



**A REPORT OF THE STUDENTS' INDUSTRIAL EXPERIENCE SCHEME
(SIWES) REPORTS**

**UNDERTAKEN AT PRINCE FM 89.7 MEDIA NETWORK LIMITED
OLODO PAGBUN, OKE-OMI OLOKA, OLODO, IBADAN, OYO STATE.**

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BY

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

CERTIFICATION PAGE

I hereby certify that this report of Student Industrial Work Experience Scheme (SIWES) was prepared and complied by **Adeyinka Ruth Eniola** with the Matriculation number; ND/23/MAC/FT/0047 from the department of Mass Communication, Kwara State Polytechnic, Ilorin, Kwara State for the successful completion of SIWES undertaken at Prince Fm 89.7 Media Network Limited, Olodo Pagbun, Oke-Omi Oloka, Olodo, Ibadan, Oyo State.

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I thank GOD almighty and I give all the glory, honour and adoration for His mercy over my life during the course of my study and when undergoing my Industrial Training.

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Lastly, my appreciation goes to the Director of Administration in person of **Miss Aremu Mercy** for accepting me into the organization and support, May GOD Almighty be with her and her household.

DEDICATION

I dedicate this report to God Almighty for His unlimited grace, consistent love, immeasurable faithfulness and for sparing my life throughout the period of my SIWES programme.

Secondly, I dedicate it to my parent for their undiminished support and unquantifiable assistance throughout the whole exercise and beyond.

TABLE OF CONTENTS

Title page

Certificate page

Dedication

Acknowledgements

CHAPTER ONE

1.0 Introduction

1.1 History Background of Students Industrial Work Experience Scheme (SIWES)

1.2 Objectives of SIWES

CHAPTER TWO

2.0 History of Prince Fm 89.7 Media Network Limited

2.1 The transmitter

2.2 Department in Prince Fm 89.7 Media Network Limited

2.3 Organizational Chart (ORGANOGRAM)

2.4 Conclusion

CHAPTER THREE

3.0 My experience at Prince Fm 89.7 Media Network Limited

CHAPTER FOUR

Conclusion

Recommendation

Reference

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CHAPTER ONE

1.0 INTRODUCTION

The origin of Industrial Training could be traced to the advent of industrial revolution which ushered in steam engines, power driven machines and a new system of production in Europe. The function satisfactorily then, workers needed to depart from their craft capabilities and embrace knowledge and understanding which the new technologies offered in work – settings via practical training. Therefore, the need prompted higher citadels of learning to commence application of practical and technical affairs.

The concept thrived between 1824 and 1830 extensively to warrant the creation of technical and engineering courses. These courses were established for at Reasselea. Polytechnic institute, USA, and secondly at Colombia University to on the new scientific curriculum that necessitated the Greek or latin language indusu, the effect of this concept has been argued and it lead to the spread or escalation of science, engineering and technical education in several tertiary institutions in American and Europe towards the end of 19th century.

The products of these instructions were trained through systematic instruction with a body of knowledge in engineering and science, which was theoretical and universal. Hence, they had broad ideas on fundamental knowledge to the workability of various engineering systems but lacked an in-depth foundation on practical knowledge needed for effective production in certain jobs.

The gap between theoretical knowledge and practical training was therefore noticed for bridging and it necessitated, science and engineering students complementary their theoretical knowledge with practical training in industries so as to become productive in their career after graduation. This prompted the innovation that later took place in the 20th century with the introduction of cooperative education through Herman Schneider, the Dean, college of engineering, university of Cincinnati.

Therefore, engineering students started attending classes to acquire theoretical knowledge and also engaged in trainings with the same duration in companies for practical experiences.

Although studies have shown some variations in cooperative education in work settings across the globe till date, but it is still a striking fact that Schneider's innovation of 1906 serves as the foundation for all training in science, engineering and technology in developed nations such as North America and Western Europe, with little impacts in some developing countries.

1.1 HISTORY BACKGROUND OF STUDENTS' INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

Students' Industrial Work Experience (SIWES) is a programme designed that exposed and prepare student of Universities, Polytechnics, Colleges of Technology, College of Agriculture and Education for industrial work situation, which they are likely to meet after graduation. It is a skill training programme which affords students their opportunity of familiarizing, acquiring and exposing themselves with the needed experiences in handling industrial equipment and machinery that are not usually available in their institutions.

Students' Industrial Work Experience Scheme (SIWES) is a human capital formation programme through industrial attachment for which student are experienced to have a practical experience on the basis of theories and principles acquire in the teaching – learning process. However, the prevalence of inability of participant of SIWES to secure employment after the programme casts doubt on the continuing relevance of SIWES to the contemporary industrial development drives in Nigeria.

