

REPORT OF THE STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME {SIWES}

UNDERTAKEN AT:

LASU RADIO (95.7FM)

(LAGOS STATE UNIVERSITY, OJO (MAIN CAMPUS), LAGOS STATE, NIGERIA)



BY

ADEYEMI DORCAS PAMILERINAYO ND/23/MAC/PT/0271

SUBMITTED TO THE SIWES

DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF INFORMATIONATION COMMUNICATION TECHNOLOGY, KWARA STATE POLYTECHNIC, ILORIN

IN PARTIAL FULFILLMENT FOR THE AWARD OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION DEPARTMENT.

2024/2025 Academic Session

DEDICATION

The report is dedicated to the God Almighty and my parent $\mathbf{Mr.}\ \&\ \mathbf{Mrs.}$

Adeyemi.

AKNOWLEDGEMENT

I would like to express my sincere gratitude for his invaluable guidance and unwavering support throughout my SIWES program. Their expertise, mentorship, and encouragement were instrumental in shaping my understanding of repairing some tools.

I am also immensely thankful to the entire team at Lasu radio (95.7fm) for providing me with the opportunity to gain practical knowledge and hands-on experience in operating some engineering work. Their willingness to share their insights and expertise has been invaluable to my professional development.

I am grateful to my institution, Kwara State Polytechnic, for facilitating this program and allowing me to apply classroom knowledge to real-world scenarios. Their support and encouragement have been instrumental in my growth and learning.

Lastly, I want to thank my family and friends for their unwavering support, understanding, and encouragement throughout this endeavor.

REPORT OVERVIEW

This is an industrial attachment report for the Students' Industrial Work Experience (SIWES) programme carried out at Lasu radio (95.7fm).

The report comprises the background of SIWES, the description of the organization, its aims and objectives, the experiences gained as an industrial training student and the summary, conclusions and recommendations.

It has a total of 5 chapters with sub-chapters. It also has the preliminary pages, such as the title page, report overview and table of contents and recommendations on the improvement of scheme.

TABLE OF CONTENTS

DEDICATION ACKNOWLEDGEMENT TABLE OF CONTENTS.....v CHAPTER ONE......1 1.2 DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT......3 2.1 2.2 2.3 SOME ELEMENT USED IN THE BROADCAST STATION5 2.4 GATHERING OF NEWS......7 3.1 3.1.1 OBSERVATION......7 3.2 3.3 4 1 EXPERIENCE GAINED (SUMMARY)......12 SUMMARY AND CONCLUSION Error! Bookmark not defined. 5.1

SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME......13

5.2

5.3

CHAPTER ONE

INTRODUCTION

SIWES was established by ITF in 1973 to solve the problem of lack of adequate practical skills preparatory for employment in industries by Nigerian graduates of tertiary institutions.

The Scheme exposes students to industry-based skills necessary for a smooth transition from the classroom to the world of work. It affords students of tertiary institutions the opportunity of being familiarized and exposed to the needed experience in handling machinery and equipment which are usually not available in the educational institutions.

Participation in Industrial Training is a well-known educational strategy. Classroom studies are integrated with learning through hands-on work experiences in a field related to the student's academic major and career goals. Successful internships foster an experiential learning process that not only promotes career preparation but provides opportunities for learners to develop skills necessary to become leaders in their chosen professions.

One of the primary goals of the SIWES is to help students integrate leadership development into the experiential learning process. Students are expected to learn and develop basic non-profit leadership skills through a mentoring relationship with innovative non-profit leaders.

By integrating leadership development activities into the Industrial Training experience, we hope to encourage students to actively engage in non-profit management as a professional career objective. However, the effectiveness of the SIWES experience will have varying outcomes based upon the individual student, the work assignment, and the supervisor/mentor requirements. It is vital that each internship position description includes specific, written learning objectives to ensure leadership skill development is incorporated.

Participation in SIWES has become a necessary pre-condition for the award of Diploma and Degree certificates in specific disciplines in most institutions of higher learning in the country, in accordance with the education policy of government.

Operators - The ITF, the coordinating agencies (NUC, NCCE, NBTE),

employers of labour and the institutions.

Funding - The Federal Government of Nigeria

Beneficiaries - Undergraduate students of the following: Agriculture, Engineering, Technology, Environmental, Science, Education, Medical Science and Pure and Applied Sciences.

Duration - Four months for Polytechnics and Colleges of Education, and Six months for the Universities.

1.2 OBJECTIVES OF SIWES

- 1. It provides students the opportunity to test their interest in a particular career before permanent commitments are made.
- 2. It provides an avenue for students in tertiary institutions to acquire industrial skills and work experience in their course of study.
- 3. Makes the transition from school to the world of work easier and enhances students contacts for later job placement.
- 4. It helps students to develop skills and techniques directly applicable to their careers.
- 5. It provides students the opportunity to understand informal organizational interrelationships.
- 6. It helps students develop skills in the application of theory to practical work situations.
- 7. It increases a student's sense of responsibilities
- 8. It prepares students to enter into full time employment in their area of specialization upon graduation.
- 9. It provides students the opportunity to develop attitudes conducive to effective interpersonal relationships.

CHAPTER TWO

DESCRIPTION OF ESTABLISHMENT OF ATTACHMENT

2.1 LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

The Lagos State University Campus Radio 95.7 FM, a.k.a. Lively and Solidly Unique was established in 2016. It is a developmental radio and its mission is to positively transform the Students, Staff and the University Community.

