest asset of any news medium, and impartiality is the greatest source of credibility.

To provide the most complete report, a news organization must not just cover the news, but uncover it. It must follow the story wherever it leads, regardless of any preconceived ideas on what might be most newsworthy.

The pursuit of truth is a noble goal of journalism. But the truth is not always apparent or known immediately. Journalists' role is therefore not to determine what they believe at that time to be the truth and reveal only that to their readers, but rather to report as completely and impartially as possible all verifiable facts so that readers can, based on their own knowledge and experience, determine what they believe to be the truth.

When a newspaper delivers both news and opinions, the impartiality and credibility of the news organization can be questioned. To minimize this as much as possible there needs to be a sharp and clear distinction between news and opinion, both to those providing and consuming the news.

2.3 FUNCTIONS OF THE ESTABLISHMENT

The following are functions of the establishment:

1. To Present Information:

The chief and fundamental function of a newspaper is to provide information, guidance, help and entertainment to the general public. Newspapers make the common man aware of the happening of an event, even all around the world as an information. We know detail of any event through the Press, e.g.,

Hindu-Muslim riots in India, apartheid in South Africa, Communism degeneration in Russia, war between Arabs and Israel in Middle East, sports of Barcelona, Amsterdam or London, etc.

2. To give Comments on Daily Happenings:

In twenty-four hours, circumstances change in a short while and events happen every second after second. Newspapers present not only news regarding an event but views also. For that purpose, a special page is used in the form of editorial, column and feature. In these pages, newspaper presents views about a news but this doesn't mean that newspaper agrees with their point of view. In this connection, only the editorial carries the responsibility of the newspaper as it also shows the policy of the newspaper.

3. To Form Public Opinion:

Public opinion grows out of the great variety and diversity of the opinions, views, beliefs and prejudices of individuals or citizens of a state, when they think and want to do something in common. Lord Bryce it thus: Public opinion is “the aggregate of the views men holds regarding matter that effect or interest the community.” Newspaper is the most important agency for influencing and expressing public opinion. Newspapers in public opinion by their editorials, news and method of presenting them, and by their views and comments on the news. Newspaper can easily mislead public opinion simply by suppressing or omitting certain kinds of news and by emphasizing others or by presenting the facts in a distorted and unfair manner. Press must be honest, impartial and accurate as great responsibilities lie upon her shoulders.

4. Platform for People Discussion:

Newspapers form the public opinion, on the other hand, provide a comprehensive platform for people discussion. Newspaper is an open invitation to all to unite for or against any problem, event or policy. Hence, by providing such facility, newspaper enables the society to see the lighter and darker part of the picture.

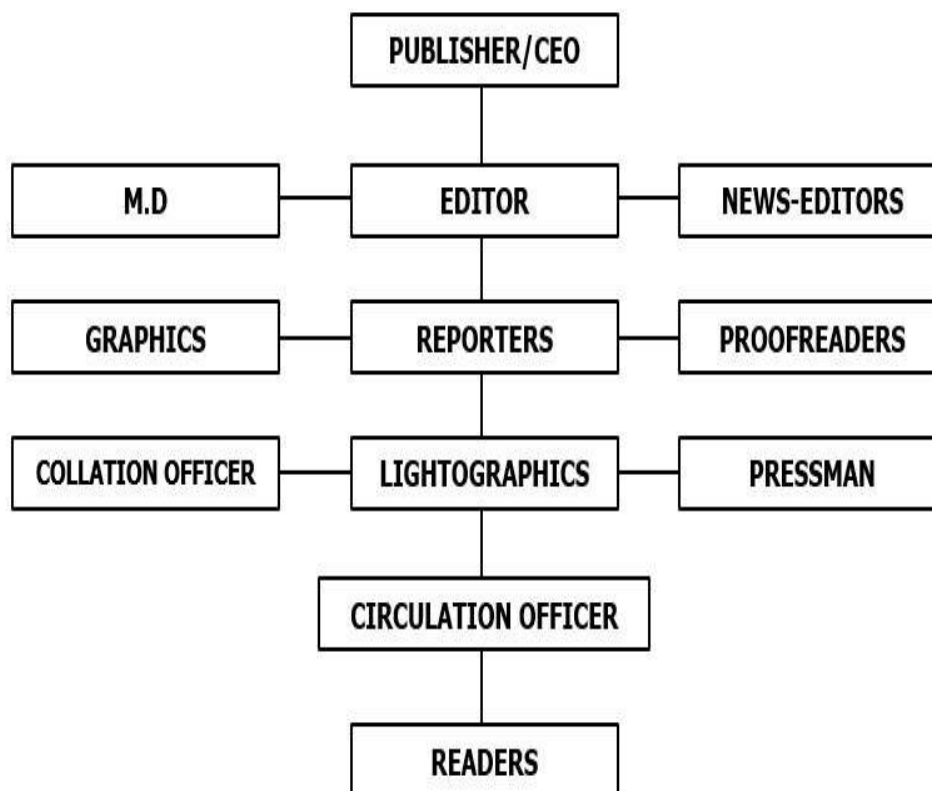
5. Truth and Reality:

