## **INDUSTRIAL ATTACHMENT REPORT**

**INSTITUTION:** TECHNICAL UNIVERSITY OF MOMBASA

**FACULTY:** HUMANITIES AND SOCIAL SCIENCES

**DEPARTMENT**: COMMUNICATION STUDIES.

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**COURSE**: BACHELOR OF JOURNALISM AND MASS COMMUNICATION.

**REGISTRATION NO**: BJMC/0186/2020

**PLACE OF ATTACHMENT:** AL-SHIFAA MEDIA KENYA

**PERIOD OF ATTACHMENT**: 4TH SEPTEMBER TO 1ST DECEMBER

**AN ATTACHMENT REPORT TO BE SUBMITTED TO THE SCHOOL OF HUMANITIES AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT FOR THE AWARD OF A BACHELOR'S DEGREE IN JOURNALISM AND MASS COMMUNICATION OF THE TECHNICAL UNIVERSITY OF MOMBASA.**

THE YEAR 2023.

**I. DECLARATION**

I, Racheal Mutete Mwaki, declare that this is my original work and has never been presented or produced by anybody in one way or another for the award of any degree or diploma in any other learning institution. I declare that the details of my training and experience in this report describe my involvement as a trainee at Al-shifaa Media Kenya.

Sign…………………………………………………………….

Date……………………………………………………………

# **ii.APPROVAL**

# The report has been presented for examination with my approval as institution supervisor

Signed..........................................................................

Date.............................................................................

**iii.DEDICATION.**

This work is dedicated to my supportive Father, Mr. David Mwaki for his words of encouragement in my pursuit for this course and most especially during the attachment period. His encouragement and collaboration have been invaluable, contributing significantly to the success of this endeavor.

iv. **ACKNOWLEDGEMENT**

I would like to express my gratitude to the almighty God for granting me the opportunity to undertake my attachment at Al-shifaa Media Kenya. I am thankful for His mercies, grace, providence, and protection throughout the entire attachment period. I extend my appreciation the Executive Director of Al-shifaa Media Kenya, Mr. Mwalimu Mwaguzo for accepting me to be an attachee.

I also want to acknowledge the invaluable support and guidance provided by my supervisor, at Al-shifaa Media Kenya Mr. Jonathan Mwanzia. His mentorship played a crucial role in making my attachment period a success. Special thanks go to all my colleagues at Al-shifaa Media Kenya with whom I had the privilege to work, collaborate, and learn during this enriching experience.

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VI. **ABSTRACT**

In accordance with the requirements of my Bachelor of Journalism and Mass Communication programme, this paper describes my attachment period at Al-shifaa Media Kenya. The report is divided into five sections, the first of which gives background information on Alshifaa Media Kenya. The organisational structure of Alshifaa Media Kenya is described in depth in Chapter 2.

This report's third chapter outlines the things I did while I was attached. These were mostly field news gathering tasks, such as reporting on court cases, identifying social issues to be covered in written news pieces, and covering court stories. The activities completed during the industrial era are highlighted in this chapter, which has greatly enhanced my mass communication and journalism knowledge, abilities, and experience.  
During the attachment period, news reporting, news collecting, and societal issues were all covered.

In conclusion, Al-shifaa Media Kenya's attachment period was effective in accomplishing the goals that were set forth, in conclusion. I'm sure that the experience obtained gave me insightful knowledge about the difficulties that journalists face on a daily basis. It highlighted the significance of accountability, effectiveness, adaptability, and resolve in developing into a capable worker. The report emphasises how important it is for students to develop a spirit of inquiry, do a lot of research, and go above and beyond the required curriculum in order to improve their abilities.

**CHAPTER ONE**

**Introduction.**

In the fast-paced world of journalism, learning is essential to developing the abilities needed for compelling narrative. My comprehensive experience in the field is summarized in the report that is attached. I worked with seasoned professionals during this attachment and made an effort to close the knowledge gap between theory and practice. This report offers an insightful look into the difficulties, revelations, and personal development I experienced during my internship at Al-shifaa Media Kenya. It also offers a window into the nexus between theoretical academic knowledge and practical journalism experience.

With great pleasure, I offer this report, which details my time spent working as a media attaché at Al-shifaa Media Kenya. I've had a great opportunity to learn from this attachment, gain experience in the real world, and immerse myself in the exciting world of media

**BACKGROUND INFORMATION**.

Al Shifaa Media Kenya was founded in June 2020 by the Executive Director, Mr. Mwalimu Mwaguzo. The media comapany has grown to be one of the most influential media stations at the Coast, because of its dedicated media workforce portraying professionalism in highlighting some of the critical issues occuring in our society in regards to gender-based violence, youth empowerment, politics, sports and last but not least entertainment.

