

STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

SIWES PLACEMENT

DIAMOND 88.7 FM, ILORIN, KWARA STATE

BY

AWOGBADE OYINKANSOLA ROSELINE

21/15MCA008

**SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION FACULTY
OF MANAGEMENT AND SOCIAL SCIENCE, THOMAS ADEWUMI UNIVERSITY,
OKO, KWARA STATE**

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

TABLE OF CONTENTS

CHAPTER ONE

1.0 INTRODUCTION

1.1 SCOPE OF SIWES

1.2 AIMS AND OBJECTIVES OF SIWES

1.3 ROLES OF STUDENTS AND INSTITUTIONS

1.4 BRIEF HISTORY OF DAIMOND FM

CHAPTER TWO

2.1 INTRODUCTION TO THE DEPARTMENT

2.2 RULES OF THE DEPARTMENT

2.3 OBSERVATIONS OF THE DEPARTMENT

CHAPTER THREE

3.1 DEPARTMENT MATERIALS AND THEIR USES / ACTIVITIES

3.2 SCOPE OF DUTIES AT DIAMOND FM

3.3 PROBLEMS ENCOUNTERED AND PROBLEMS SOLVED

CHAPTER Four

4.1 summary

4.2 conclusion

4.3 Recommendations

4.4 References

CHAPTER ONE

1.0 INTRODUCTION:

As university students, our primary goal is not only to acquire theoretical knowledge but to also develop practical skills that will prepare us for the real-world challenges of our chosen professions. This is where SIWES (Students Industrial Work Experience Scheme) comes in – a program designed to give us hands-on experience in the field. The initiative was launched by the Nigerian government in 1973 to help bridge the gap between academic learning and industry practice, ensuring that students are well-equipped for employment after graduation. SIWES offers students the opportunity to work in various industries related to their course of study, allowing them to apply what they've learned in the classroom to real-life situations. This experience is critical because it prepares students not only to understand the theory but also to navigate the practical, day-to-day workings of their fields. For students in Nigerian universities, SIWES is typically undertaken after the second or third year of study, and it provides a unique chance to gain industry insight before fully stepping into the workforce.

During the 3rd session of my academic program, I had the opportunity to participate in SIWES at Diamond FM in Ilorin, one of the leading radio stations in the region. The experience, which lasted from August to November 2024, provided a first-hand look at the inner workings of a radio station, with a focus on the News, Production, and Program departments. These months were a period of immense growth, as observation, learning, and active contribution to the broadcast process were all part of the experience. Various tasks were undertaken, ranging from assisting with news gathering and reporting to helping produce content and supporting live broadcasts. Each department provided unique insights into different aspects of radio, from writing scripts for news segments to understanding how to keep the station's programming running smoothly. The experience not only taught technical skills but also highlighted the collaborative nature of media production and the importance of timing, creativity, and accuracy in delivering content to the audience.

The SIWES experience at Diamond FM has been instrumental in preparing students for a career in broadcasting. It has provided a deeper understanding of the media industry and has helped develop essential skills in media production, such as research, writing, and teamwork. The experience has also broadened the understanding of the importance of practical experience in complementing theoretical knowledge. By participating in SIWES, students gain valuable insights into the industry, which can be applied to future careers. The experience is a testament to the effectiveness of SIWES in bridging the gap between academic learning and industry practice, and it highlights the importance of such programs in preparing students for the workforce.

1.1 SCOPE OF SIWES

The Student Industrial Work Experience Scheme (SIWES) is designed to provide students with valuable internship opportunities that enhance their academic learning. The primary objective of SIWES is to bridge the gap between theoretical knowledge acquired in the classroom and practical experience in the workplace. By participating in SIWES, students can gain hands-on experience that complements their theoretical learning, allowing them to fully appreciate the real-world applications of their studies. The scope of SIWES is to:

- Provide students with practical insights into their field of study
- Familiarize students with the dynamics of the labor market
- Equip students with the skills and experience needed to transition smoothly into gainful employment

The SIWES experience at Diamond FM in Ilorin, which took place during the 3rd session, provided a unique opportunity to apply theoretical concepts to real-world situations. The experience, which lasted from August to November 2024, gave a firsthand look at the inner workings of a radio station, with a focus on the News, Production, and Program departments. Through this experience, valuable insights into the media industry were gained, and essential skills in media production, such as research, writing, and teamwork, were developed.

