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STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

**SIWES PLACEMENT
NEWAGE NETWORK, KADUNA STATE.**

BY

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22/15MCA014**

**SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF
MANAGEMENT AND SOCIAL SCIENCE.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
DEGREE OF BACHELOR OF SCIENCE (B.SC) IN MASS COMMUNICATION**

DECLARATION

I, Akadi Victoria Toluwalase, hereby declare that this report is a genuine account of my experiences and activities during my Students' Industrial Work Experience Scheme (SIWES) at Newage Network, Kaduna, under the supervision of Madam Eva Olabode.

DEDICATION

I humbly dedicate this report to the Almighty God, whose divine guidance and empowerment sustained me throughout my SIWES journey.

My heartfelt appreciation goes to my beloved parents, Mr. and Mrs. Akadi, whose unwavering support, encouragement, and sacrifices ensured the success of my training.

Special gratitude to my esteemed supervisor, Madam Eva Olabode, whose mentorship, expertise, and warmth made my industrial experience enriching and memorable.

May this report serve as a testament to the invaluable contributions of these individuals.

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CHAPTER ONE

1.1 INTRODUCTION

The Students' Industrial Work Experience Scheme (SIWES) is a vital component of the National University Commission's (NUC) curriculum for undergraduate students in Nigerian universities. The scheme was established in 1974 as a tool for bridging the gap between theoretical knowledge acquired in the classroom and practical skills required in the industry.

SIWES aims to provide students with hands on experience, exposing them to real world industrial environments, challenges, and best practices. This enables students to apply theoretical concepts learned during lectures, seminars, and workshops, thereby enhancing their understanding and appreciation of their chosen profession.

The SIWES program is compulsory for undergraduate students in various disciplines, practice of sciences, Accounting, Agriculture, medical sciences, Nursing sciences, Engineering and Technology, management, information and communication Technology, and other professional educational programmes in the Nigerian tertiary institutions. The SIWES program typically lasts for 3-6 months, depending on the institution and program requirements. The institution and program requirements. Students are placed in relevant industries, organizations, or institutions, where they work under the supervision of experienced professionals.

1.2 SCOPE OF SIWES

The Students' Industrial Work Experience Scheme (SIWES) has a broad scope that has various aspects of industrial training and practical experience. The program typically lasts for 3-6 months, depending on the institution and program requirements. SIWES is mandatory for undergraduate students in various disciplines, including sciences, engineering, technology, management sciences, medical sciences, agriculture, and other professional educational programs.

Students are placed in relevant industries, organizations, or institutions, where they work under the supervision of experienced professionals. Geographically, SIWES is implemented in various sectors, including public and private organizations, industries, hospitals, research institutions, and government agencies across Nigeria. The program aims to achieve specific objectives, such as practical skill acquisition, industry relevant knowledge, problem solving and critical thinking, communication and teamwork, and employability enhancement.

1.3 AIMS AND OBJECTIVES OF SIWES

There are three primary aims of the Students' Industrial Work Experience Scheme (SIWES). Firstly, SIWES aims to provide students with practical work experience in their chosen profession, enabling them to apply theoretical knowledge in real world settings. Secondly, the scheme seeks to bridge the gap between theoretical knowledge and practical skills, ensuring that students are well equipped to meet industry demands. Lastly, SIWES aims to enhance students' employability upon graduation, making them more attractive to potential employers and preparing them for a

successful career.

Long term Objectives:

1. To produce graduates who are job ready and industry-compliant.
2. To reduce the gap between theoretical education and practical application.
3. To promote economic growth and development through skilled manpower.
4. To enhance Nigeria's global competitiveness in various industries.

1.4 HISTORY AND BACKGROUND OF NEWAGE NETWORK KADUNA (11 lamido road Ungwan rimi GRA Kaduna.)



The Newage Network Kaduna, a television services provider, was founded in 1994, by Ibrahim Buba. With its headquarters located at No. 11, Lamido Road, Ungwan rimi GRA, Kaduna, the organization has established itself as a leading broadcast media outlet in Nigeria. The company is led by a team of experienced professionals, including Ibrahim Buba as Chairman/MD/CEO, Tahir Muhammed as Director, and Usman Umar Zambuk as Secretary/Legal Adviser.