Al-Shifaa Media Kenya is a Media Company located in Mombasa County (Coast Province). This Entity believes their news and information content plays a crucial role in improving the lives of residence of the Coastal region which will in turn ultimately lead to further development, empowerment and improvement of the Kenyan society, by airing transparency, integrity, social justice and community based works.

**CHAPTER TWO**

**General Description of organization**

Al-Shifaa Media Kenya is a prominent media organization dedicated to delivering accurate, timely, and impactful news coverage across Kenya. With a commitment to journalistic integrity and professionalism, we strive to inform and empower communities through our comprehensive reporting, engaging programs, and multimedia content. Our team of experienced journalists, editors, producers, and technical staff work collaboratively to uphold the highest standards of quality and ethics in all aspects of our operations. By leveraging modern technology and innovative storytelling techniques, we aim to foster dialogue, promote transparency, and contribute to positive social change in the nation.

**Vision**To be the foremost provider of reliable news and information, driving social progress and empowering Kenyan communities through journalism excellence

**Mission**To deliver accurate, timely, and impactful news coverage to our audience, promoting transparency and accountability in Kenya

**THE SCOPE**.

The report is based on the summary of work done during the industrial attachment period at Al-shifaa Media Kenya, which enabled me to gain efficient experience in the media world.

**The Structure of the Al-shifaa Media Kenya.**

1. **Executive Director:**
   * Responsible for overall strategic direction and leadership of the organization.
   * Oversees the implementation of policies, goals, and objectives.
   * Represents the organization in external engagements and partnerships.
2. **Editorial Department:**
   * Chief Editor:
     + Manages the editorial team and oversees news content production.
     + Ensures adherence to journalistic standards, ethics, and accuracy.
   * Reporters:
     + Gather news, conduct interviews, and produce news stories.
     + Cover various beats and topics relevant to the audience.
     + Coordinate with reporters and writers to ensure timely publication.
3. **Production Department:**
   * Production Manager:
     + Oversees the production process for all media content, including videos, graphics, and multimedia.
     + Manages production schedules, resources, and workflows.
   * Video Editors:
     + Edit and produce video content for news segments and special features.
   * Graphic Designers:
     + Create visual assets, graphics, and animations for multimedia content.
   * Multimedia Producers:
     + Coordinate the production of multimedia content, including podcasts, interactive features, and live streams.
4. **Operations and Administration:**
   * Operations Manager:
     + Manages day-to-day operations, including facilities, equipment, and logistics.
     + Ensures smooth functioning of all departments and compliance with regulations.
   * Human Resources:
     + Handles recruitment, training, and personnel management.
     + Administers employee benefits and maintains HR records.
   * Finance and Accounting:
     + Manages financial resources, budgeting, and financial reporting.
     + Handles accounts payable, receivable, and payroll.
5. **Sales and Marketing:**
   * Sales Manager:
     + Leads sales and advertising efforts, securing revenue streams through sponsorships, partnerships, and advertising sales.
   * Marketing Manager:
     + Develops marketing strategies to promote Al-Shifaa Media Kenya's brand and reach a wider audience.
     + Manages marketing campaigns, social media presence, and audience engagement initiatives.
6. **Technical Department:**
   * IT Specialist:
     + Maintain and support IT systems, networks, and software applications.
   * Broadcast Engineer:
     + Ensure the reliability and quality of broadcasting equipment and systems.
     + Handle technical aspects of live broadcasts and recordings.

**CHAPTER THREE**

**General Activities Undertaken at Al-shifaa Media Kenya**.

At Al-Shifaa Media Kenya, my responsibilities spanned across various facets of news production and broadcasting, including news reporting, anchoring, translation, video news editing, camera shooting, and program presentation. In the realm of news reporting, I meticulously delved into researching and investigating a wide array of news stories, ranging from political developments and economic trends to social issues and cultural phenomena. This involved conducting thorough interviews with key stakeholders and experts, gathering firsthand accounts and perspectives to ensure the accuracy and comprehensiveness of our news coverage. Each news article or report I crafted underwent rigorous fact-checking procedures to maintain the highest standards of journalistic integrity and ethical reporting.

