



TECHNICAL REPORT ON STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

HELD AT



PREMIER FM 93.5 IBADAN

Oba Adebimpe Road, Dugbe, Ibadan Oyo State, Nigeria.

BY

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DEDICATION

I dedicate this to God for seeing me through; also to my lovely parent **Mr & Mrs ADEMOLA** for their support both morally and financially, May God reward you abundantly with long life and good health.

ACKNOWLEDGEMENT

Special appreciation goes to my parent Mr & Mrs ADEMOLA for their love and care. Applaud them for making me fall in love with education.

My gratitude is incomplete without acknowledging my maternal family for their support and contribution to my onward progress in life.

I also commend my supervisor, Mrs. Idowu A.E for his intellectual contribution and support during my SIWES

A big thanks to my colleagues from different intuitions that formed the group members during my training.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF SIWES

The abbreviation “SIWES” stands for student industrial work experience scheme. It was initiated by Industrial Training Fund (ITF) in 1973 so as to complement the theoretical knowledge acquired in higher institutions with practical experience.

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, they hope to encourage students to actively engage in non-profit management as a professional career objective.

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. Another goal of the SIWES is to promote industrialization in Nigeria, an avenue between the world of teaching, learning, industry and work with reference to the field of study.

1.2 AIMS AND OBJECTIVES OF SIWES

- i. Provision of avenue for students in the Nigerian universities to gain industrial skills and experience in their course of study.
- ii. To expose students to work methods and techniques in handling equipment and machinery that may not be available in the universities.
- iii. To make the transitions from the university to the world of work easier and thus enhance students' contacts for later job placement.
- iv. To provide students with the opportunity to apply their theoretical knowledge in real work situation, thereby bridging the gap between university work and actual practice.
- v. To enlist and strengthen employers involvement in the entire educational process of preparing university graduates for employment.
- vi. To provide students the opportunity to test their interest in a particular career before permanent commitments are made.
- vii. To provide students the opportunity to develop attitudes conducive to effective interpersonal relationships.
- viii. To increase students' sense of responsibility.
- ix. To prepare students for work situation they are likely to meet after graduation.

CHAPTER TWO

2.1 LOCATION AND BRIEF HISTORY OF PREMIER FM

Premier FM 93.5 is a government-owned radio station located in Ibadan, Oyo State, Nigeria. It operates under the Federal Radio Corporation of Nigeria (FRCN) and serves as a major broadcaster in the southwest region. The station's offices are at **617 Jibowu Crescent, Iyaganku Quarters, Ibadan**, while its studios are situated at Broadcasting House, Dugbe. Its transmitter is located in Moniya, Ibadan

The station was commissioned on **October 30, 2001**, by the late First Lady of Nigeria, **Chief Stella Obasanjo**, as part of the federal government's initiative to establish **32 FM stations** across the country under President Olusegun Obasanjo

. Premier FM 93.5 is known for its diverse programming, which includes news, music, sports, and cultural content, with about **70% of its broadcasts in Yoruba**, catering to the grassroots audience

It carries the slogan "**Your Dependable Companion**" and aims to be community-focused, friendly, and engaging

2.2 THE OBJECTIVES OF PREMIER FM 93.5 INCLUDE:

1. **Educating, Informing, and Entertaining** – The station is dedicated to providing content that informs and educates listeners while maintaining an entertainment value
2. **Promoting Indigenous and Community-Based Content** – About **70% of its programming is in Yoruba**, ensuring that local culture, language, and traditions are preserved and promoted
3. **Serving the Grassroots Audience** – Premier FM focuses on engaging people at the grassroots level with relatable and community-driven programs
4. **Supporting Government Policies and Public Awareness** – As a government-owned station under the **Federal Radio Corporation of Nigeria (FRCN)**, it plays a role in disseminating official information and promoting government initiatives
5. **Encouraging Civic Engagement** – By broadcasting news, discussions, and talk shows, Premier FM encourages public participation in governance and social issues

6. **Promoting Music, Sports, and Culture** – The station covers various entertainment sectors, including African music, sports, and cultural discussions
7. **Maintaining a Friendly and Indigenous Outlook** – Premier FM strives to be approachable and grounded in local realities, making it a "**Dependable Companion**" for its listeners
8. **Fostering National Unity and Development** – The station aims to bridge cultural and regional gaps by airing content that promotes unity and national progress
9. **Providing Accurate and Timely News** – As part of **Radio Nigeria**, Premier FM delivers up-to-date local, national, and international news to keep the public well-informed
10. **Encouraging Youth Development and Empowerment** – Through talk shows, interviews, and entertainment programs, the station engages young people in discussions on education, career growth, and entrepreneurship
11. **Enhancing Public Safety and Awareness** – Premier FM plays a crucial role in broadcasting emergency alerts, health information, and security advisories to protect its listeners
12. **Supporting Democracy and Good Governance** – The station provides a platform for discussions on governance, public policy, and civic responsibilities, helping citizens stay engaged in democratic processes
13. ☐ **Expanding Media Accessibility** – By being available both on FM radio and online streaming platforms, Premier FM ensures that its audience can access its programs anytime, anywhere
14. ☐ **Promoting Nigerian and African Identity** – The station supports the development of local music, arts, and traditions, fostering pride in Nigerian and African heritage

2.3 ORGANIZATIONAL STRUCTURE OF PREMIER FM

Premier FM 93.5, a radio station under **Radio Nigeria Ibadan Zonal Station**, follows a structured organizational hierarchy similar to other government-owned broadcasting stations in Nigeria. Below is a typical **organizational structure**:

1. General Management

- **General Manager (GM)** – The highest-ranking officer responsible for overseeing all station operations, policies, and strategies.

