



**A REPORT ON:**

Students' Industrial Work Experience Scheme (SIWES)

**HELD AT:**

**RADIO KWARA BROADCAST CORPORATION**

**BY:**

**THOMAS PELUMI OLAMIDE**

**ND/23/MAC/PT/0931**

**SUBMITTED TO:**

**DEPARTMENT: MASS COMMUNICATION**

**INSTITUTE OF INFORMATION AND COMMUNICATION  
TECHNOLOGY(IICT)**

**KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS  
COMMUNICATION**

# **TABLE OF CONTENT**

Introduction

Organization Profile

Job Responsibilities

Skills acquired

Experience and Lesson Learned

Recommendation

Conclusion

Acknowledgment

## **INTRODUCTION**

The Student's Industrial Work Experience Scheme (SIWES) is a program designed to provide students with practical experience in their chosen field. Siwes (Students Industrial Work Experience Scheme) is a scheme for the duration of sixteen weeks (4 months). Siwes is done after the first year in Polytechnic (ND1); and done after second year or third year in universities depending on the institution. The effective management of student industrial work experience scheme (SIWES) has been as a result of the cooperation and well played roles of the federal Government, I.T.F and supervising agencies. The Student Industrial Work Experience Scheme (SIWES) is a crucial component of the National Diploma program in Mass Communication at Kwara State Polytechnic. This report documents my experiences during my 3-months SIWES placement at Radio Kwara.

## **ORGANIZATION PROFILE**

Radio Kwara, also known as Kwara State Broadcasting Corporation, is a state-owned broadcasting organization in Kwara State, Nigeria. The organization was established in 1974, shortly after Kwara State was created from the old Northern Region of Nigeria.

The first transmission from Radio Kwara took place on April 14, 1974, with a 1-kilowatt transmitter broadcasting on the medium wave band. At the time, the station's primary objective was to promote the cultural heritage and development of Kwara State.

Over the years, Radio Kwara has expanded its operations to include FM broadcasting, television broadcasting, and online streaming. Today, the organization operates two radio stations (Radio Kwara AM and Harmony FM) and a television station (Kwara Television), broadcasting a wide range of programs, including news, current affairs, entertainment, and educational content.

Throughout its history, Radio Kwara has played a significant role in promoting the development of Kwara State and providing a platform for the expression of diverse views and opinions.

## **JOB RESPONSIBILITIES AND SKILLS ACQUIRED**

During my SIWES program, I was exposed to various aspects of broadcasting and media production. My job responsibilities included:

- **Assisting in Presenting News and Segments**

During my SIWES program, I had the opportunity to assist in presenting news and segments on the radio. This experience was invaluable in helping me develop my writing and public speaking skills. I was tasked with researching and writing news scripts, which taught me the importance of accuracy, clarity, and concision in writing for broadcast.

I also had the chance to present some of the news segments on air, which helped me build confidence in my public speaking skills. I learned how to engage with the audience, convey complex information in a clear and concise manner, and think on my feet. The experience also taught me the importance of teamwork and collaboration in a fast-paced broadcast environment.

One of the key takeaways from this experience was the importance of attention to detail. I learned that even small mistakes can have a significant impact on the overall quality of the broadcast. As a result, I developed a keen eye for detail and a commitment to delivering high-quality work.

- **Observing the Production Process of Talk Shows and Interviews**

Observing the production process of talk shows and interviews was another valuable experience during my SIWES program. I had the opportunity to sit in on recordings of various shows and observe the producers, hosts, and guests at work.

This experience taught me the importance of effective communication and teamwork in media production. I saw firsthand how the producers, hosts, and

guests worked together to create engaging and informative content. I also learned about the technical aspects of production, including sound and lighting.

One of the key takeaways from this experience was the importance of preparation and research. I saw how the producers and hosts prepared for each show, researching topics and guests, and developing thoughtful questions. This attention to detail and commitment to quality helped to create engaging and informative content that resonated with the audience.

- **Participating in Seminars and Training Sessions on Social Media Development and Media Production**

During my SIWES program, I participated in several seminars and training sessions on social media development and media production. These sessions were led by industry professionals and provided valuable insights into the latest trends and best practices in social media and media production.

The seminars and training sessions covered a range of topics, including social media marketing, content creation, and media production techniques. I learned about the importance of creating engaging content, building a strong online presence, and using social media analytics to measure success.