The SIWES experience has been instrumental in preparing students for a career in broadcasting. It has provided a deeper understanding of the media industry and has helped develop essential skills in media production. The experience has also broadened the understanding of the importance of practical experience in complementing theoretical knowledge. By participating in SIWES, students gain valuable insights into the industry, which can be applied to future careers. The benefits of SIWES are numerous, and the experience is a testament to the effectiveness of the program in bridging the gap between academic learning and industry practice.

1.2 OBJECTIVES OF SIWES

The main objective of the SIWES (Student Industrial Work Experience Scheme) is to provide students from higher institutions with practical industrial skills and hands-on experience related to their field of study, thereby preparing them for the workplace challenges they will face after graduation.

The specific objectives of SIWES are:

1. To provide students with the opportunity to gain practical industrial skills and experience in their chosen field of study.
2. To prepare students for the real-world work environment they will encounter after graduation.
3. To expose students to work methods and technologies that may not be available in their academic institutions, such as advanced equipment and machinery.
4. To facilitate a smoother transition from school to work, while helping students build professional networks for future job opportunities.
5. To enable students to apply their theoretical knowledge to real-world situations, bridging the gap between classroom learning and practical application.

1.3 ROLES OF STUDENTS AND INSTITUTIONS

1. Appoint a SIWES coordinator to manage students' training or internship placements.
2. Prepare and submit the master list of students and placement details to the coordinating agency and ITF (Industrial Training Fund).
3. Place students with employers for their attachments.
4. Organize orientation programs to prepare students for their industrial training.
5. Supervise students during their attachment and sign off on their logbooks.
6. Ensure that at least three visits are made by the institution's supervisors during the attachment period.
7. Work with employers to create a training program that aligns with national guidelines for each course.

Responsibilities of the Students:

1. Attend the SIWES orientation program organized by the institution before starting the industrial attachment.
2. Follow the rules and regulations of the employer during the attachment.
3. Keep accurate records of their training activities in their logbooks.
4. Arrange their own accommodation during the attachment period.
5. Submit their logbooks, reports, and any other required documents to their institution at the end of the training.
6. Submit evaluation forms to the ITF through their institution, filled out by themselves, their employer, and the institution.

7. Avoid changing their place of attachment unless there is a special reason and they have approval from the Centre Director and SIWES Director.

1.4 **BRIEF HISTORY OF DAIMOND FM**



Diamond FM, Ilorin's premier radio station, launched on December 22, 2020, on 88.7 MHz, marking a significant milestone in the region's media landscape. With a mission to inform, educate, and entertain, the station quickly gained popularity. Building on its success, Diamond FM expanded into television with the launch of Diamond TV in 2021.

This strategic move enabled the brand to reach a broader audience, providing a unique blend of radio and TV programming. Diamond FM's vision is to become the leading media outlet in Kwara State, fostering community engagement and promoting local talent. Through its diverse programming, the station addresses social issues, promotes cultural heritage, and contributes to the socioeconomic development of the region.

Diamond FM's team of experienced professionals ensures that content is engaging, informative, and relevant to the local community. The station's programming includes talk shows, current affairs, sports, entertainment, and cultural programs. With a strong commitment to innovation and community service, Diamond FM continues to set new standards in broadcasting.

CHAPTER TWO

2.1 INTRODUCTION TO THE DEPARTMENT

During my time in the News Program and Production Department, I had the opportunity to gain hands-on experience across multiple aspects of media production, with a focus on news sourcing, writing, and broadcasting.

In the **News Department**, my primary responsibility was to source news stories and deliver them to Mr. Joseph, the Chief Editor, for editing and review. I was also tasked with uploading news articles to the organization's website, ensuring that content was updated regularly to reflect current events and trends. Additionally, we were encouraged to write articles for the website during our free time, providing a platform for students to develop their writing skills and showcase their work. As part of our news gathering, we frequently visited the House of Assembly to source local stories and conduct interviews with lawmakers, giving us firsthand exposure to the legislative process and its coverage.