Human resources development constitutes the most critical factor in the development process and the quality must therefore be inherent in the productive capacity of people. Human societies in the quest for development have identified and developed institutional as well as structured training and educational programmes as major avenues for processing human beings to acquire the necessary skills and technical competence for their roles in the development of the society.

In this context, it is observed that, it is not only in advanced nation that science and technology and spreading, but that, they are increasingly valued. Whenever people value their nation's independence, prosperity, power and prestige, and also, where nations seek a high standard of living, improved health or better education in most discussions on human resources management, training and development represent the most significant.

SIWES was established by ITF (Industrial Training Fund) in the year 1973 to solve the problem of lack of adequate proper skills for employment of tertiary institution graduates by Nigeria. SIWES was founded to be a skill-training programme to help expose and prepare student of universities, polytechnics and colleges of education for the industrial work situation to be met after graduation, this scheme serve as a smooth transition from the classroom to the world of work and further help in the application of knowledge. The scheme provide student with the opportunity of acquiring and exposing themselves to the experience required in handling and managing of equipment and machinery that are usually not made available in their institutions.

In Nigeria, SIWES was introduced in 1973 to enable undergraduate student in science and engineering acquire practical skills needed to function satisfactorily in work-setting. Industrial training commenced in the country due to the reliance of companies or industries on technical proficiencies, for production process and preservation of company resources.

In practice, it is said to originated from then Yaba Technical Institute, now Yaba College of Technology. At that point, students were being sponsored by various government owned institutions and other private forms. The practice permitted students to return to work with their employers during long vacations. Through this, students were having work – related experience and the training available in companies then must have been responsible for the quality of graduates in organizations in those early days.

However, it could be observed that the quality of the Nigerian graduates began to diminish afterwards due to the death of faculties to impact quality education on students in tertiary institutions. As military imperialists began to unleash terror on social critics, most of which were faculty members were recruited into the academics. To worsen the situation, most of the expatriates left Nigeria for their countries of origin, the vacuum created could not be filled satisfactorily with the skills of fresh graduates from the nation's educational systems.

Given this, multinational companies in Nigeria such as Flour Mill Plc Nigeria, Bagro Plc, Nigerite, Nigerian Breweries Plc, Unilever Nigeria Plc, Texaco Over Seas (TO), Cheuron Nigeria Limited (CNL) established training schools; also call skill acquisition through hands on experience.

Since independence, the issue that has attracted the interest of succeeding Government in Nigeria has been that of human resource development from the beginning of Nigeria's nationhood, it was eminent that the pace of national development through technological advancement devolved not so much on the availability of mine or resources, rather, on the articulation and effective utilization of the vast human and material resources. It is on this basis that investment on training of the human factor becomes a serious challenge as science and technology related courses are requisite for national development.

Therefore, it is observed that, initial efforts aimed at achieve rapid national development were concentrated on the expansion of formal exceptional institutions, through acquire the skilled, knowledge and varied chorological expertise required to meet the needs the needs of special and vital sectors of the economy. However, the fundamental role of education in human resources development is a matter of priority for any developing country to involve functional education policy. This is necessary because only through such priority can a country lay a solid foundation for a future, stable and res-oriented human resource development. Thus, growth and development, which the result from effective organizational change, depend on a well – educated and a quality skilled human capital that is capable of applying vision, knowledge and creativity to their economic activities. Thus, industrial education which can be achieved through the formal or / and informal educational approach(es) attract the attention of Government and individuals, in contemporary development environment.

1.2 OBJECTIVES OF SIWES

The core objectives of the scheme are as follow:

- ❖ To expose the students to work method and techniques
- ❖ To provide an avenue for students to acquire industrial skills.
- ❖ Enhancing student contract with potential employers while on training.
- ❖ To help students appreciates the role their professional play in society.

CHAPTER TWO

BRIEF HISTORY OF PRINCE FM 89.7 MEDIA NETWORK LIMITED

Prince Fm 89.7 Media Network Limited is located at Olodo, Ibadan, Oyo State. It is a commercial radio station operating in Ibadan, Oyo State and with a reach extending to other parts of Nigeria. It is positioned to promote, complement and revamp the entertainment and lifestyle sphere in Nigeria.

Listeners of Prince Fm 89.7 Media Network Limited can look forward to a blend of quality programming, music, news and sports; with heavy emphasis on lifestyle and entertainment; in English and Yoruba. The station also intends to interact with the local social, political, religious and institutional communities. Prince Fm 89.7 Media Network Limited is on air from 5:00 am – 1:00 am, while we stream online all night transmission extends till 5:00 am. We have an exciting array of personalities as well as a team of vibrant and innovative marketing and administrative staff.

