THE UNIVERSITY OF YAOUNDE II SOA

ADVANCED SCHOOL OF MASS COMMUNICATION (ASMAC)





UNIVERSITÉ DE YAOUNDE II – SOA

ECOLE SUPERIEURE DES SCIENCES ET TECHNIQUES DE L'INFORMATION ET DE LA COMMUNICATION (ESSTIC)

TECHNICAL FILE

CITY TALK

"DIFFICULTIES FACED BY YAOUNDE CITY DWELLERS IN THE ACQUISITION OF POTABLE WATER"

Presented in the view of obtaining a bachelor's degree in the science and technique of Archives, library and information sciences

Written and Presented by

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Matricule

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Field

Journalism

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INTRODUCTION

An end of year project is required and presented by all level three ASMAC students at the end of their training. It is a professional production in either of these media outlets; print, radio or television established following specific guidelines. With regards to the radio magazine and as prescribed by the radio department, the standard format of 15 minutes but has an estimated duration of 12 to 14minutes 30 seconds. The student therefore presents in this file, a radio magazine of 14 minutes 30 seconds. This magazine is named "City Talk" and this editions' focus is on the difficulties Yaounde city dwellers face in acquiring portable water.

In choosing a topic, it should be news worthy and also be of human interest and equally respect some ethics pertaining to this media outlet. Our choice to work on this media outlet was driven by our passion and also because of the better mastery we have of this media outlet. After three years of training, we now present a final product of all we have been taught. This technical document therefore contains all elements concerning our work from the pre production to the post production stage. And details on our expenses.

I. MAGAZINE IDENTIFICATION

1. Synopsis

Before we came up with this magazine, we taught long and hard on a magazine that will impact our community, our society, and our cities. Something that will help the population, inspire them to take action and be a drive towards change. That will inspire the population to be solution seekers to their problems, to act behave differently, to be creative and innovative.

So we decided to go in for a magazine program called City Talk. City talk is a societal magazine that covers societal topics on the problems of the people, pertinent challenges they face and how it can all be remedied. Therefore, in this very first edition, we decided to look into the poor water conditions that have plagued Yaounde for months and even years now. Yaounde inhabitants have been complaining about this heart aching issue so we decided to look at this problem from different angles. We progressed by doing a general overview of the problem, giving the general public an opportunity to voice their worries as regards the water situation in Yaounde. Equally went ahead, going particular to see a quarter in Yaounde called Damas that has been greatly affected for several years now. Also, we did a commentary on the situation and close our magazine with an interview. This interview was done with the Deputy Regional Director of CAMWATER for the Center region who throws more light on the reasons for this water problems and solutions which are presently on going by the government and those that should be put in place by the population.

To make our magazine more credible we decided to talk to some city dwellers like this man in the Damas neighborhood who said, I quote "I have lived in Damas for the past 20years but for the past 12years, we have not had water. If water comes, if it's long, it is 30mins." Another lady who said, I quote "Water is inadequate, water is not flowing, our children at times have scabies, rashes."

The driving force behind this magazine is for social impact. To inspire the people in ways that they have not been inspired before. All these to contribute to the country's development and emergence come 2035.

2. Technical File

Magazine title: City Talk

Station: CRTV Yaounde FM 94

Frequency: 94.0 FM

Presenter: DANZABE ETAKA PEACE DIANA

Theme: Difficulties faced by Yaounde city dwellers in the acquisition of potable water

Angle of treatment: How to regulate this phenomenon and solutions put in place by city

dwellers and the government.