2. Programmes Department

- **Head of Programmes** – Supervises radio programs, content planning, and scheduling.
- **Producers** – Develop and organize radio shows.
- **Presenters/On-Air Personalities** – Host radio programs and interact with listeners.
- **Scriptwriters** – Write scripts for different programs.
- **Studio Managers** – Ensure smooth production of radio shows.

3. News & Current Affairs Department

- **Head of News & Current Affairs** – Oversees news broadcasting.
- **News Editors** – Edit news stories before airing.
- **Reporters/Correspondents** – Gather news from different sources.
- **News Anchors** – Present news bulletins.

4. Engineering & Technical Department

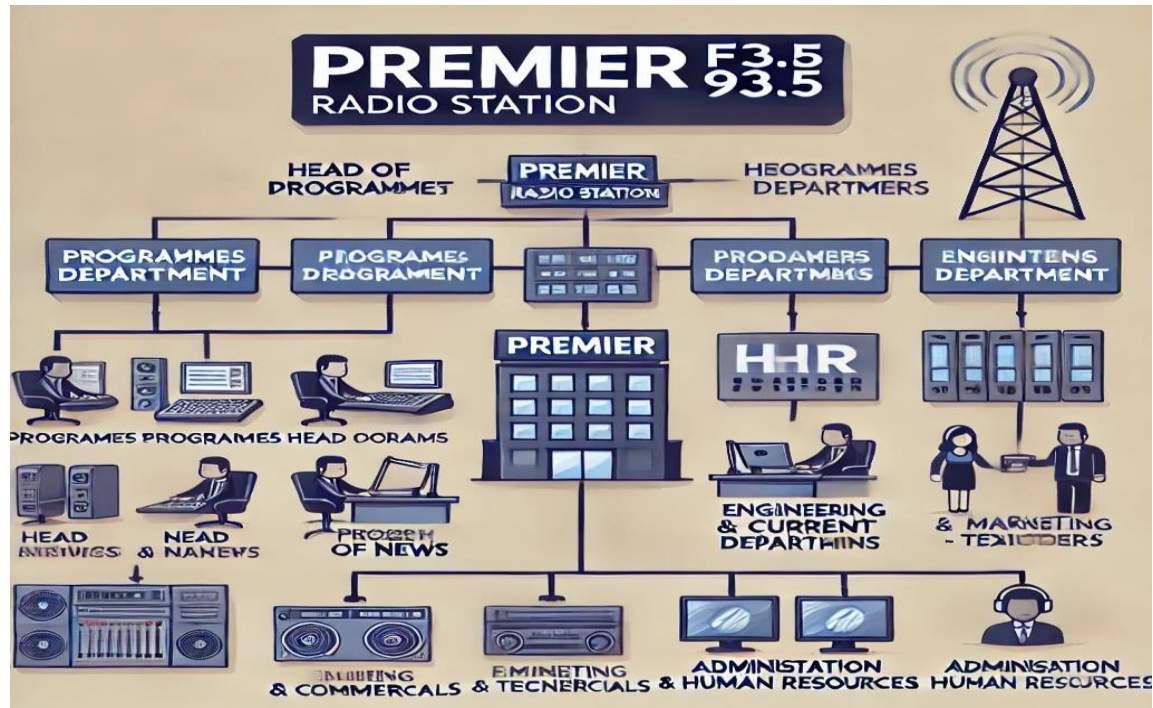
- **Chief Engineer** – Oversees technical and broadcast equipment.
- **Technicians** – Maintain and repair transmission equipment.
- **IT Specialists** – Handle digital and online broadcasting services.

5. Marketing & Commercials Department

- **Head of Marketing** – Plans and manages advertising revenue generation.
- **Sales Executives** – Seek sponsorships and partnerships.
- **Public Relations (PR) Officers** – Manage the station's image and external communication.

6. Administration & Human Resources

- **HR Manager** – Manages staff welfare and recruitment.
- **Administrative Officers** – Handle logistics and general office duties.
- **Accountants/Finance Officers** – Manage financial records and budgets.



2.4 THE VARIOUS DEPARTMENTS/UNIT IN PREMIER FM AND THEIR FUNCTION

Premier FM 93.5 operates with several key departments, each playing an essential role in running the station effectively:

1. Programmes Department

- **Function:** Develops and schedules radio programs, ensuring engaging content for listeners.
- **Units:**
 - **Producers** – Plan and oversee content production.
 - **Presenters** – Host live shows and interact with audiences.
 - **Scriptwriters** – Develop scripts for shows and advertisements.

