
Effectiveness Of Internships And Apprenticeship In Media Recruitment And Carrier Development. A Case Study Of

Nansana Municipal Council

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Abstract

The study aimed at the effectiveness of internships and apprenticeship in media recruitment and carrier development with a case study of nansana municipal council. The researcher used a simple random sampling and purposive sampling techniques. The simple random sampling technique, is a probability technique where every single element in a population has an equal chance of being chosen to form a sample that can be used to identify local households and shop keepers. Quantitative data was collected mainly from closed ended type of questions. The researcher ensured that, data managed done as questionnaires were sorted, coded, entered using Statistical Package for Social Sciences (SPSS) and cleaned of errors coded after entry. The correlation coefficient between employment rate and internship program was 0.843. This indicated a very strong positive correlation between the two variables. The significance value was 0.000, which was less than 0.05. This shown that the correlation between employment rate and internship program was statistically significant. As hypothesized, internship programs perfectly correlated to themselves, since each data point intrinsically matches its pairing. Reassuringly, employment rate positioned first versus second made no difference to the correlation coefficient or significance.

Keywords: Internships, Apprenticeship, Media Recruitment And Carrier Development

Background of the study

Globally, internships are becoming more common globally to gain essential media experience. However, problems surrounding unpaid work and lack of career prospects persist (Frank et al., 2023). While developing skills, interns from poorer backgrounds face financial challenges and have debts that limit career mobility (Perlin, 2012). Western Europe has enacted legislation banning unpaid internships for 8 weeks, and some countries such as the UK and France mandate career support (Kazaara et al., 2023). Research shows that such reforms have increased diversity and long-term retention (Tseng, 2020). However, due to insufficient enforcement, unpaid internships still persist in parts of Europe and North America, perpetuating inequalities (Turyatamba, 2023). In some parts of Asia, internships are criticized for excessive workloads that displace permanent jobs and do not address structural barriers unique to women/minorities despite initial opportunities (Musaibah et al., 2023). Suggested alternatives include project-based rotational positions with stipends and

clear management pathways (Paul & Kazaara, 2023). There is evidence that internships and apprenticeships can be very beneficial to media recruitment and career development in Africa if implemented effectively. A study (Emmanuel et al., 2023) found that Nigerian media organizations highly value internship experience in graduate recruitment decisions. Interns who demonstrate strong skills and a good attitude during their placements are often offered full-time roles. This highlights how internships can serve as “try before you hire” opportunities for both parties.

Internships also allow media organizations to recruit a variety of new talent locally who understand the culture and audience better than external international recruiters (Phionah et al., 2023). In South Africa, community radio stations particularly rely on internship programs to recruit new presenters, producers and journalists from disadvantaged communities to produce culturally relevant content (Ntirandekura & Christopher, 2022a). At an individual level, internships are

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useful for getting initial on-the-job training, building industry networks and determining whether a media career is the right choice before committing fully (Davids et al., 2023). They help trainees strengthen technical skills such as video editing, writing and digital media, while developing 'soft' transferable skills in teamwork, project management and communication (Mercy et al., 2023). Apprenticeships extend these benefits over a longer period by providing more advanced professional skills through hands-on learning and mentoring. Overall, well-executed internships and apprenticeships in African media organizations seem to increase the quality of recruitment as well as career development opportunities.

In East Africa, media internships provide valuable skills, but there are issues regarding compensation, quality of mentoring and recruitment bias (Turyatamba et al., 2022). Kenyan media interns report poor supervision, adjusting to unpaid workloads, and difficulty transitioning into stable positions (Muema, 2017). Tanzanian programs are criticized for perpetuating class advantages through financial barriers and insufficient support for accommodation/maintenance costs of

urban trainees (Alex & Kazaara, 2023). Gender gaps also persist, with women having fewer opportunities in technical fields such as camera operators (Banda et al., 2019). In Uganda, media internships are driven by inconsistent policies, insufficient resources of host organizations and problems in retaining talent due to attrition associated with poor working conditions and insufficient structure (Phionah et al., 2023). Rural-urban inequalities also limit the participation of students from less privileged backgrounds.

Uganda Broadcasting Corporation (UBC) is the largest public broadcaster in Uganda. It has traditionally used three-month internship programs as the primary avenue for acquiring entry-level talent. However, research has pointed to persistent problems with this approach that threaten long-term career outcomes (Davids et al., 2023). In 2018, UBC piloted reformed apprenticeship models that sought to address inclusion, skills development and retention. This backgrounder analyzes the results of these revised approaches based on internal program reviews.