Newage Network has expanded its reach with offices in Lagos, located at No. 88B, Oduduwa Crescent, GRA, Ikeja, and Abuja, situated at Plot 252, Herbert Macaulay Way, Central Business District, FCT. The organization's mission is to set unbeatable standards in broadcasting, sustaining the attention, respect, and goodwill of viewers, particularly Nigerians, Africans, and the global community. Guided by a prayer that emphasizes wisdom, integrity, and responsible use of resources, Newage Network strives to serve its customers well and fulfill their needs.

The company's vision is "to build an institution that outlasts our lives, driven by ethical and high moral values." To achieve this, Newage Network offers a range of services, including content development, film production, informational videos, and jingles/commercials. The programs at the organization include "As You Answer the Call (Nachon)," "Transforming Agriculture in Nigeria," "Everyone Deserves a Home," "Inside the Senate," and "House Ticket." The organization founded in 1994 as a marketing communications consulting firm, Newage Network has evolved into a leading broadcast content provider, utilizing cutting edge technology to produce need, specific content and programs.

Today, Newage Network operates with state of the art equipment, including different professional broadcast cameras and digital post production/editing suites. With a team of 160 staff members

from diverse media specializations, the organization prioritizes attention to detail, commitment, and creative spark to deliver results driven solutions for clients. By fostering collaborative relationships and ensuring effective communication, Newage Network has redefined broadcast content in Nigeria's electronic media space and contributed significantly to the communication industry's growth.

CHAPTER TWO

2.1 INTRODUCTION TO THE DEPARTMENTS

Newage Network Kaduna, a leading broadcast media outlet, is structured into various departments that work to produce high-quality content. This section provides an overview of the key departments.

2.1.1 VIDEO AND EDITING DEPARTMENT

The Video and Editing Department is responsible for post production activities, including video editing, visual effects, and color grading. Equipped with state of the art editing suites, this department transforms raw footage into engaging, broadcast ready content. The team consists of skilled video editors and visual effects artists, who work meet the highest standards.

2.1.2 PROGRAMS DEPARTMENT

The Programs Department is the creative department of Newage Network Kaduna, responsible for conceptualizing, developing, and producing innovative programs. This department oversees the production of popular shows such as "As You Answer the Call (Nachon)," "Transforming Agriculture in Nigeria," "Everyone Deserves a Home," "Inside the Senate," and "House Ticket." The team comprises experienced producers, writers, and researchers who work together to develop compelling content.

2.1.3 CAMERA UNIT DEPARTMENT

The Camera Unit Department is responsible for capturing high quality visuals for Newage Network's productions. Equipped with professional broadcast cameras, this department ensures that all footage meets the highest technical standards. The team consists of experienced camera operators, lighting and sound technicians, who work together to deliver exceptional visual content. These departments collaborate to produce engaging, informative, and entertaining content for Newage Network's audience

2.2 RULES OF THE DEPARTMENTS

To ensure smooth operations and maintain high standards, each department at Newage Network Kaduna has established rules and guidelines.

2.2.1 VIDEO AND EDITING DEPARTMENT

1. All editing projects must be approved by the head of the department
2. Editors must adhere to the company's style guide and branding.
3. All edited content must be reviewed and approved before broadcast.
4. Editors are responsible for backing up their work regularly.

2.2.2 PROGRAMS DEPARTMENT

1. Program proposals must be submitted to the Head of Department for approval.
2. Researchers must verify facts and sources before submitting content.
3. Writers must adhere to the company's writing style and tone.
4. Producers are responsible for ensuring timely completion of projects.

2.2.3 CAMERA UNIT DEPARTMENT

1. Camera operators must ensure equipment is in good working condition before use.
2. All shoots require a signed location release form.
3. Camera operators must adhere to safety guidelines during shoots.
4. Footage must be labeled and organized according to company standards.

These rules and guidelines ensure that each department operates efficiently, maintaining the high standards of Newage Network Kaduna

2.3 OBSERVATIONS OF THE DEPARTMENTS

During my SIWES program, I observed the following:

2.3.1 VIDEO AND EDITING DEPARTMENT

1. Efficient workflow: Editors worked collaboratively, ensuring timely completion of projects.
2. Attention to detail: Editors carefully reviewed content, ensuring accuracy and quality.
3. State of the art equipment: The department utilized modern editing software and hardware.
4. Continuous learning: Editors engaged in workshops and training sessions to enhance skills.