The radio station is location at the Lagos State University Main Campus, Ojo, Lagos State Nigeria.

2.2 FUNCTIONS OF THE ESTABLISHMENT

The following are functions of the establishment:

- 1. To Present Information
- 2. To give Comments on Daily Happenings
- 3. To Form Public Opinion
- 4. Platform for People Discussion
- 5. Truth and Reality
- 6. Spokesman of Society
- 7. Information
- 8. Instruction for Decisions
- 9. Entertainment

2.3 VARIOUS DEPARTMENTS AND UNITS

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.

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 newspaperremains 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 insmaller 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.
- **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.
- **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.
- **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.
- **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.
- **Administrative Department**: This department is responsible for the general administration of the entireestablishment.
- **Stores 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.

2.4 SOME ELEMENT USED IN THE BROADCAST STATION



MICROPHONE PROCESSOR



PROFESSIONAL HEADPHONES



HEADPHONE AMPLIFIERS



RDS & STEREO ENCODERS



TELEPHONE HYBRIDS



STUDIO ACCESSORIES



BROADCAST ON-AIR LIGHTS



RDS & STEREO ENCODERS



PROFESSIONAL FM TUNERS



STUDIO ACCESSORIES



ACTIVE MONITOR SPEAKERS



AUDIO MIXER CONSOLES



PROFESSIONAL HEADPHONES



STUDIO MICROPHONES



RADIO AUTOMATION SOFTWARE

CHAPTER THREE

ACTUAL WORKDONE WITH EXPERIENCE GAINED

During my Students Industrial Working Experience Scheme (SIWES) at the Afrika eyes, 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 presenter are observation, telephone conversations, research and interviews.

3.1.1 OBSERVATION

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 storyand 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, specific figures and accurate information. They look for the colorful, the dramatic or theunusual 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.

3.1.2 TELEPHONE CONVERSATIONS

The telephone plays an important role in your daily work as a presenter. 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 tap 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.

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

A distinction must be made between news stories that are merely based on interviews and actual interview stories. Very seldom is a presenter that present at

the scene of an accident as it takes place - for example, at a collision between two automobiles. A storyof this type must be based entirely on interviews - either in person or by telephone - with the police, with eyewitnesses, with the victims themselves, and depending uponthe gravity of the accident, with the garage mechanics, hospital attendants, relatives of the victims and others.

In news stories of this kind, the presenter is concerned with a news event that requires interviewing people to learn the facts. The interview story, on the other hand, is essentially a feature built around the views, personality or exploits of an individual or group of individuals. The difference, in most cases, is largely in the emphasis. In writing the interview-based news story, you stress the news, whereas in the interview story, you place the stress on the person being interviewed.

Interviews are as varied as the people who grant them, the presenter/journalist who conduct them and the news that suggests them. Rarely are interviews so mechanical that they can be reduced to standard formulas or categories. Several types, however, deservespecial attention because they are the ones that occur most frequently. They are as follows:

- **News Interview:** The news interview is based on "hard news," some event or development of current and immediate interest.
- **Telephone Interview:** The telephone interview, a modified version of the news interview, has a number of obvious advantages, and at the same time, it has several limitations that challenge a resourceful.
- Casual Interview: An accidental encounter between a presenter and a news sourceon the street or at a social gathering can often result in a tip that arouses the curiosity of a writer.
- 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 presenter 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, 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:

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. For example, covering a business (if it isn't new or offering any particular changes) isn't particularly newsworthy, especially ifit's always been there. But covering a new business in the area is absolutely newsworthy, and will bring the company to the attention of your readers.

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.

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 cop-outs; 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 presentably.

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

4.1 EXPERIENCE GAINED (SUMMARY)

- ➤ General introduction to different types of advertisement, more so introduction to some equipment used in the radio station
- > Tutorial on methods of sourcing information for news writing and reporting including practical guidelines on news writing and reporting with technical involve on casting the lead in news writing and reporting with individual practice.
- ➤ Trial and individual attempt on news writing and reporting with general discussion opinionated expression and exchange of idea on news enlightens.
- ➤ General discussion with practical demonstration on" actuality" in news production with explanation and items for news commentary.
- ➤ Principle of news alignments and news editing with practical demonstration based on what we discussed.
- ➤ Rehearsal for the production of magazine programme and final perfection and rearrangement for the magazine programme.
- ➤ Special bulletined programme and recording of a special programme called the Doly drop with appraisal and evaluation and individual performance.
- ➤ Assessment discussion on specific previous lessons

CHAPTER FIVE

5.1 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
- Limited IT spaces
- Exposure to environmental hazard due to lack of safety gears

5.2 SUGGESTIONS FOR IMPROVEMENT OF THE SCHEME

- Students should be paid their allowance on time to ensure motivation
- Selection of placement should not be left to students. Polytechnics should make a means of allocating students to related companies
- Seminars should be organized for establishments to acquaint them with their roles towards students on training
- Government should participate fully in the provision of equipment in the placement centers

5.3 CONCLUSION

The period has contributed immensely to my academic experience. Students Industrial Working Experience Scheme (SIWES) is an important program for all students. It helps in tackling the issue of unemployment amongst youth as it teaches us way to be independent. The exercise made me understood part of what is expected as a journalist in the practice. It helped groom my relationship skills especially in areas where team work are required and communicating with the staffs and students alike. It has exposedme to work ethics and routines.

The problems, if not tackled, will make it lose its usefulness and vitality notwithstanding the benefits of it.

Finally, I do hope the program will be improved so as to enhance manpower development and student's skill in their respective field of study.