As a news anchor, I took on the crucial role of delivering news stories to our audience with clarity, confidence, and professionalism. Whether it was breaking news updates or in-depth segments, I endeavored to present information in a clear and concise manner, adapting seamlessly to the dynamic nature of live broadcasts. Collaborating closely with producers and directors, I ensured smooth transitions between segments and maintained the flow of the broadcast, adhering to station guidelines and standards for on-air presentation and appearance.

In addition to news reporting and anchoring, I also played a pivotal role in translating news content to reach a broader audience. This involved accurately and fluently translating news articles, scripts, interviews, and other content from one language to another, while meticulously preserving the original meaning, tone, and context. As part of the video news editing team, I skillfully curated and edited video footage using advanced editing software to create compelling news stories and packages. From selecting the most impactful clips to incorporating visual elements and graphics, I collaborated with reporters and producers to ensure that our edited videos effectively conveyed the news narrative and objectives.

Furthermore, my expertise extended to camera shooting, where I operated video cameras to capture footage for news stories, interviews, and special features. Applying principles of shot composition, framing, and lighting, I aimed to deliver visually captivating shots that enhanced the storytelling process. Whether shooting on location or in the studio, I meticulously adjusted camera equipment and monitored audio levels to ensure the highest quality footage. Finally, in programs presentation, I prepared scripts and content for on-air programs, engaging with viewers through interactive segments, interviews, and audience participation, all while upholding the station's standards for timing, tone, and format.

Objectives of the Attachment.

## Gain Hands-On Experience: Acquire practical skills and knowledge in news reporting, video news editing, camera shooting, and program presentation through hands-on involvement in day-to-day operations and projects at Al-Shifaa Media Kenya.

## Develop Professional Competencies: Enhance proficiency in research, writing, communication, video editing software, camera operation, and on-air presentation techniques under the guidance of experienced professionals in the media industry.

## Contribute to News Production: Actively contribute to the production of high-quality news content by assisting in news gathering, story development, video editing, filming, and program presentation tasks, thereby supporting the mission and objectives of Al-Shifaa Media Kenya.

## Expand Network and Insights: Build connections within the media industry, gain insights into the workings of a media organization, and learn about industry trends and best practices through interactions with colleagues, mentors, and industry professionals during the attachment period.

## Specific Tasks Undertaken During the Attachment.

1. News reporting
2. Writing compelling stories about the covered stories
3. Identifying societal problems and writing compelling stories to address those problems.
4. Covering government-related events and writing news stories about the events.

# **CHAPTER** **FOUR**

## Lessons, Skills, and Experience Gained During Attachment Period

**Introduction**

Throughout the attachment period, the assigned duties and responsibilities provided valuable lessons, skills, and experiences closely aligned with my academic learnings. Engaging in diverse tasks enabled me to comprehend and apply theoretical knowledge gained in the classroom to practical situation.

**Lessons**

### Throughout my attachment at Al-Shifaa Media Kenya, I gained several valuable lessons that have shaped my understanding of the media industry and professional development. Firstly, I learned the importance of adaptability and resilience in navigating the fast-paced and ever-changing nature of media production. Adapting to new tasks, technologies, and environments with flexibility and perseverance was essential for success. Secondly, I learned the significance of collaboration and teamwork in achieving shared goals and delivering high-quality content. Working effectively with colleagues from diverse backgrounds fostered creativity, efficiency, and mutual support. Additionally, I gained a deeper appreciation for the ethical responsibilities of journalism, including the importance of accuracy, fairness, and integrity in reporting. Upholding these ethical standards is essential for maintaining credibility and trust with audiences. Lastly, I learned the value of continuous learning and professional growth. Embracing new challenges, seeking feedback, and actively seeking opportunities for skill development are vital for staying relevant and advancing in the media industry. Overall, my attachment at Al-Shifaa Media Kenya provided me with invaluable lessons that will guide me in my future endeavors in the media profession.

### **Experience Gained During Attachment Period.**

**AT OFFICE**

Effective collaboration is essential in the dynamic and fast-paced field of journalism. I actively connected with my coworkers throughout my time at the office because I understood the strength of our combined ideas and viewpoints. Our ability to work together in an atmosphere of mutual respect and open communication produced a synergy that greatly improved the calibre of our output.

During my internship with Al-shifaa Media Kenya as a journalism student, I learned a lot about working cooperatively with my peers to create news articles. This training sharpened my skills in crafting engaging and interesting news stories in addition to improving my ability to collaborate with others in a team.

