

STUDENT INDUSTRIAL WORKING EXPERIENCE SHCEME

A TECHNICAL REPORT OF WORK DONE

HELD AT

**SOBI FM, WALI-SUM HOUSE, SOBI HILL, OFF SHAO ROAD, SOBI,
ILORIN, KWARA STATE**

PRESENTED BY

ABOLARIN ITUNUOLUWA EMMANUEL

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DEDICATION

This piece of work is dedicated first to Almighty Allah 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.

ACKNOWLEDGEMENT

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

I extend my heartfelt gratitude to my loving parents, Mr. and Mrs. Abolarin, whose unwavering support, prayers, and encouragement have been a source of strength and motivation. Their sacrifices and guidance have shaped my academic journey. My sincere appreciation also goes to my Head of Department (HOD), my esteemed lecturers, and my dedicated supervisor, whose mentorship, knowledge, and encouragement have played a vital role in my academic and professional growth.

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.

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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 HISTORICAL BACKGROUND OF THE ORGANIZATION

Sobi FM 101.9 Ilorin was established as a grassroots community radio station with the mission of promoting cultural heritage, disseminating reliable information, and providing quality entertainment to the people of Ilorin and its environs. The station was founded on the principle of fostering a deeper connection among the residents of Ilorin Emirate through the power of radio broadcasting.

From its inception, Sobi FM was envisioned as more than just a radio station; it was designed to serve as the voice of the community, championing local content, preserving the rich traditions of Ilorin, and addressing the needs of the people through informative and educative programming. Understanding the importance of linguistic and cultural identity, the station prioritizes the use of the Ilorin dialect in its broadcasts, ensuring that listeners feel a strong sense of belonging and representation.

Sobi FM officially began operations on **July 10, 2017**, quickly gaining popularity for its engaging blend of news, talk shows, music, and community-focused programs. Over the years, it has become a trusted source of information, offering programs that cover politics, religion, education, business, and entertainment, all tailored to reflect the aspirations and values of the people.

The station's commitment to community development is evident in its collaborations with local leaders, religious scholars, business owners, and government officials to discuss and address key societal issues. Through its interactive programs, Sobi FM fosters dialogue and civic engagement, ensuring that the voices of the people are heard and amplified.

As the media landscape continues to evolve, Sobi FM has embraced digital technology, allowing listeners to tune in via online streaming and social media platforms. This expansion has enabled it to reach a wider audience beyond Ilorin, connecting with indigenes and enthusiasts of Ilorin culture across Nigeria and the diaspora.

Sobi FM 101.9 remains dedicated to its founding vision of being the grassroots companion of Ilorin Emirate, promoting knowledge, unity, and entertainment while staying true to its cultural roots.

CHAPTER THREE

EXPERIENCE GAINED DURING SIWES

3.1 RADIO PRESENTING

Radio presenting is one of the most crucial aspects of broadcasting, as it involves engaging with audiences, delivering information, and maintaining an entertaining and informative atmosphere. A radio presenter serves as the voice and personality of a station, influencing audience engagement and loyalty. They host programs, interview guests, introduce music, and share relevant news and updates.

Key Skills Required for Radio Presenting:

1. **Clear Communication** – A radio presenter must have excellent verbal skills to ensure their message is understood. Proper pronunciation, fluency, and a confident voice are necessary for effective communication.
2. **Content Preparation** – Good radio presentation requires adequate preparation. Presenters must research topics, write scripts, and outline their shows to ensure a smooth flow of content.
3. **Audience Engagement** – A successful presenter interacts with their listeners through phone calls, social media, and messages. Engaging the audience makes the program more interesting and interactive.
4. **Voice Control** – The way a presenter modulates their voice affects how their message is received. A lively, expressive tone helps keep the audience engaged, while a dull voice can make listeners lose interest.

5. **Technical Knowledge** – Presenters should understand how to operate studio equipment, including microphones, mixers, and broadcasting software, to ensure seamless broadcasting.

Radio presenting requires energy, confidence, and the ability to think on one's feet to handle unexpected situations while on air.

3.2 NEWS BROADCASTING ON RADIO

News broadcasting is a major function of radio, ensuring that audiences are informed about the latest events, politics, economy, sports, and entertainment. Radio news differs from print media because it must be delivered concisely and clearly without visuals.