Newspapers have to produce news-cause or any kind of information based on truth and reality as the foremost function of newspaper is to bring out truth and reality before the people. By inducing these universals, newspaper has solved many tangible problems.

6. Spokesman of Society:

Apart from other functions, newspaper plays a positive role to promote the thoughts, customs and traditions of the society. But it does not impartiality. She has to promote only the good and the most additions of the society, which really needs wide projection for the progress and prosperity.

2.4 ORGANIZATIONAL STRUCTURE OF ESTABLISHMENT



OTHERS: Secretary | Accountant | Receptionist | Drivers | Cleaners | Gateman

2.5 THE VARIOUS DEPARTMENTS AND UNITS

2.5.1 EDITORIAL DEPARTMENT

The editorial department forms the backbone of any newspaper organization. As the name implies, this department is the one responsible for content creation in any newspaper establishment. The main responsibilities of this department is the gathering of news, selecting which news and features get to be published in the paper, editing the news and features that

have been selected for publication and then laying them out for print. Following chart represents the hierarchy of the department followed by a brief description of the functions performed by various members.

Publisher: The publisher is responsible for all of the operations of the newspaper, both editorial and business. The main job of the publisher is to see that the newspaper remains financially healthy.

Editor: The editor is responsible for all of the editorial content of the newspaper and for the budgets and money spent by the editorial side of the newspaper. Often in smaller papers, the publisher and editor is the same person.

Editorial Page Editor: The editorial page editor is responsible for the editorial page and the "op-ed" page of the newspaper. These pages are where the newspaper's editorials are printed as well as letters to the editor, columns by syndicated columnists and guest columns by local people.

Managing Editor: This is the person who is in charge of the day-to-day production of the newspaper.

City Editor: The city editor -sometimes called the metro editor -is in charge of the news coverage of the area in which the newspaper is located. The city editor usually has the largest number of reporters and assigns tasks to most of the local news reporters.

News Reporter: A news reporter gathers information about news stories in the local area. There are generally two kinds of reporters: i) a beat reporter, and ii) a general assignment reporter.

A Beat Reporter: covers the same subject or location all the time. The subject is generally of interest to the reporter. Various beats include legal reporting, parliamentary reporting, political reporting, etc. A general assignment reporter, on the other hand, covers any story assigned by the city editor or assistant city editor.

Chief Copy Editor: The chief copy editor is in charge of the newspaper's copydesk. The people on the copydesk read news stories (and sometimes stories from other sections) to make sure they are written according to the newspaper's standards. The chief copy editor makes decisions about the copy and is in charge of the desk.

Copy Editor: A copy editor is specially trained to read the stories that others have written and make sure they conform with the rules of grammar and style. A copy editor also writes headlines and performs other duties that help produce the newspaper every day.

Photo Editor: A photo editor is not a photographer, although it is often the case that the photo editor is a former photographer. This editor assigns photographers and helps select the photos that the newspaper prints.

Graphics Editor: The graphics editor is the head of the graphics department, sometimes called the "art department." This editor is in charge of all of the graphics and illustrations produced for the newspaper.

Graphics Reporter: A graphics reporter researches and designs informational graphics that support news stories the paper. A graphics reporter is an expert in graphic forms and also must be able to local information that can be used to build graphics.