In the **Program Department**, I had the opportunity to anchor several programs, including Drug abuse, recycling, NYSC program etc. My responsibilities included brainstorming ideas for topics, discussing them with the team, and preparing content for broadcast. After finalizing our ideas, we would move to the Production Department, where we recorded and voiced the programs. I also received valuable training on how to effectively anchor a program, learning the nuances of on-air presentation and how to engage an audience.

In the **Production Department**, I was introduced to various technical aspects of media production. Here, I learned how to use editing software to refine audio, including editing voices and handling sound effects like giggles. One of the highlights of my experience was working closely with a mentor who monitored my voice and taught me how to speak clearly and confidently on air, a skill that was vital for both news reporting and program anchoring.

Overall, this experience allowed me to gain a comprehensive understanding of how news is gathered, edited, and broadcasted, while also giving me the opportunity to develop technical and on-air presentation skills. I learned not only how to create content but also how to work collaboratively across departments to produce a seamless broadcast.

Objectives of Daimond

1. To influence
2. To promote
3. To sustain and improve Nigeria's positive societal values through social, cultural, economic, political and technological programs

2.2 RULES OF THE DEPARTMENT

General Rules

1. Students must understand both theoretical and practical aspects of their field.
2. Students have full access to participate in all department activities.
3. Each student will have an internal supervisor for guidance.
4. Punctuality is required at all times.
5. Dress code: Dress modestly and professionally.
6. Eating is not allowed in any department.

7. Air conditioning will run 24/7 to protect sensitive equipment.

News Department

1. Research and gather news stories
2. Write and edit news articles
3. Assist in news broadcasting

Programme Department

1. Assist in program planning and development
2. Participate in program production and presentation
3. Collaborate with team members

Production Department

1. Assist in audio/video editing
2. Learn sound engineering and equipment handling
3. Participate in program post-production

2.3 OBSERVATIONS OF THE DEPARTMENT

As I reflect on my time at Diamond FM, I'm reminded of the many practices that made our workplace thrive. From the moment I stepped into the office, I knew that I was part of a team that was dedicated to producing high-quality content and delivering exceptional service to our audience. Here are some of the key habits that stood out to me:

1. **Punctuality:** Setting the Tone for the Day: Every morning, staff would arrive promptly at 8:00 am, ready to tackle the day's tasks. This sense of punctuality was more than just a habit - it was a sign of respect for our colleagues, our audience, and the work that we did. By starting the day on time, we were able to get a head start on our tasks and make the most of our time. Whether it was a meeting with the production team, a recording session, or a live broadcast, punctuality was essential in ensuring that everything ran smoothly.
2. **Team Collaboration:** Breaking Down Departmental Silos: One of the things that impressed me most was the way staff from different departments - News, Programme, and Production - worked together seamlessly. This collaboration ensured that our programs were well-rounded and of high quality. Whether it was a news segment, a music show, or a talk program, we worked together to bring all the elements together and create a cohesive and engaging product.
3. **Equipment Maintenance:** The Backbone of Our Operations: Our equipment, including cameras, microphones, mixers, and recorders, was regularly checked and maintained to ensure that it was in good working condition. This attention to detail was crucial in preventing technical glitches and ensuring that our programs went off without a hitch. From daily checks to regular servicing, we made sure that our equipment was always in top condition.
4. **Professionalism:** Maintaining a High Standard: Throughout my time at Diamond FM, I was struck by the professionalism of the staff. Everyone maintained a respectful and courteous attitude, even in the face of challenging situations. Whether it was dealing with

a difficult guest, handling a technical issue, or working under pressure, we always strived to maintain a high level of professionalism.