5. Effective communication: Editors maintained open communication with producers and directors.

2.3.2 PROGRAMS DEPARTMENT

1. Creative thinking: Producers and writers engaged in innovative idea generation.
2. Research quality: Researchers thoroughly verified facts and sources.
3. Teamwork spirit: Producers, writers, and researchers worked together seamlessly.
4. Adherence to deadlines: Producers ensured timely completion of projects.
5. Passion for storytelling: Staff demonstrated genuine enthusiasm for creating engaging content.

2.3.3 CAMERA UNIT DEPARTMENT

1. Professionalism: Camera operators demonstrated expertise in equipment handling.
2. Attention to lighting and sound: Technicians ensured optimal audio visual quality.
3. Flexibility: Camera operators adapted to changing shoot locations and schedules.
4. Teamwork: Camera operators, lighting and sound technicians worked together effectively.

2.4 DEPARTMENT MATERIALS AND THEIR USE/ ACTIVITIES

2.4.1 VIDEO AND EDITING DEPARTMENT

1. Editing software: Adobe Premiere Pro, Final Cut Pro
2. Computer systems: Mac book pro
3. External hard drives: For storing and backing up project files.
4. Audio equipment: Professional headphones and speakers for sound design and mixing.

2.4.2 PROGRAMS DEPARTMENT

1. Research materials: Books, articles, and online resources for research and fact checking.
2. Computer software: Mac book
3. Communication devices: Phones and email for communication with team members and clients.

2.4.3 CAMERA UNIT DEPARTMENT

- 1. Professional cameras
- 2. Lenses and accessories: Various lenses, tripods, and camera stabilizers.
- 3. Lighting equipment: Soft box lights, LED lights, and reflectors.
- 4. Sound equipment: Professional microphones and audio recorders.

2.5 ORGANIZATION SCRIPT FORMAT

NEWAGE NETWORK

Programmer; Documentary series for the federal ministry of Agriculture in Nigeria
Series Title: Transformation Agriculture in Nigeria
Episode No: 35 (2024)
Episode Title: Post Harvest Management and Food security
Language: English
Duration: 25 Minutes
Camera Man: Aminu A. Musa
Linear Editors: Manasseh Whyte
Script Editor: Eva Olabode
Producer: Onoja, Benedict Paul
Executive Producer: Ibrahim Buba

Video	Audio	
Open montage	Theme Music	
Presenter	<p>Good evening and welcome to the programmer Transforming Agricultural in Nigeria. A programmer that put a searchlight on the Nigeria agricultural sector, showcasing its potentials, opportunities and the efforts of stakeholders to develop the sector. I am your host Gabriel ojile.</p> <p>Tonight we are focusing on post-harvest management technologies and impact in ensuring food security in Nigeria.</p>	

	<p>In our diary tonight: Federal Government Flags Off Sales of 30, 000 tons of Subsidized Rice to Nigerians Also, United Nations Pledges Responsive Action to Address Food Insecurity in Nigeria</p> <p>Senator Kyari added that the rice would be sold 50kg per one person in a transparent manner. TRACK UP: Senator Abubakar Kyari, Hon. Minister of Agriculture and Food SecurityFLAG OFF OF SALES OF RICE: C058CUE IN: 03:19 (THIS FOOD...CUE OUT: 04:25 THIS EXERCISE...</p>	
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CHAPTER THREE

ACTIVITIES AND PROBLEMS ENCOUNTERED/PROBLEMS SOLVED

3.1 DESCRIPTION OF WORK DONE

During my SIWES program, I was assigned to the Programs Department at Newage Network Kaduna, where I worked under the supervision of Madam Eva Olabode. My primary responsibilities included assisting the producers in developing and producing engaging content for various programs.

In addition to my duties in the Programs Department, I also had the opportunity to work with the Camera department and Editing Department. Whenever the producer was out sourcing for content, I would join the camera crew to gain new experience in filming and content gathering. This exposure broadened my understanding of the production process, from conceptualization to post production.