2.5.2 ADVERTISEMENT DEPARTMENT

As an integral mass media vehicle, newspapers are vehicles of advertising meant to appeal to their readers. As such, the advertising department is the one which is critical because it gets in the revenue necessary to sustain the newspaper. Getting in revenue through advertising for the newspaper happens through various means. There can be several sections in this department one to look after local advertising, one for ads, one for general / national advertising, one for legal advertising and yet another one for preparing copy and so on. For example, there is a complete sales team in place, whose job it is to push the newspaper as an advertising vehicle of choice to advertising and media buying agencies acting on behalf of clients, as well as clients.

The Advertising department will accept and process orders from advertisers, to book space in the newspapers, as well as create ads, give agencies statistics and information about the circulation and readership of the newspaper as well, as well as work with the editorial teams to create space, the department carries out a number of functions, including accepting and processing orders from advertisers, creating advertisements, providing media information to advertisers and advertising agencies, helping businesses develop advertising plans and working with editorial teams to develop features that will attract advertisers or help clients place their products with a coordinated editorial write up.

2.5.3CIRCULATION DEPARTMENT

The circulation department takes care of everything after the newspaper is printed. This includes delivering the publication to homes through their own or third-party carriers, to the post to be mailed into homes, as well as to newsstands, vending machines, and other places it's circulated.

It is usually headed by a major executive, the circulation manager, since the newspaper ultimately stands or falls on the basis of the number of steady readers that can be enrolled.

The circulation manager may have any or all of the following subdivisions under his supervision:

- a) City Circulation:** It involves the maintenance of circulation records for the city of publication; the recruitment, supervision and reimbursement of carrier boys; the supervision of district men who oversee circulation by subdivisions of the city, taking responsibility for moving papers to the news-stands, relations with news-stand operators, etc.
- b) Area Circulation:** Responsibilities here include getting papers destined for the surrounding area into the mail and operation of a of tempos/taxis to carry the papers into surrounding areas where mail service is not rapid enough. The circulation manager is also in charge of moving the papers into the appropriate distribution channels as they move into the mailing room from the press room.
- c) Sales Promotion:** It involves the direction of an to keep records, notifying subscribers when their subscriptions need renewing, the handling of complaints, new subscriptions and renewals over the counter, by mail, etc.

Promotion is essentially the "public relations" department of the newspaper. Where a separate promotion department exists, it usually is responsible for initiating promotion policies, subject to the approval of the publisher, and usually coordinates the promotional activities of other departments.

2.5.4PRINTING/PRODUCTION DEPARTMENT

This is another department in a newspaper establishment whose name simply tells people the job that they perform. This department is responsible for the printing of the newspapers. The department is in charge of everything that has to do with the production and printing of the papers, which includes, transforming journalists' stories into type and maintaining the printing machines.

2.5.5ADMINISTRATIVE DEPARTMENT

This department is responsible for the general administration of the entire establishment. The department is in charge of certain very important duties such as planning, organizing and sta. Thus, the department basically looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department the administrative department also handles the work pertaining to legal matters. Otherwise there is a separate department for the legal aspects.

2.5.6STORES DEPARTMENT

This is a department that has one sole responsibility which is to properly store newsprint and all the raw materials used for printing. They also store all other materials that are used in the establishment.

2.5.7INFORMATION TECHNOLOGY DEPARTMENT

This department is in charge of protecting, maintaining, and improving the technical equipment associated with running a media outlet. Engineers/technicians spend some of their time on preventive maintenance and trying to keep equipment from breaking and much more of their time equipment that has already broken. This last job is especially important, considering that the high cost of new technology makes it to replace equipment. Like the production/printing department, this department is not a part of the news department but still plays an important part in the newscast.

This department is mostly headed by the Chief Engineer. He/she is responsible for all operations and maintenance that has to do with any and all engineering equipment used throughout the organization. Chief engineer has to manage and maintain complex integrated systems with minimum supervision and maintain and repair of all technical equipment in the organization. This position requires the ability to troubleshoot, diagnose and handle the tools necessary to repair newsroom equipment and present information and respond to question from managers, clients, customers and public. A solid working knowledge of the latest gadgets, computers, hardware, parts and related software with practical knowledge of electrical, plumbing and basic construction techniques is helpful. Chief Engineer presides over ground-keeping technician.