DEPARTMENT IN PRINCE FM 89.7 MEDIA NETWORK LIMITED

- 1. MARKETING DEPARTMENT:** This department mainly meant for advertising and promoting of goods and services, through the use of news, it also means of creating awareness for the target audience of the product.
- 2. NEWS AND CURRENT AFFAIRS DEPARTMENT:** These departments are mainly meant for full package of a news story, editing and reporting, there are three different departments under this department namely; reportorial, editorial and current affairs.
- 3. ENGINEERING DEPARTMENT:** This is one of the major most important department in the media organization, they are always technical in nature and also in-charge of the broadcasting equipment in the studio and the performance area.
- 4. ADMINISTRATIVE DEPARTMENT:** This is also important in media organization, they manage office supplies stock and place orders, also prepare regular reports on expenses and office budgets, and also organize a fully system for important and confidential company documents.

STUDENT PRIMARY ASSIGNMENT CENTRE

NEWS AND CURRENT AFFAIR DEPARTMENT

- ❖ Reportorial
 - ❖ Editorial
 - ❖ Current affair
-
- ❖ **Reportorial:** It is also called correspondents and broadcast news analysis and inform the public about news and events happening internationally and locally they report the news for newspaper, magazines, website, televisions and radio.
 - ❖ **Editorial:** Editing is more important to avoid mistakes, the primary objectives of editing is to make a news story suitable for broadcast as such, a popular online journalist merum block “every writer needs an editor” so at the better edit and edit better.
 - ❖ **Current affairs:** It is a genre of broadcast journalist where the emphasis is an detailed analysis and discussion of news stories that have recently occurred or on going at the time of broadcast. The purpose of radio current affair programmes is to inform the public about issues and events.

ADMINISTRATIVE AND OPERATIONAL STRUCTURE

Unwiely, there are five operational and two supporting department in Prince Fm 89.7 Media Network Limited, Ibadan, Oyo State.

PROGRAMMES DEPARTMENT: This department ensures quality content towards fulfilling the statutory duties of the station.

NEWS AND CURRENT AFFAIRS DEPARTMENT: This is responsible for information management, news production and reporting to inform and educate the public.

ENGINEERING DEPARTMENT: Provides uninterrupted technical support services to guaranty steady broadcast and ensures regular maintenance of all operational facilities including the ICT units.

MARKETING DEPARTMENT: Provides a formable, robust and resort oriented media campaigns on various products and services. The marketing department is into advertising, branding and promotional activities for any commercial items to boast acceptance and patronage in the market.

TRAFFIC DEPARTMENT: known as the traffic department or traffic and scheduling department, is responsible for coordinating and scheduling all aspects of production, ensuring that deadlines are met and content is delivered on time

Others supportive department include:

Administration: for staff welfare and general services.

Financial Department: ensures prudent management of available resources.

The Audit: moderates financial regulations based on the principles to transparency and accountability.

CHAPTER THREE

3.0 TECHNICAL TRAINING EXPERIENCE

WEEK 1: I was introduced to various types of communication, channels of communication, broadcasting and its functions and tutorial on method of sourcing information for news writing and reporting, including practical guidelines on news writing and reporting with technical involved on casting the lead in news writing and reporting with individual practice. As well as how programs are presented in the studio.

WEEK 2: Group trial and individual attempt on news writing and reporting with general discussion opinionated expressions and exchange of idea in news alignments. Moreover, duties of traffic in broadcasting and how to schedule a program using a program sheet

WEEK 3: I was able to schedule a program with the Traffic Manager and I learnt how to carry create a jingle and types of jingle production.

WEEK 4: Individual attempt on news writing and reporting with general discussion opinionated expressions and exchange of idea in news alignments, meaning of journalism and functions of news headlines.

WEEK 5: In Marketing Department, I learnt the qualities of a good Marketer, and how to promote good products and brands.

WEEK 6: General discussion with practical demonstration on “actually” in news production, news editing, how to be connected to news, how to carryout interview, with explanation and items for news commentary with practical demonstration.

WEEK 7: It was cultural week

WEEK 8: On the 8th week, in the Studio, I learnt how to record, edit and mixing of audio contents and how to operate studio environment, such as microphones, preamps compressors etc.

WEEK 9: Principles of news alignments and news editing or program editing and practical demonstration based on what will discussed.

WEEK 10: Practical demonstration on how to identify and use of multi-microphones on recording, news commentary and actually, and demonstration on news writing and reporting and news writing and reporting and news commentary.