Some of my specific tasks included:

1. Conducting Research and Gathering Information for Program Development

Conducting research to gather relevant information for program development was a crucial task. This involved fact checking and verifying data, identifying trends and patterns, analyzing industry reports and studies, and interviewing experts and stakeholders. Through this task, I developed critical thinking and analytical skills.

2. Assisting Producers in Scripting

Assisting producers in scripting involved writing and editing scripts, developing visual concepts, researching and suggesting program titles, and coordinating with writers and directors. This task enhanced my writing, creativity, and project management skills.

3. Participating in Creative Thinking Sessions to Generate Innovative Ideas

Participating in these sessions helped generate unique program concepts and formats. I joined the producers and writers to develop engaging content and storylines, identify target audiences that strengthened creativity and teamwork.

4. Accompanying Camera Crews on Location Shoots

Accompanying camera crews on location shoots provided experience. I assisted with setup and equipment management, coordinated with talent and crew members, observed and learned from camera operators and directors, and captured behind-the-scenes footage. This task taught me about camera operations, lighting, and sound management.

5. Handling the Teleprompter while a Program is being produced

Operating the teleprompter ensured smooth program delivery. I assisted anchors and presenters with script cues, adjusted font sizes and speeds as needed, and collaborated with production staff. This task developed my attention to detail and multitasking skills.

6. Observing and Assisting Editors

Observing and assisting editors introduced me to post-production techniques. I learned about video editing and assembly, audio mixing and sound design, visual effects and motion graphics, and color grading and correction.

Through this experience, I gained valuable insights into the operations of a broadcast media organization and developed practical skills in content creation, teamwork, and time management.

3.2 EXPERIENCE GAINED

During my SIWES program at Newage Network Kaduna, I gained valuable experiences that have enhanced my skills and knowledge in broadcasting. Some of the key experiences include:

1. I gained practical experience in program development, production, and post-production where I made scripts and produced a program.
2. I was trained to operate camera and sound management.
3. I familiarized with editing software and post-production techniques.
4. I gained new insights on the operations of the teleprompter.
5. I learnt how to moderately manage time and also multitask.

These experiences have prepared me for a career in broadcasting and equipped me with the skills and confidence to excel in the industry.

3.3 PROBLEMS ENCOUNTERED

1. Transportation: The distance from the place I were living to the organization was far.
2. Language barrier: the language in which most of the staff communicate in was hausa and I don't understand hausa which made it a little bit difficult for me
3. I was the only siwes student there which means I had no mate to interact with freely.

Despite these challenges, I managed to adapt and find ways to mitigate the issues, ensuring that my SIWES experience was productive and fulfilling.

3.4 PROBLEMS SOLVED

To address the transportation challenges, I implemented the following solutions:

1. I explored alternative transportation options, such as public transport to reduce costs.
2. I tried to learn and get used to speaking in Hausa.

These experiences taught me valuable lessons in problem solving, adaptability, and resource management.

CHAPTER FOUR

4.1 SUMMARY

On July 30, 2024, I commenced my SIWES program at Newage Network Kaduna, under the guidance of Admin Officer, Mr. Kabiru. Upon arrival, I was introduced to the various departments within the organization.

As the only IT student at the time, I was initially assigned to the Programs Department, and subsequently, to the Editing and Cameras Department. This comprehensive placement enabled me to gain experience and exposure to industry best practices.

Throughout my internship, I learned invaluable skills, expanded my knowledge, and interacted with experienced professionals, significantly enhancing my understanding of the broadcasting industry. This enriching experience has adequately prepared me for a successful career.

4.2 CONCLUSION

In conclusion, my SIWES program at Newage Network Kaduna was a transformative experience that provided valuable training and exposure to the broadcasting industry. Throughout the program, I acquired technical skills, developed professional relationships, and gained insight into industry best practices.

This experience has not only enhanced my academic knowledge but also prepared me for the challenges and opportunities in the broadcasting sector. I am grateful for the opportunity and confident that the skills and knowledge gained will be instrumental in my future career.

4.3 REFERENCES

Broadcasting Industry Standards National Broadcasting Commission (NBC).

Newage Network Kaduna Company Handbook.

SIWES Guidelines Industrial Training Fund (ITF).