CHAPTER THREE

ACTUAL WORKDONE WITH EXPERIENCE GAINED

During my Students Industrial Working Experience Scheme (SIWES) at the National Moonlight Newspaper, we were able to learn and gain a lot of industrial and organizational experience as goes:

3.1 GATHERING OF NEWS

Recognize the most commonly used methods of gathering news.

The four most commonly used methods in news gathering used by journalists are observation, telephone conversations, research and interviews.

3.1.1OBSERVATION

Observation consists of your actually seeing an event take place and then reporting what you have seen in the form of a news story. The difference between a good story and a poor one is often in the skill of the observer. Skilled observers use their eyes, ears, mind, notebooks and tape recorders. They make sure they get the concrete facts, specifically figures and accurate information. They look for the colorful, the dramatic or the unusual in any situation.

Skilled observers always try to get more information than they actually need. They know it is easier to discard excess material than to retrace their steps after the story is cold. Developing your powers of observation can come only through experience. You cannot become a skilled observer by simply reading a book. The key to becoming a good observer is to look for more than you see on the surface.

3.1.2TELEPHONE CONVERSATIONS

The telephone plays an important role in your daily work as a journalist. It saves you time, legwork and it often enables you to reach people who are ordinarily too busy to see you in person.

Telephone conversations may range from full-scale interviews to brief queries to verify or amplify information. But regardless of how often you use this method of news gathering, you should keep the following points in mind:

Know what information you want before you dial. Keep your pencil and paper handy.

Do not call someone and then ask that person to wait while you look for writing materials.

Speak politely indistinct, well-modulated tones.

Be cheerful and businesslike.

Make sure you get your facts straight. Ask the other person to repeat figures or spell out names.

Avoid three-way conversations among yourself, the person on the telephone and somebody else in your office.

Recheck your information by reading it back to the person who has given it to you.

Record the conversation using a "telephone pick-up" (a device that attaches to the telephone receiver and plugs into the microphone jack of the cassette tape recorder). Be sure to inform the person on the other end that you are recording the conversation for note-taking purposes only.

Do not discuss classified information.

Although a telephone is a very useful instrument, remember it is not the only, and not necessarily the best, method of gathering news. It should supplement, but not replace, all other methods. Whenever it is proper and convenient, use the telephone, but do not be afraid to engage in a little legwork

3.1.3 RESEARCH

Research is nothing more than digging out information from files and reference works. Research is used to verify or amplify facts in news stories and to give depth to feature stories and magazine articles. Very few Navy public affairs offices have adequate reference libraries. To do any extensive research, learn to use the facilities of the nearest Navy, public or college library. Here you can find the necessary books, encyclopedias, almanacs, magazines, atlases, directories, indexes and similar References. The Naval Historical Center (OP-09BH), Washington, D.C., is a good source of additional information about the Navy.

3.2 GRANTING OF INTERVIEW

About 90 percent of everything in a news story is based on some form of interviewing - either in person, by telephone or occasionally by correspondence.

As a Navy journalist in search of information, you must learn who to get information from and how to record facts. You must learn techniques for handling different kinds of people - how to draw some out, how to keep others on the topic and how to evaluate the motives or honesty of others. In short, you must learn how to get along with people and how to treat them with tact and understanding while still accomplishing your purpose.

3.2.1 TYPES OF INTERVIEWS

Casual Interview: An accidental encounter between a journalist and a news source on the street or at a social gathering can often result in a tip that arouses the curiosity of a writer. A major news story may be the result after you do some digging.

Personality Interview: In the personality interview an effort is made to let the reader see the appearance, mannerisms, background and even the character of the subject.

Symposium Interview: From time to time, news developments of current interest require a journalist or a team of journalists to seek information not from one or two sources but from a dozen, or perhaps a hundred or more.

News Conference: In recent years, an increasingly popular phenomenon of journalism has developed - the news conference. By presenting news conferences "live" on television, some presidents raised them to one of the most potent forces in the public exchange of opinion between the people and their government.

3.3 WRITING OF NEWS

The following are procedures on how to write and make a good news story:

1) CHOOSE A RECENT, NEWSWORTHY EVENT OR TOPIC

There are a few points that we need to discuss when it comes to this step. The first of which is, of course, knowing when something is newsworthy and when something is not.