2. News & Current Affairs Department

- **Function:** Manages news reporting, editing, and presentation.
- **Units:**
 - **News Editors** – Edit and refine news stories.
 - **Reporters** – Gather news from various sources.
 - **Anchors** – Deliver news bulletins on-air.

3. Engineering & Technical Department

- **Function:** Maintains broadcasting equipment and ensures clear signal transmission.
- **Units:**
 - **Technicians** – Troubleshoot and maintain radio equipment.
 - **IT Specialists** – Handle digital broadcasts and online streaming.

4. Marketing & Commercial Department

- **Function:** Manages advertising, sponsorships, and revenue generation.
- **Units:**
 - **Sales Executives** – Seek and manage advertisers.
 - **Public Relations Officers** – Maintain the station's public image.

5. Administration & Human Resources

- **Function:** Handles station logistics, staff welfare, and recruitment.
- **Units:**
 - **HR Officers** – Manage employee relations and training.
 - **Administrative Staff** – Oversee day-to-day operations.
 - **Accountants** – Manage finances and budgeting.

CHAPTER THREE

INTRODUCTION TO WORK CARRIED OUT AT PREMIER FM 93.5

3.1 Overview of Responsibilities

During the period of engagement at Premier FM 93.5, various tasks were undertaken across different departments, providing hands-on experience in radio broadcasting operations. The primary areas of focus included:

- **News Production:** Gathering, editing, and presenting news.
- **Program Hosting:** Assisting in presenting live radio shows.
- **Technical Support:** Learning how to maintain and troubleshoot broadcasting equipment.
- **Marketing & PR:** Engaging with advertisers and sponsors to generate revenue.
- **Administrative Duties:** Assisting in office operations and human resource management.

3.2 Work Activities and Duties

News & Current Affairs:

- Conducted interviews and wrote scripts for news bulletins.
- Edited and fact-checked news stories before they went on air.

Programs & Production:

- Assisted in research for content creation for different radio segments.
- Operated studio equipment during live broadcasts.

Technical & Engineering Support:

- Learned about the setup and maintenance of transmitters and audio consoles.
- Assisted in troubleshooting sound and signal issues.

Marketing & Advertising:

- Engaged with businesses for sponsorship and advertising.
- Drafted promotional content for commercial breaks.

CHAPTER FOUR

EXPERIENCES GAINED FROM WORK AT PREMIER FM 93.5

4.1 Practical Knowledge Acquired

Through hands-on involvement in various departments, the following experiences were gained:

1. Broadcasting Skills:

- Improved confidence in live radio presentation and voice modulation.
- Developed scriptwriting and editing skills for news and entertainment segments.

2. Technical Experience:

- Understood how FM radio transmission works.
- Gained insights into audio mixing, editing, and troubleshooting equipment failures.

3. Professional Communication:

- Learned how to engage audiences effectively during broadcasts.
- Developed interpersonal skills by working with media professionals and external stakeholders.

4. Marketing & Business Development:

- Understood the dynamics of radio advertising and revenue generation.
- Enhanced negotiation and sales skills while working with sponsors.

4.2 Challenges Faced and How They Were Overcome

- **Time Management:** Handling multiple assignments within tight schedules was challenging, but prioritizing tasks improved efficiency.
- **Technical Difficulties:** Initially struggled with understanding broadcasting equipment, but continuous hands-on practice resolved this.
- **Public Speaking:** The first few live sessions were intimidating, but with mentorship and practice, confidence improved significantly.

4.3 Conclusion

The experience at Premier FM 93.5 was highly rewarding, providing valuable industry knowledge and practical skills in media broadcasting. The exposure to different aspects of radio operations enhanced both technical and interpersonal competencies, making it a valuable learning journey.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

3.1 Summary

The Student Industrial Work Experience Scheme (SIWES) at Premier FM 93.5 provided extensive exposure to radio broadcasting, covering news reporting, live presentations, technical support, marketing, and administration. The training equipped participants with essential industry skills such as content creation, equipment handling, audience engagement, and business development. Challenges such as time management and public speaking were effectively overcome through practice and mentorship, leading to significant personal and professional growth.

3.2 Conclusion

The SIWES program was an invaluable experience, bridging the gap between theoretical knowledge and practical application. The opportunity to work with professionals in a dynamic media environment enhanced problem-solving skills, technical know-how, and communication abilities. The experience reinforced the importance of teamwork, adaptability, and efficiency in the broadcasting industry.

3.3 Recommendations

To further improve the SIWES experience at Premier FM 93.5, the following recommendations are proposed:

- **More Structured Training Sessions:** Organizing workshops on technical and editorial aspects of broadcasting would enhance learning.
- **Extended Hands-on Experience:** Allowing trainees to handle more live broadcasts and technical operations would boost their confidence and expertise.
- **Better Resource Allocation:** Providing access to updated broadcasting software and equipment would facilitate a more modern learning experience.
- **Mentorship Programs:** Pairing interns with experienced professionals for direct mentorship would improve skill acquisition and career guidance.

By implementing these recommendations, future SIWES participants can gain even more from their time at Premier FM 93.5, equipping them with the skills needed for a successful career in broadcasting.