5. **Time Management:** Sticking to the Schedule: With a tight schedule to keep, our programs were carefully timed to ensure that we stayed on track. This attention to time management was essential in delivering high-quality content to our audience. From the moment we started planning a program to the moment it went on air, we were always mindful of the time and made sure that we were using it efficiently.
6. **Program Planning:** Crafting Engaging Content: Our team members worked tirelessly to plan and develop programs that would captivate and inform our listeners. From concept to execution, every detail was carefully considered to ensure that our programs were engaging and relevant. Whether it was a news segment, a music show, or a talk program, we always strived to create content that was informative, entertaining, and engaging.
7. **Rehearsals:** Preparing for a Polished Performance: Before going on air, our program hosts and guests would rehearse to ensure that they were comfortable with the material and could deliver it confidently. This rehearsal process was crucial in helping us to identify any potential issues or areas for improvement, and to make any necessary adjustments before the live broadcast. By rehearsing, we were able to fine-tune our performances, ensure that our messaging was clear and concise, and deliver a high-quality program to our audience.
8. **Audio/Video Editing:** Bringing it All Together: Our production team members were skilled in editing audio and video recordings, and played a critical role in bringing our programs together. From trimming and cutting footage to adding music and sound effects, our editors worked tirelessly to create a polished and professional final product. By carefully editing our audio and video recordings, we were able to create a cohesive and engaging program that flowed smoothly and held our audience's attention.
9. **Air Conditioning:** Maintaining a Comfortable Working Environment: The department maintained a comfortable working environment with 24/7 air conditioning, which was essential for protecting our sensitive equipment and keeping our staff comfortable and focused. By maintaining a consistent temperature and humidity level, we were able to prevent equipment failures and reduce the risk of data loss or corruption. Additionally, the air conditioning helped to create a comfortable and healthy working environment, which was essential for our staff's well-being and productivity.
10. **No Eating Policy:** Maintaining a Clean and Safe Environment: Eating was not allowed in any department, as we recognized the importance of maintaining a clean and safe environment for our staff and equipment. By prohibiting eating in the workplace, we were able to prevent crumbs and spills from damaging our equipment, and reduce the risk of pests and vermin. Additionally, the no eating policy helped to create a professional and respectful atmosphere, where our staff could focus on their work without distractions or disruptions.

CHAPTER THREE

3.1 DEPARTMENT MATERIALS AND THEIR USES / ACTIVITIES

1. **COMPUTERS:** Computers played a vital role in the news production process at Diamond FM. They were used for a variety of tasks, including typing and editing news scripts, researching news stories, and communicating with colleagues. With multiple computers available, team members could work on different stories and tasks simultaneously, increasing productivity and efficiency. One computer was dedicated specifically to posting news on Diamond FM's website, ensuring that online content was always up-to-date and accurate.
2. **PRINTERS:** Printers were used to print news scripts, press releases, and other materials necessary for news production. This included printing copies of scripts for news anchors and reporters, as well as printing press releases and other documents for reference. Having a reliable printer on hand ensured that the team could quickly print out the materials they needed, without having to worry about technical issues or delays.
3. **INTERNET CONNECTIVITY:** Internet connectivity was essential for the news team at Diamond FM. It enabled them to conduct online research, access news feeds, and update the website with breaking news. With a fast and reliable internet connection, the team could quickly gather information and stay up-to-date on the latest news and developments.
4. **CONSOLE:** The console was a critical piece of equipment in the production studio, controlling audio and video output during live broadcasts and recordings. It allowed the production team to adjust levels, balance audio and video feeds, and ensure that the broadcast was of high quality. With a console, the team could also switch between different audio and video sources, such as cameras and microphones, to create a seamless and professional broadcast.
5. **BOOM MIC:** The boom mic was used to capture high-quality audio from news anchors, reporters, and guests. It was a directional microphone that could be positioned to pick up the speaker's voice clearly, while minimizing background noise and interference. With a boom mic, the production team could ensure that the audio was clear and crisp, helping to create a professional and engaging broadcast.
6. **HEADSETS:** Headsets were used by production team members to enable clear communication during live broadcasts and recordings. They allowed team members to communicate with each other clearly and quietly, without interrupting the broadcast or distracting the audience. With headsets, the team could also monitor audio and video feeds, helping to ensure that the broadcast was of high quality and that any technical issues were quickly identified and resolved.
7. **SOFTWARE (ADOBE):** The production team at Diamond FM used Adobe software to enhance their audio and video editing capabilities. This software allowed them to edit and manipulate audio and video files, adding music, sound effects, and other elements to create a professional-grade production. With Adobe software, the team could also color-correct and add visual effects to video footage, helping to create a polished and engaging broadcast.