A newsworthy story is anything happening in your community that might interest readers. It should be unique, active, and impactful.

Second, we need to talk about recent events. It doesn't do a newspaper any good to cover an event that happened a week ago. The community has already moved on. They're talking about something else. You need to focus on the here and now, especially if you're writing a news story. What stories can you break to the public before anyone else has the chance? Remember, you aren't writing a feature story. You need to do something that's happening now.

And, finally, we need to touch on the idea of "locality". If you're writing for a small, community newspaper, you need to focus your coverage on that community. Of course, you can touch on countrywide or worldwide events, but those stories need to take a backseat to what's going on in your area. If you cover statewide news, the same situation applies. You should only be covering worldwide events if they have an impact on your particular audience.

2. CONDUCT TIMELY, IN-PERSON INTERVIEWS WITH WITNESSES

The hardest part about writing a news story is getting interviews with the right people. If there was a robbery at a local grocery store, you'd need to talk to the store manager and, if possible, the cashier or employee involved. You should not ask a family that shops at the store frequently (unless they were witnesses) or a random community member. These interviews are copouts; gimmicks that keeps you from asking for hard answers from key witnesses. And, as always, these interviews need to happen as soon as possible (all the while giving the interviewees time to deal with the problem/event that faces them).

3. ESTABLISH THE "FOUR MAIN Ws"

Within your first paragraph, you need to establish the “who”, “what”, “when”, and “where” of your piece. The “why” and “how” can wait until the following paragraphs. Remember, a journalism piece should look like a pyramid. The most important information goes at the top. The rest is spread throughout the remaining column space.

4. CONSTRUCT YOUR PIECE

Now that you have the materials that you need to continue, start putting your piece together. Start with the necessary information, and let the rest trickle down. You’ll start to get a feeling for this process as you continue to write journalistically.

5. INSERT QUOTATIONS

Some writers choose to add quotations as they write. Others decide to add their quotations at specific points in the story, after it’s already been developed. Either way, place your quotes and be sure to identify key people in the story by their full name, occupation, and age.

6. RESEARCH ADDITIONAL FACTS AND FIGURES

When your story is nearly done, utilize Google and find additional interesting facts and figures that will make your piece stand out from the pack. Remember, you will nearly always be competing with another news source, and you’ll both be trying to feed your information to the same audience. Add that extra touch. You’re going to need it.

7. READ YOUR ARTICLE OUT LOUD BEFORE PUBLICATION

I always suggest that writers read their articles out loud before submitting to their professor or editor. It helps with sentence structure, phrasing, and the overall flow of your story.

CHAPTER FOUR

ACTUAL WORKDONE WITH EXPERIENCE GAINED (Cont'd)

4.1 COVERING OF EVENTS

Writing about live events such as meetings, press conferences, and speeches can be tricky even for seasoned reporters. Such events are often unstructured and even a bit chaotic, and the reporter, on deadline, has to make sense of what happened and present it in a story that has structure, order, and meaning. Not always easy. Here are some basic do's and don'ts for good reporting of live events:

FIND YOUR LEAD

The lead of a live event story should center on the most newsworthy and interesting thing that occurs at that event. Sometimes that's obvious: If a congressional leader announces a vote to raise income taxes, chances are that's your lead. But if it's not clear to you what's most important, or even what just happened, after the event interview knowledgeable people who can give your insight and perspective. It may be something you didn't even fully understand or a combination of a few things. Don't be afraid to ask.

AVOID LEADS THAT SAY NOTHING

Whatever the story—even a boring one, and sometimes those happen—find a way to write an interesting lead. "The Centerville City Council met last night to discuss the budget" does not pass muster, nor does, "A visiting expert on dinosaurs gave a talk last night at Centerville College."

Your lead should give readers specific information about something interesting, important, funny, or catchy that happened or was said. For example, "Members of the Centerville town council argued bitterly last night over whether to cut services or raise your taxes." Or, "A giant meteorite was probably responsible for the extinction of dinosaurs 65 million years ago, an expert said last night at Centerville College."