My supervisor and I worked together on a regular basis, which really helped me to write gripping new stories. Their extensive knowledge and astute observations proved to be a priceless asset, helping me to navigate the complexities of powerful narrative. I was able to improve my writing, get helpful criticism, and get a better grasp of the subtleties that really make news stories compelling by regularly consulting with others. As a journalism student during my attachment at Al-shifaa Media Kenya, I also successfully mastered the art of creating compelling news stories within tight deadlines, demonstrating my ability to work efficiently under pressure.

My news stories' popularity stems from the collaborative attitude that pervades our workplace. We were able to approach news stories with a varied perspective through brainstorming sessions, feedback loops, and the easy exchange of ideas, making sure that our material connected with a wide range of audiences.

In addition to improving my professional abilities, this experience has made me realise how crucial cooperation and teamwork are to attaining success. I'm determined to keep using this collaborative method as I pursue my journalism career because I know how much value it brings to the production of news stories that are both compelling and influential.

**AT FIELDWORK**

During my field work experience at Al-Shifaa Media Kenya, I was immersed in the dynamic world of journalism and media production. Venturing out into the field, I had the opportunity to witness firsthand the process of news gathering, reporting, and production. Accompanying reporters on assignments, I observed the intricacies of conducting interviews, gathering information, and capturing footage for news stories. Engaging with sources and witnesses, I learned the importance of building rapport, asking probing questions, and verifying facts to ensure the accuracy and integrity of news content.

In addition to news reporting, I also gained practical experience in camera shooting, as I assisted in capturing video footage for various stories. Operating cameras under the guidance of experienced professionals, I learned to apply principles of shot composition, framing, and lighting to capture visually compelling images that effectively conveyed the narrative of each story. From bustling city streets to remote rural areas, I encountered a diverse range of environments and situations, each presenting its own set of challenges and opportunities for storytelling.

Furthermore, my field work experience extended to program presentations, where I accompanied presenters on location shoots and live broadcasts. Assisting in script preparation, set-up, and coordination, I gained insights into the behind-the-scenes logistics of program production. Witnessing the energy and excitement of live broadcasts firsthand, I learned about the importance of teamwork, adaptability, and quick thinking in delivering engaging and informative content to audiences.

Throughout my field work experience, I was surrounded by supportive mentors and colleagues who provided guidance, feedback, and encouragement every step of the way. Their expertise and mentorship helped me navigate the challenges of field reporting and production, while also inspiring me to strive for excellence in my work. Overall, my field work experience at Al-Shifaa Media Kenya was both enlightening and exhilarating, deepening my passion for journalism and providing me with invaluable skills and insights that will shape my future career in the media industry.

**Skills**

During my attachment at Al-Shifaa Media Kenya, I honed technical skills essential for media production. I became proficient in using video news editing software to craft compelling stories and learned how to operate video cameras effectively to capture footage for various news segments. Additionally, I gained a basic understanding of multimedia production tools and processes, which expanded my capabilities in content creation.

In terms of journalistic skills, I developed strong research and fact-checking abilities, crucial for gathering accurate information and verifying sources. I also improved my writing skills, particularly in drafting clear and concise news articles that adhere to journalistic standards. Furthermore, I learned effective interviewing techniques, enabling me to extract relevant information and insights from sources.

Communication skills were paramount during my attachment, as I learned to communicate effectively both verbally and in writing. This was particularly important for presenting on-air segments with clarity and confidence. Additionally, I enhanced my interpersonal skills through collaboration with colleagues, fostering positive working relationships and contributing to team cohesion.

Time management and organizational skills were essential for navigating the fast-paced environment of a media organization. I learned to prioritize tasks, meet deadlines, and coordinate logistics for fieldwork assignments efficiently. This skill set allowed me to manage multiple responsibilities effectively and maintain productivity in high-pressure situations.

Adaptability and resilience were crucial qualities that I developed during my attachment. I learned to adapt to rapidly changing environments and overcome unforeseen challenges with determination and flexibility. These experiences taught me to remain focused and composed, even in challenging circumstances.

Problem-solving and decision-making skills were put to the test as I encountered technical issues and logistical challenges during production. I learned to identify and address problems swiftly, making informed decisions to ensure the smooth execution of projects and assignments.

Working in a collaborative environment at Al-Shifaa Media Kenya allowed me to develop strong teamwork skills. I actively contributed to team projects, sharing ideas and insights while respecting diverse perspectives. This collaborative approach fostered a sense of camaraderie and collective achievement within the team.