One of the key takeaways from these sessions was the importance of staying up-to-date with the latest trends and technologies in social media and media production. I learned that the media landscape is constantly evolving, and that it's essential to be adaptable and willing to learn new skills to stay ahead of the curve.

## **THE SKILLS I ACQUIRED DURING THIS PROGRAM INCLUDE:**

- **Introduction to News Room**

My training at Radio Kwara began with an introduction to the news room. I learned about the different sections of the news room, including the news desk, editing suite, and studio. I also got familiar with the various equipment used in the news room, such as audio recorders, microphones, and computers. This introduction helped me understand the workflow and operations of a typical news room.

During my training, I observed how news stories were assigned, researched, and written. I also saw how news scripts were edited and finalized for broadcast. This hands-on experience gave me a deeper understanding of the news production process and prepared me for my future role as a journalist.

- **News Writing**

One of the key skills I acquired during my SIWES was news writing. I learned about the principles of good news writing, including clarity, concision, and objectivity. I practiced writing news stories using the inverted pyramid style, which involves starting with the most important information and then adding details.

My trainers at Radio Kwara provided me with guidance and feedback on my news writing skills. They taught me how to conduct interviews, take notes, and write compelling headlines. I also learned about the importance of fact-checking and verification in news writing.

Through this training, I developed my skills in writing clear, concise, and engaging news stories. I became more confident in my ability to research and write news stories, and I developed a keen eye for detail.

- **Presentation of News**

In addition to news writing, I also received training in the presentation of news. I learned about the importance of tone, pace, and body language when presenting news on air. I practiced reading news scripts in front of a microphone and received feedback on my delivery.

My trainers taught me how to use my voice effectively, including how to vary my tone and pitch to add emphasis and interest to my delivery. I also learned about the importance of eye contact and body language when presenting news on camera.

Through this training, I developed my skills in presenting news in a clear, confident, and engaging manner. I became more comfortable with the idea of speaking in front of a microphone and camera, and I developed a greater appreciation for the importance of effective communication in news presentation.

- **Channel of Communication**

During my SIWES, I also learned about the different channels of communication used in broadcasting. I learned about the importance of selecting the right channel for a particular message or audience. I practiced writing and presenting news stories for different channels, including radio, television, and online.

My trainers taught me about the strengths and weaknesses of each channel and how to use them effectively to reach different audiences. I also learned about the importance of considering the audience's needs and preferences when selecting a channel.

Through this training, I developed my understanding of the different channels of communication used in broadcasting. I became more aware of the importance of



selecting the right channel for a particular message or audience, and I developed my skills in writing and presenting news stories for different channels.

- **How to Use Monitoring to Write News**

Finally, I learned about the importance of monitoring in news writing. I learned how to use monitoring equipment to listen to and record news stories from other stations. I practiced writing news stories based on information gathered from monitoring.

My trainers taught me how to use monitoring to fact-check and verify information. I also learned about the importance of using monitoring to stay up-to-date with the latest news and developments.

Through this training, I developed my skills in using monitoring to write news stories. I became more confident in my ability to gather and verify information, and I developed a greater appreciation for the importance of monitoring in news writing.

## **SPECIFIC EXPERIENCES AND LESSONS LEARNED**

During my SIWES program, I had several notable experiences that contributed to my growth and learning. Some of these experiences include:

- Observing a live broadcasting session, where I learned about sourcing news and casting.
- Participating in a training session.
- handling of interview

## **CONCLUSION**

My SIWES program at Radio Kwara was a valuable learning experience that provided me with hands-on experience in broadcasting and media production. The skills and knowledge I acquired during this program have deepened my understanding of mass communication and ignited my passion for storytelling and broadcasting. I am grateful for this opportunity and look forward to applying the skills and knowledge I gained in my future endeavors.

## **RECOMMENDATION**

Based on my experience, I recommend that future SIWES students take advantage of the opportunities provided by the program to learn and gain practical experience. It is also essential to be proactive and seek out additional learning opportunities beyond the assigned tasks.

## **ACKNOWLEDGMENT**

I would like to express my gratitude to the management and staff of Radio Kwara for providing me with this opportunity. I also appreciate the guidance and support provided by my supervisors during the program Students' Industrial Work Experience Scheme (SIWES) Report