See the difference? If absolutely nothing of interest happened, you write a brief instead of a story, or perhaps nothing at all. Don't waste your readers' time.

WATCH FOR THE UNEXPECTED

No matter how it was sold, sometimes what you expected would be the most important story of a live event turns out to be dull: a non-event. Perhaps a side story—a protest or something said unexpectedly by someone noteworthy—rises to center stage and becomes the better story. Grasp it.

Keep your ears and eyes tuned and your mind open. Be willing to shift your focus, start over, and reorganize.

DON'T COVER EVENTS CHRONOLOGICALLY

When enthusiastic newbie reporters cover their first live events, they often feel an urge to tell their readers everything: Afraid of missing something important, they cover the event as it happens, from beginning to end, starting with the roll call and the approval of the minutes. This is a classic mistake that most reporters quickly learn to avoid.

Remember to be discerning: no one cares about the humdrum. Again, find the most interesting thing that happened—it might be the last item on the agenda, or the very last thing said—and put it at the top of your story.

INCLUDE PLENTY OF DIRECT QUOTES

Good direct quotes are like a spice in a dish: They take the readers right there on the spot, give them a sense of the person who is speaking, and lend the story favor, energy, and music. They also lend authoritativeness and credibility to stories involving public officials (whose career a quote can break). So, great quotes are essential to the fabric of a great story.

Again, though, be discerning: Few people are worth quoting at great length. Try to pick out the jewels—either eloquent or important things said in a special way that you couldn't reproduce by paraphrasing, or, if appropriate, things poorly said that you want your readers to hear for themselves. Or things your readers wouldn't believe were said if they didn't have quote marks around them.

If the quotes are humdrum and run long, cut and paraphrase.

ADD COLOR AND LEAVE OUT THE BORING STUFF

Remember, you're a reporter, not a stenographer. You're under no obligation to include in your story absolutely everything that happens at an event. If the school board members discuss the weather, it's probably not worth mentioning (though if it's all they discuss, that might be a good story). On the other hand, you are your readers' eyes and ears: Color that gives the reader a sense of the scene can take your story from ordinary to memorable.

Report with your senses.

4.2 PHOTO NEWS AND CAPTIONS

Photo captions are often the first elements of a publication to be read. Writing photo captions is an essential part of the news photographer's job. A photo caption should provide the reader basic information needed to understand a photograph and its relevance to the news. It should be written in a consistent, concise format that allows news organizations to move the photo to publication without delay.

Professional standards of clarity, accuracy and completeness in caption writing should be as high or higher than any other writing that appears in a publication.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.1 SUMMARY OF ATTACHMENT ACTIVITIES

This is a complete report of an industrial training program carried out during my SIWES (2022/2023) at National Moonlight Newspaper. Activities including field work such as news writing and report differently type of interview, news editing, news alignment and so on.

The experience gained has given me a sound knowledge on media house in general which has helped prepare me for the future journalism work.

5.2 PROBLEMS ENCOUNTERED

The success of my training is undisputed, but it was not devoid of rough edges. I experienced some challenges, among these are:

- The issue of expensive transportation
- Every member of staff was now depending on me to carryout assignments when there were other hands. This made me work over time sometimes and it was favorable coming back late to a family house.

5.3 SUGGESTION FOR IMPROVEMENT OF THE SCHEME

- Visiting of students during the program should be ensure by the ITF
- Student should be paid their allowance on time to ensure motivation
- Selection of placement should not be left to student polytechnic should make a means of allocating student to related companies.
- Students should be organized for establishments to acquaint then with their roles towards student on training.
- Government should participate fully in the provision of equipment in the placement centers.

5.4 CONCLUSION

My four-month industrial attachment with National Moonlight Newspaper has been one of the most interesting, productive and instructive experience in my life. Through this training I have gained new insight and more comprehensive understanding about the real industrial working condition and practice, it has improved my soft and functional skills. All these valuable experience and knowledge that I have gained were not only acquired through the direct involvement in the task but also through other aspects of the training such as work

observation, interaction with colleagues, superior and other people related to the field. It also exposes me on some certain things about marine environment, and from what I have undergone, I achieved and a sure that the industrial training programme has achieved its primary objectives. As a result of the programme I am now more confident to build my future career which I have already started with National Moonlight Newspaper.