Methods of Radio News Broadcasting:

1. **Live News Bulletins** – These are real-time updates that provide audiences with the latest news. They are usually scheduled at intervals, such as every hour, to keep listeners updated.
2. **Pre-Recorded Reports** – These are well-researched and edited reports that provide detailed information on significant news events. They are aired at scheduled times.
3. **Interviews with Experts** – To provide deeper insight into news topics, radio stations invite specialists to discuss current issues and provide expert opinions.
4. **Breaking News Alerts** – When major events occur, regular programming is interrupted to provide urgent updates to listeners. This keeps the audience aware of important events as they unfold.
5. **Traffic and Weather Reports** – These reports are aired frequently to help commuters and travelers make informed decisions about their routes and plans.

News broadcasting on radio is fast-paced and requires reporters and anchors to verify facts before airing stories to maintain credibility.

3.3 JOURNALISM

Journalism is at the core of radio broadcasting, as it involves gathering, analyzing, and reporting news to the public. A radio journalist must be accurate, objective, and timely in delivering news to maintain credibility.

Key Aspects of Radio Journalism:

1. **Accuracy and Fairness** – Radio journalists must ensure that all reported news is factual and unbiased. False information can damage the station's reputation.
2. **Investigative Reporting** – Some news stories require in-depth research to uncover hidden facts, corruption, or social issues that impact society.
3. **Live Reporting** – Radio journalists often report from the scene of an event, delivering news as it happens. This requires quick thinking and the ability to describe events accurately.
4. **Interviewing Sources** – To verify facts and gain more perspectives, journalists conduct interviews with eyewitnesses, officials, and experts.
5. **Script Writing** – Unlike print journalism, radio journalists must write scripts that are easy to understand and engaging for listeners who rely only on audio.

Radio journalism is essential in keeping the public informed and holding those in power accountable.

3.4 RADIO PROGRAMME

Radio programs provide structured content for audiences, offering a mix of information, education, and entertainment. Each program is designed to cater to a specific audience, and stations must ensure variety to keep listeners engaged.

Types of Radio Programs:

1. **News Programs** – These focus on delivering current affairs, politics, and economic news to keep audiences informed.
2. **Music Shows** – These programs play different genres of music, catering to audience preferences and including song requests.
3. **Talk Shows** – These feature discussions on various societal issues, including politics, health, relationships, and personal development.
4. **Educational Programs** – These provide knowledge on topics such as career development, technology, science, and finance.
5. **Religious Programs** – These cater to faith-based audiences by offering sermons, prayers, and religious teachings.

A successful radio program requires careful planning, engaging content, and interactive elements to maintain audience interest.

3.5 RADIO ENTERTAINMENT

Entertainment is a major reason why people tune in to radio stations. Stations must provide fun and exciting content to keep listeners engaged and loyal.

Popular Forms of Radio Entertainment:

1. **Music Shows** – These programs play trending songs and classics across different genres, often including countdowns and listener requests.
2. **Comedy Segments** – Featuring stand-up comedians, joke sessions, and funny skits to entertain the audience.
3. **Storytelling Sessions** – These involve narrating traditional folktales, short stories, or real-life experiences in an engaging way.
4. **Game Shows** – Competitions, quizzes, and giveaways that allow listeners to participate and win prizes.
5. **Celebrity Interviews** – These feature discussions with musicians, actors, and influencers about their careers and personal lives.

Radio entertainment keeps audiences engaged and ensures high listenership.

3.6 RADIO ADVERTISEMENT

Advertising is one of the main sources of revenue for radio stations. Businesses use radio ads to reach a wide audience and promote their products and services.

Types of Radio Advertising:

1. **Live Reads** – The presenter personally delivers the advertisement during a show, making it feel more authentic.
2. **Jingles** – Catchy songs or tunes used to promote a brand or product, making it memorable.
3. **Sponsored Segments** – Companies sponsor a portion of a program, allowing their brand to be associated with the content.

4. **Pre-Recorded Commercials** – Professionally produced adverts played at scheduled times throughout the day.
5. **Call-In Promotions** – Listeners participate in promotions, contests, or giveaways sponsored by brands.