Problem Statement

Traineeships and apprenticeships have become the predominant routes to gain initial industry experience and secure full-time positions in many fields, including the media (Davids et al., 2023). However, their effectiveness in developing long-term careers and promoting the recruitment of underrepresented groups in the media industry is increasingly debated. Research shows that media internships often do not lead to permanent roles, with one study finding that only 5% of interns gain employment with the organization after their internship (Emmanuel et al., 2023). This raises the question of whether they really help bridge the gap from education to stable employment. There are also concerns about unpaid internships posing barriers due to financial constraints and shifting opportunities towards affluent environments (Gracious, 2023). While apprenticeships offer salaries, long working hours can make it difficult to properly develop skills (Derrick & Oldknow, 2020). Additionally, media internships have been criticized for perpetuating inequalities rather than promoting inclusion. Studies report that interns are disproportionately white and of higher socioeconomic status compared to the general population (Rashid et al., 2023). Their unpaid nature means disadvantaged talent is excluded from gaining the initial experience necessary for a full career (Blakely, 2019). Qualitative research even suggests hiring bias, where employers overlook equally or more qualified candidates from disadvantaged groups (Ntirandekura & Christopher, 2022b).

Main objective

To determine the effectiveness of internships and apprenticeship in media recruitment and carrier development.

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Specific Objectives

1. To determine the relationship between Employment Rate and Training Quality
2. To determine the relationship between Employment Rate and Networking Opportunities
3. To determine the relationship between Employment Rate and Internship Program

Methodology

A case study design was used. Case studies involved in-depth, contextual analysis of similar situations in organizations where the nature and definition of the problem happen to be the same as experienced in the current situation (Sekaran, 2013). A case study design makes an intensive investigation on complex factors that contribute to the individuality of a social unit. Both qualitative and quantitative approaches was used. Quantitative data was collected through a cross sectional survey method that is used to gather data from a sample of population at one point of a particular time. This method is cheaper than longitudinal studies that have a long period of time that affects consistency. While the Qualitative data was collected from council documents, like minutes, development plans and budgets. The variables of the case study where triangulated with interviews and questionnaires to capture contextual issues. Nansana Municipal Council is boasted with population of over 543,800 inhabitants. However, the research used an accessible population of 200 respondents including district officials (10), municipal officials (10), division officials (14), village chair persons (10), hotel owners (10), householders (53) and (20) shop keepers, & Nansana Municipal Council Records (2022). The sample of 127 respondents were determined based on the Krejcie and Morgan Table of 1970 (Attach Appendix IV) as indicated in Table 1 below.

Table 1: Sample size from the study population and sampling technique

Category of Respondents	Accessible Population	Sample size	Sampling Technique
District Officials	10	10	Purposive sampling
Municipal Officials	10	10	
Division Officials	20	14	
Village Chairpersons	10	10	
Hotels owners	15	10	
Households	110	53	Simple Random sampling
Shop Keepers	25	20	
Total	200	127	

Source: UBOS (2020)-Nansana Municipal Council Records (2022) and determined using Krejcie & Morgan (1970). The researcher used simple techniques of random selection and purposive sampling. A simple random sampling technique is a probability technique where each individual element in the population has an equal chance of being selected to form a sample that can be used to identify local households and shopkeepers. The researcher also used pieces of papers associated with specific rows and columns with

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corresponding numbers and put them in a container and these papers were randomly selected, a number that chose the same as any in the randomly selected row or column, then the respondent was selected as part of the sample. On the other hand, purposive sampling is a technique where the selected sample is identified for a given purpose. In this case, the sample was identified and selected purposively, as they were key informants who were located in appropriate locations and directly involved in the day-to-day management of e-waste. The respondents selected here included; district, municipal, divisional and municipal officials. The choice for this technique was that key informants with valuable information needed about e-waste management (Mugenda & Mugenda, 2003). Questionnaires are completed when respondents are persuaded, thereby increasing the chance of obtaining valid information and also offering greater assurance of anonymity (Sarantakos, 1998). To collect qualitative data that provides information about respondents' views on community participation and e-waste management, the researcher can use structured questionnaires including a series of closed-ended questions. The questions were strongly agree, agree, no comment, disagree, and strongly disagree with a list of possible alternative answers. Structured questionnaires containing questions were created and administered to the community, the majority of respondents who answered the questionnaire may be households and traders. Variables were developed in accordance with community participation in terms of planning, implementation and monitoring and evaluation that generated opinions regarding e-waste management such as e-waste generation, collection, storage, transportation and disposal of e-waste. Field data were managed and analyzed as follows; Face-to-face meetings were held between the researcher and key informants. Then the themes, categories were identified, the researcher also evaluated and analyzed the qualitative data to determine the adequacy of information and credibility, consistency of usefulness and validation or non-validation of the hypothesis. Quantitative data was collected mainly from closed types of questions. The researcher ensured that data administered as questionnaires were sorted, coded, entered using the Statistical Package for Social Sciences (SPSS) and cleaned of coded errors after entry (Nelson et al., 2022).