Finally, my attachment reinforced the importance of professionalism and ethical standards in media work. I upheld journalistic integrity, ensuring accuracy and fairness in all my reporting endeavors. This commitment to ethical conduct served as a guiding principle throughout my attachment, shaping my approach to media production and storytelling.

**Challenges Encountered During Industrial Attachment Period**

During my industrial attachment period at Al-Shifaa Media Kenya, I encountered several challenges that tested my skills and resilience. One of the main challenges was adapting to the fast-paced nature of the media industry. The constant pressure to meet deadlines and produce quality content required me to quickly learn how to prioritize tasks, manage my time effectively, and work efficiently under tight timelines. Despite the initial difficulties, I gradually developed a sense of urgency and learned to thrive in high-pressure environments.

Furthermore, I encountered challenges related to technical skills, particularly in video news editing and camera shooting. Operating editing software and cameras required a steep learning curve, and I faced obstacles in mastering the intricacies of these tools. However, through perseverance and dedication, I sought guidance from experienced colleagues, attended training sessions, and practiced diligently to improve my technical proficiency. Over time, I gained confidence in my abilities and was able to contribute effectively to the production process.

Another challenge I faced during my attachment period was adapting to the diverse demands of fieldwork. Whether accompanying reporters on assignments or assisting with program presentations, each fieldwork experience presented unique challenges and obstacles to overcome. From navigating unfamiliar locations to managing logistics and equipment, I had to quickly adapt to changing circumstances and troubleshoot unforeseen issues on the go. Despite the challenges, these fieldwork experiences provided invaluable learning opportunities and helped me develop resilience, resourcefulness, and problem-solving skills.

In addition to technical and logistical challenges, I also encountered personal and professional challenges during my attachment period. Balancing the demands of work with academic commitments and personal responsibilities required careful planning and organization. Moreover, adapting to the dynamics of a professional workplace environment and building rapport with colleagues posed initial challenges, but I gradually developed confidence in my abilities and forged meaningful connections with my peers.

While the challenges encountered during my industrial attachment period at Al-Shifaa Media Kenya were numerous and at times daunting, they ultimately served as valuable learning experiences that helped me grow both personally and professionally. Through perseverance, determination, and a willingness to learn, I was able to overcome these challenges and emerge stronger and more resilient in my pursuit of a career in the media industry.

**CHAPTER FIVE.**

**Conclusion**

In conclusion, my attachment at Al-Shifaa Media Kenya was a transformative experience that equipped me with invaluable skills, knowledge, and insights into the media industry. Through hands-on involvement in news reporting, video production, and program presentation, I gained practical expertise in various aspects of media production. From honing technical skills to cultivating journalistic integrity and professionalism, each aspect of my attachment contributed to my growth and development as a media professional. Moreover, the collaborative and supportive environment at Al-Shifaa Media Kenya fostered a culture of learning and growth, allowing me to thrive and make meaningful contributions to the organization. As I move forward in my career, I am confident that the lessons learned and experiences gained during my attachment will serve as a solid foundation for future endeavors in the media industry.

**Recommendations**

Based on my experience at Al-Shifaa Media Kenya, I would like to offer the following recommendations:

1. Continued Training and Development: Providing ongoing training opportunities in technical skills, journalistic practices, and industry trends will enhance the capabilities of attachment students and employees alike. Regular workshops, seminars, and mentorship programs can help individuals stay abreast of evolving technologies and best practices in the media industry.
2. Feedback and Evaluation: Implementing a structured feedback mechanism for attachment students ensures that they receive constructive feedback on their performance and areas for improvement. Regular evaluations provide valuable insights into students' progress and allow for tailored guidance and support to help them reach their full potential.
3. Networking Opportunities: Facilitating networking opportunities with industry professionals, alumni, and other stakeholders can broaden attachment students' professional network and open doors to future career opportunities. Organizing industry events, guest lectures, and networking sessions allows students to connect with potential mentors and collaborators, fostering professional growth and development.
4. Encouragement of Innovation: Encouraging attachment students to explore innovative ideas and projects fosters creativity and entrepreneurial thinking. Providing support and resources for student-led initiatives and projects enables them to apply their skills in real-world contexts, fostering a culture of innovation and creativity within the organization.

By implementing these recommendations, Al-Shifaa Media Kenya can further enhance its attachment program and provide students with valuable learning opportunities that prepare them for successful careers in the media industry.