3.2 SCOPE OF DUTIES AT DIAMOND FM

News Department

1. News Gathering

- Research and gather news stories from various sources
- Conduct interviews with newsmakers, experts, and witnesses
- Verify facts and accuracy of information
- Monitor news feeds and updates from national and international news agencies

2. News Writing

- Write clear, concise, and engaging news scripts
- Edit and proofread scripts for grammar, spelling, and punctuation
- Ensure timely submission of scripts for broadcast
- Develop and maintain a thorough knowledge of current events

Programme Department

1. Programme Planning

- Develop programme concepts, ideas, and proposals
- Research and book guests, experts, and performers
- Plan programme schedules, formats, and content
- Coordinate with production team to ensure smooth execution

2. Programme Production

- Coordinate programme recording and editing
- Ensure high-quality audio output
- Manage programme budgets and resources
- Collaborate with presenters, producers, and technical crew

3. Programme Presentation

- Host and present programmes with enthusiasm and professionalism
- Conduct interviews, discussions, and debates
- Engage with listeners through phone-ins, social media, and email

- Develop and maintain a strong on-air presence

Production Department

1. Audio/Video Editing

- Edit audio for broadcast
- Ensure high-quality output, clarity, and consistency
- Meet deadlines and deliver edited content on time
- Collaborate with producers and presenters

3.3 CHALLENGES ENCOUNTERED

During my SIWES program at Diamond FM, I faced several challenges that impacted my experience:

1. **Distance and Transportation:** My house was really far from work, making transportation costly and time-consuming.
2. **Food and Nutrition:** Finding affordable, healthy food near work was hard. I had to order online and pay extra for delivery.
3. **Accommodation:** Finding a place to stay in Ilorin was tough since my parents didn't know anyone there.
4. **Safety Concerns:** I had a terrible accident on my way home due to the bad road conditions.

3.4 SOLUTIONS IMPLEMENTED

Despite these challenges, I found ways to overcome them:

1. **Transportation:** I discovered shorter, cheaper transportation options.
2. **Food and Nutrition:** I found affordable, healthy food spots near work.
3. **Accommodation:** I finally found a great place which was with my aunt
4. **Safety Precautions:** I became more cautious on the road

3.5 EXPERIENCE GAINED

2. **SOURCING NEWS STORIES:** I learned how to find and gather information for news stories. This involves researching topics, conducting interviews, and gathering data and statistics. I also learned how to evaluate sources to make sure they are credible and trustworthy.
3. **PRACTICAL SKILLS:** Developed skills in research and information gathering, content creation, teamwork and collaboration, technical skills, and time management and organization.

4. **TIME MANAGEMENT AND ORGANIZATION:** Learned how to prioritize tasks, manage time, and meet deadlines in a fast-paced media environment.
5. **APPLYING NEWS RULES:** I learned how to apply the rules that govern news storytelling, which includes ensuring that the story is balanced, fair, and accurate.

CHAPTER FIVE

4.1 summary

I completed my Student Industrial Work Experience Scheme (SIWES) at Diamond FM, Ilorin, Kwara State. Prior to commencing, I submitted my letter, which was graciously accepted and approved by the General manager. On August 26th, 2024, I began my SIWES program in the News Department, where I was warmly introduced to the team. And ended at the production department. Under the guidance of my supervisor, I actively participated in various activities, including sourcing for news, posting on diamond FM website, hosting and presenting programmes and contributing to editing of news and articles. Additionally, I gained practical experience in linear editing and conducted vox-pop interviews, further enhancing my skills in broadcasting and news production.

4.2 CONCLUSION

My SIWES program at Diamond FM was a life-changing experience that not only honed my skills in broadcasting and media operations but also instilled valuable life lessons. The experience underscored the importance of practical training in real-world settings, mentorship and guidance from industry professionals, building strong relationships with colleagues and peers, and embracing challenges as opportunities for growth.

As I conclude this chapter, I'm grateful for the transformative journey and excited to apply the skills and knowledge gained to make meaningful contributions in the media and broadcasting industry.

4.3 RECOMMENDATIONS

The university strongly encourages all eligible students to participate in SIWES, ensuring they reap the benefits of practical experience and skill development.

By participating in SIWES, students will enhance their employability, gain industry insights, and develop valuable networks for future success.

4.4 References

<https://www.kwarareporters.com/2021/10/diamond-tv-to-be-launched-before-2021.html>

<https://nigeriarealnews.com.ng/emir-of-ilorin-commissions-diamond-f-m-radio-charges-staff-on-correct-information-n1524>