WEEK 11: I was introduced to one of the Investigative Journalist; he taught me the roles and duties of investigative journalist, and the steps involved on how to carryout investigation as an Investigative Journalist.

WEEK 12: I learnt the various steps involved on how to carryout investigation and research as an Investigative Journalist.

WEEK 13: In Marketing Department, I learnt the qualities of a good Marketer, and how to promote good products and brands.

WEEK 14: At the Studio, I was taught the roles of Studio Manager, and how the Studio Manager control the live programs.

WEEK 15: I was introduce to various types of program in media house, such as News Program, Religion Program, Children Program, Sport Program, Public Entertainment Program and Political Program. Also, on broadcasting terminologies and types, and the meaning of SIGN-TUNE.

Stating that, SIGN-TUNE: is a song composed or design for a particular program.

WEEK 16: Practical demonstration on: On Sign-out, Yankee Off and Demo

- Sign-out: means putting an end to a program
- Yankee-Off: means putting a permanent end to a program
- Demo: means a recording of program concept or symbol

Assessment and general discussion on specific previous lessons with gradual disengagement of the students out of the scheme at the administrative department.

3.1 Radio Station Equipment

- **Microphone** - Converts sound waves into electrical signals. Different microphones are suited for different purposes.



Microphone

Types of Microphone

- **Condenser Microphone:** - Generally more sensitive than dynamic microphones and can capture a wider range of frequencies. They require what is known as "phantom power" to operate, which is supplied by the microphone console.
- **Dynamic Microphone:** - More rugged than condenser microphones and less likely to be damaged by handling. They do not require phantom power to operate.
- **Microphone Stand** - Holds the microphone in place and allows for positioning.
- **Studio Light:** It allows us to create natural lighting effects in a variety of situations, and is far more controllable than a flashgun. And, with so many options available nowadays, it doesn't have to be confined to a studio.



- **Headset** - Allows the DJ or host to hear program audio and speak "on-air" without needing to hold a microphone.



Headset (Radio)

- **Soundproof Booth** - A room that is designed to isolate sound from entering or exiting. This is important for radio stations to prevent unwanted noise from interfering with the broadcast signal.
- **Broadcast Console** - The central control station for the radio studio. It allows the DJ or host to control the audio levels of the microphone, music, and other audio sources, as well as switch between different sources.



Broadcast Console (Radio)

- **Voice Absorber** - A material that absorbs sound waves and helps to reduce echo and reverberation in the studio.
- **Audio Monitor** - Speakers that allow the DJ or host to hear the program audio with high fidelity.



Audio Monitor (Radio)

- **Computer Monitor** - Used to display playout software, digital audio workstation (DAW) software, or other software used for broadcasting.



Computer Monitor (Radio)

- **Cart Machine** - A traditional playback device that uses audio cartridges to play pre-recorded content, such as commercials, station IDs, and sound effects.
- **CD Player** - While their use is declining in the digital age, CD players are still used in some radio stations to play music CDs.



CD Player (Radio)

- **Telephone Hybrid** - Allows callers to be integrated into the broadcast signal. It manages the complex technicalities of combining the phone audio with the program audio while preventing feedback or echo.
- **On-Air Light** - A visual indicator that the studio is live and on the air. This helps to prevent interruptions from entering the studio while a broadcast is in progress.
- **Automation System** - Software that automates the playback of music, commercials, and other audio content. This allows radio stations to broadcast 24/7 without a DJ or host being present in the studio all the time.

- **Audio Processor** - An electronic device that enhances the audio quality of the broadcast signal. It can perform functions like limiting, compression, and equalization to make the audio sound louder, clearer, and more consistent.
- **FM Transmitter** - The radio station's broadcasting equipment that generates the radio waves that carry the audio signal to the listener's radio.
- **FM Antenna** - The tall tower or mast that transmits the radio waves from the FM transmitter. The height and location of the antenna affect the coverage area of the radio station.

CHAPTER FOUR

RECOMMENDATION AND CONCLUSION

Going through some of the experience gained during the programme, I will recommend that there is need for improvement on some of the activities, both in the media organization where I served and the school.

The time duration for the programme should be extended for more than two months.

Media organization should create more practical knowledge for the student for them to acquire more knowledge from their versatile staff.

CONCLUSION

SIWES was established to provide opportunities for students to be involved in the practical aspect of their respective disciplines in the industries working environment. During my four (4) months industrial training, I gained a wide range of experience from the various assignment undertaken such as; news writing and reporting, news alignment, news commentary and editing process. All the experience gained help to fulfill the objectives of SIWES.

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