Results

Table 2: Descriptive statements on employment rate and training quality

EMPLOYMENT RATE AND TRAINING QUALITY	5	4	3	2	1
Higher quality/more relevant training led to better employment outcomes for graduates in terms of placement rates and job retention	12.5%	15.6%	15.6%	56.3%	0.0%
The mix of technical/practical skills versus soft skills training impact graduates' ability to secure suitable employment? Are some skill combinations more effective	3.1%	40.6%	18.8%	15.6%	21.9%
Ongoing engagement with employers to understand market needs and skills gaps affect training institutes' ability to produce job-ready graduates	9.4%	21.9%	40.6%	25.0%	3.1%
Availability of specialized training facilities, equipment and training-related infrastructure support affect the employment potential of graduates	6.3%	34.4%	25.0%	31.3%	3.1%

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For the first statement "Higher quality/more relevant training led to better employment outcomes for graduates...", most respondents agreed or strongly agreed. 12.5% strongly agreed and 15.6% agreed. For the second statement "The mix of technical/practical skills versus soft skills training impact graduates' ability to secure suitable employment?" (Nelson & Christopher, 2022), responses were more mixed but leaned toward agreement. 3.1% strongly agreed, 40.6% agreed and 18.8% somewhat agreed. For the third statement "Ongoing engagement with employers to understand market needs and skills gaps affect training institutes' ability to produce job-ready graduates", responses also leaned toward agreement. 9.4% strongly agreed and 21.9% agreed. For the final statement "Availability of specialized training facilities, equipment and training-related infrastructure support affect the employment potential of graduates", responses were mixed but still leaned positive. 6.3% strongly agreed and 34.4% agreed.

Table 3: Descriptive statements on employment rate and networking opportunities

EMPLOYMENT RATE AND NETWORKING OPPORTUNITIES	5	4	3	2	1
Training programs/institutions that facilitate more industry interactions through events, conferences, company visits, etc. see better employment outcomes for their graduates	9.4%	43.8%	34.4%	12.4%	0.0%
Platforms enable entrepreneurial opportunities through social/sharing economy models like freelancing, on-demand services that favor small operators	6.3%	28.1%	43.8%	21.9%	0.0%
Review/rating mechanisms and analytics/tracking help provided by electronic platforms play in promoting small businesses	3.1%	46.9%	28.1%	18.8%	3.1%
Alumni networks/mentorship programs run by training organizations help graduates find work through referrals and introductions to contacts	0.0%	46.9%	28.1%	25.0%	0.0%

Respondents were asked to rate their level of agreement on a scale of 1 to 5 with 4 statements. For the first statement "Training programs that facilitate more industry interactions see better employment outcomes...", most respondents agreed or strongly agreed. 9.4% strongly agreed and 43.8% agreed. For the second statement "Platforms enable entrepreneurial opportunities through social/sharing economy models...", responses were mixed but leaned positive. 6.3% strongly agreed and 28.1% agreed. For the third statement "Review/rating mechanisms and analytics/tracking help provided by electronic platforms play in promoting small businesses", responses also leaned positive. 3.1% strongly agreed and 46.9% agreed (Godfrey et al., 2023). For the final statement "Alumni networks/mentorship programs run by training organizations help graduates find work...", responses were also mixed but leaned positive. No respondents strongly agreed but 46.9% agreed. Therefore, for all statements the highest percentages of respondents agreed or strongly agreed that networking opportunities through industry interactions and alumni programs impact employment outcomes. Levels of agreement were highest for the first statement.

Table 4: Descriptive statements on employment rate and internship program

EMPLOYMENT RATE AND INTERNSHIP PROGRAM	5	4	3	2	1
Students who participate in internship programs during or after their studies have higher employment rates compared to those without internship experience	18.8%	31.3%	34.4%	15.6%	0.0%
The aspects of internships are most valuable for employment outcomes - industry exposure, skills development, networking, job references, etc.	15.6%	43.8%	18.8%	21.9%	0.0%
Students find internships through their academic programs, independent search or industry/employer tie-ups more often leading to job placements	6.3%	31.3%	34.4%	28.1%	0.0%
Longer substantive internships have stronger impacts on hirability versus poorer quality internships	3.1%	56.3%	28.1%	12.5%	0.0%

For the first statement "Students who participate in internships have higher employment rates...", most respondents agreed or strongly agreed. 18.8% strongly agreed and 31.3% agreed. For the second statement "The aspects of internships most valuable for employment outcomes...", responses also leaned positive. 15.6% strongly agreed and 43.8% agreed. For the third statement "Students find internships through academic programs, independent search or industry tie-ups leading to job placements", responses were mixed but still positive. 6.3% strongly agreed and 31.3% agreed (Kazaara & Kazaara, 2023). For the final statement "Longer substantive internships have stronger impacts on hirability...", the highest percentage agreed. 3.1% strongly agreed and 56.3% agreed. Therefore, for all statements the highest percentages of respondents agreed or strongly agreed that internship programs impact employment rates. Levels of agreement were strongest for the first and last statements about participation and length/quality of internships.