Radio advertising is effective due to its ability to reach a broad audience at different times of the day.

3.7 INTERVIEW SESSION IN RADIO STATION

Interviews are an essential part of radio broadcasting, providing firsthand information, insights, and diverse perspectives on various topics.

Key Features of a Successful Radio Interview:

1. **Well-Researched Questions** – The interviewer must prepare relevant and insightful questions to ensure a productive discussion.
2. **Engaging Dialogue** – The conversation must be lively and interactive to keep the audience interested.
3. **Guest Credibility** – The station must ensure that interviewees are knowledgeable and reputable sources on the topic.
4. **Time Management** – The interview should be structured to prevent unnecessary delays while still covering all important points.
5. **Audience Interaction** – Allowing listeners to call in and ask questions makes the interview more engaging.

CHAPTER FOUR

CONCLUSION, RECOMMENDATION AND PERSONAL IMPRESSION

4.1 CONCLUSION

At this stage in life, it is essential to recognize that success is not solely determined by one's position or status, but rather by the ability to apply knowledge and initiative to achieve meaningful results. The Students Industrial Work Experience Scheme (SIWES) has provided an invaluable learning opportunity, allowing me to gain practical experience and deepen my theoretical understanding of journalism and mass communication.

During my time at Vanguard Newspaper, I was exposed to the real-world operations of the media industry, from news gathering and reporting to editorial processes and newspaper marketing. The experience has broadened my knowledge of how journalism functions in a fast-paced environment, particularly in an era where technology and digital platforms play a significant role in news dissemination. My time at the organization has strengthened my computer literacy, enhanced my research and writing skills, and given me firsthand exposure to how journalists work under pressure to deliver timely and accurate news.

This experience has been an eye-opener, demonstrating the importance of adaptability, teamwork, and professionalism in the media industry. I now have a clearer understanding of the responsibilities of a journalist and the ethical considerations that guide the profession. Ultimately, the practical knowledge gained during SIWES will serve as a strong foundation for my future career in mass communication.

4.3 RECOMMENDATION

To further enhance the impact of the Students Industrial Work Experience Scheme (SIWES), certain measures should be taken to improve the program's effectiveness and ensure students receive maximum benefits from their training.

First, adequate resources and modern facilities should be provided to trainees to help them develop relevant skills. For instance, access to updated computer systems, professional journalism software, and recording equipment would enhance the learning experience for students in media-related fields.

Second, the implementation of SIWES should be strengthened to ensure that all students are assigned to organizations that align with their field of study. Proper monitoring and supervision should be in place to track students' progress and ensure they are actively engaged in meaningful tasks rather than performing clerical duties.

Additionally, organizations participating in SIWES should provide more structured training programs, where students receive mentorship and hands-on experience in different aspects of the profession. This will help them develop a well-rounded skill set that will be beneficial in their careers.

In conclusion, SIWES is a valuable initiative that has significantly contributed to my academic and professional development. Strengthening the program through improved facilities, better placement opportunities, and enhanced supervision will further empower students to gain practical knowledge and prepare them for the competitive job market.

4.3 PERSONAL IMPRESSIONS ABOUT THE ORGANIZATION

The introduction of SIWES as a core part of students' learning is a commendable initiative that bridges the gap between academic knowledge and real-world application. My experience at Vanguard Newspaper has reinforced the significance of this program in preparing students for the professional environment.

The organization operates in a highly structured manner, with different departments collaborating to ensure the smooth production and distribution of newspapers. I observed how journalists work tirelessly to gather, verify, and report news while adhering to ethical guidelines and editorial policies. The work environment was both challenging and inspiring, as I saw firsthand the level of dedication and professionalism required in journalism.

I also appreciate the emphasis on teamwork within the organization. Editors, reporters, marketers, and designers work together to meet strict deadlines, ensuring that the publication maintains its credibility and relevance. The experience taught me the importance of effective communication, multitasking, and time management in a newsroom setting.

Overall, my impression of Vanguard Newspaper is highly positive. The organization provided a conducive learning environment, allowing me to apply theoretical knowledge in practical scenarios. The exposure I gained has reinforced my passion for journalism and media, and I am grateful for the experience.