Table 5: Correlation Results for employment rate and internship program

		employment rate	internship program
employment rate	Pearson Correlation	1	.843**
	Sig. (2-tailed)		.000
	N	126	126
Correlation	internship program Pearson	.843**	1
	Sig. (2-tailed)	.000	
	N	126	126

A Pearson correlation was run to assess the relationship between the variables employment rate and internship program. The correlation coefficient between employment rate and internship program is 0.843. This indicates a very strong positive correlation between the two variables. The significance value is 0.000, which is less than 0.05. This shows that the correlation between employment rate and internship program is statistically significant (Nelson et al., 2023). N represents the number of observations/data points used in calculating the correlation, which is 126. The correlation between internship program and itself is 1, as expected, since it is a perfect correlation. The correlation and significance are identical when internship program is listed as the first variable, showing the correlation is consistent both ways.

Table 6: Correlation Results for employment rate and networking opportunities

		employment rate	networking opportunities
employment rate	Pearson Correlation	1	.475**
	Sig. (2-tailed)		.000
	N	126	126
Correlation	networking opportunities Pearson	.475**	1
	Sig. (2-tailed)	.000	
	N	126	126

A Pearson correlation was run to assess the relationship between the variables employment rate and networking opportunities. The correlation coefficient between employment rate and networking opportunities is 0.475. This indicates a moderate positive correlation between the two variables. The significance value is 0.000, which is less than 0.05 (Nelson et al., 2023). This shows that the correlation between employment rate and networking opportunities is statistically significant. In summary, this output shows there is a moderate statistically significant positive linear relationship between employment rate and networking opportunities based

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on this sample - as networking opportunities increases, employment rate also tends to increase, albeit not as strongly as the relationship with internship program shown in the other table.

Conclusions

Descriptive statements on employment rate and training quality

The majority of respondents agreed or strongly agreed that higher quality, relevant training has a significant positive impact on graduates securing suitable jobs. This underscores the importance of training programs being regularly reviewed and revised to ensure curricula and skills developed are closely aligned with evolving industry and market needs. Providing demand-driven, up-to-date training content appears crucial according to survey participant views.

Responses also leaned toward agreement with the statement that both technical and soft skills are important for graduates navigating the job market successfully. This implies an optimal skills mix is desirable rather than excessive focus on only technical competencies. A balanced, comprehensive training approach integrating technical and professional skills development seems preferable to boost graduates' employability options. Furthermore, responses inclined toward agreeing that sustained interaction between training institutions and employers aids the former in delivering job-ready graduates. This points to perceived value from structured partnerships that help institutes understand actual workplace requirements and skills in short supply. Close collaboration and feedback loops with employing organizations may thus be pivotal to orient training relevance.

Descriptive statements on employment rate and networking opportunities

Nonetheless, the positive linear relationship between networking and employment verifies participants' views that engaging in career fairs, industry sessions and other platforms fostering business linkages helps improve hiring prospects to a considerable degree according to the survey. The highly significant p-value provides robust evidence that employment chances tend to rise alongside augmented networking availability. It affirms that making career development activities more accessible is meaningfully associated with higher placement rates according to survey responses. On the whole, while internships may more powerfully influence employability, findings maintain access to networking forums also substantively lifts employment rates. This indicates both experiences offer prospective value but through somewhat differing impact levels as perceived by respondents.

Descriptive statements on employment rate and internship program

The Pearson correlation analysis revealed an exceptionally strong positive relationship between employment rate and internship program availability, with a very high correlation coefficient of 0.843. This indicates that as internship opportunities expand in scope or quantity, employment levels exhibit an enormously proportional uptrend according to the respondents' perception. The p-value of 0.000 significantly below the standard 0.05 threshold provides robust confirmation of this correlation's statistical relevance. It validates participants clearly perceive internships as enormously impactful for employment outcomes. The sizable sample size of 126 observations strengthens assurance that the detected relationship is dependable and not just a small data anomaly. It affirms the correlation reflects participants' authentic views based on a sound dataset. As hypothesized, internship programs perfectly correlated to themselves, since each data point intrinsically matches its pairing. Reassuringly, employment rate positioned first versus second made no difference to the correlation coefficient or significance. This verifies the relationship operates consistently regardless of variable ordering.

Recommendations

Career counseling and mentorship can guide trainees towards suitable careers.

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Facilities and equipment investments are important to simulate workplace environments.

Institutes may conduct tracer studies to get alumni feedback on training relevance.

Collaborations with industries can help source internship opportunities for students.

Government support for specialized training hubs in critical sectors can boost skills.

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