Periodicity: Weekly

Genre: Informative and educative genre

Broadcast mode: Stock program

Broadcast day: Thursday

Broadcast time: 2pm

Format: 15minutes

Duration: 14mins 24seconds

Language: English language

Target audience: Yaounde city dwellers, Cameroonians

3. **Production sheet**

Program: City Talk

Station: CRTV Yaounde FM 94

Support: Compact disc {CD} and USB Key

Format: 15minutes

Duration: 14minutes 24seconds

Language: English language

Command: Advanced School of Mass Communication

Conception and presentation: DANZABE ETAKA PEACE DIANA

Editorial Assistance: Baldwin SAMA

Editing and mixing: Guy Joel Noah

II. MAGAZINE LABEL

1. Magazine title

We chose, "CITY TALK" after a lot of brainstorming. Initially, when we had found the topic of our magazine program, we wanted to get a name for our program that will totally suit this topic and topics that are going to come up in further editions. Also, we wanted something that would reflect all of Cameron's cities, because this program will not only be focused on Yaounde. As time goes on, we will take it to other cities, so we wanted a name that will cover all the cities. We actually had several proposed names, such as Yaounde Today, Daily Yaounde, and City Scoop among others. We choose CITY TALK firstly because our program one on one is societal. We wanted to adopt a name that is not going to be complicated but easy to understand and can be easily assimilated by our listeners given that, our program is an informative one and so the name should reflect what it is.. We were in search of something that is mature, simple but unique. We therefore came up with and decided to adopt the name «CITY TALK" after doing some research and seeking for some opinions.

CITY TALK simply because there are several societal aspects that are not spoken about in a way that solutions come out of it. So CITY because it is an avenue where we bring people together to discuss the problems in our different cities {society} and propose solutions. And TALK comes in, from the general point of view. We will mostly be talking about Cameroonian cities all over be it socially, economically, politically, educationally and so on. Even topics that have been talked about in other programs is discussed in this program in another perspective. It is equally more of an educative and informative program reason being why we choose the name TALK

2. Context and Justification

Cameroonians are handworking, resilient and strong people, despite what society, nature sends their way, they do their best to challenge difficult situations and make the most of this. This program now seeks to unveil the curtain or give opportunities to struggling Cameroonians to share their sources of strength and courage, and to share their challenges and how they cope and manage these challenges. And lastly to call on the government to see into these challenges and help them.

Even though Cameroon's government is decentralized, most of the rules and orders come from the center (Yaounde) which makes it hard for people in regional cities. So we will be going there to give them a chance to put their problem on a platform where it will be easy for the government to see it. We just started with Yaounde but our program seeks to travel throughout the country, looking at cities, looking at what the people are going through. Try to give them a platform to share their worries and problems, to call for help and solutions.

Everyone, every city and every country has problems or faces challenges. But what we trying to do through our program is make these problems known because at times the problems are there but people do not even know they are there. So we are trying to bring them to the lamp light so that solutions can be proposed through our interviews and guests, and that they can be gradually implemented leading to ameliorations in order to help others who are going through similar challenges and don't know what to do.

3. Objectives

Initially, it is discovering through CITY TALK your city's occurrences and challenges which people don't usually talk about. Those little things and problems people don't often times talk about. Those moments of strength and courage Cameroonians out there are exhibiting that the government and people don't know about. This program unveils all of these in order to help the people, the country attain its 2035 goals. To provide solutions and help the public solve their problems.

III. PRODUCTION OF MAGAZINE

1. Menu forecast

Having had a magazine topic, "Difficulties faced by Yaounde city dwellers in the

acquisition of potable water". We deemed it right that our guest or resource person comes from

the Ministry of Water and Energy. Unfortunately for us, it was not possible as we were turned

down at the communication unit of the ministry that they cannot talk about it so we resulted to

our plan B. We went to CAMWATER in search for our resource person, after having re oriented

our topic. It was quite fruitful as we were able to meet with the Deputy Regional Director of

CAMWATER for the center region, Mr. ADINE Younuoss. After looking through the protocol

questions that was brought to him, he fixed a rendezvous for the interview on October 5, 2022.

On getting there that day, we panicked because he was not there. We were given the Regional

Director himself but he was a French speaking person. We exercised patient and waited for the

Deputy Regional Director.

The interview was conducted on October 5 at one of their headquarters based at Camp

Yayep for about 7minutes in his office though with the presence of some noise from the rains.

Our magazine program was conceived on September 16. Meanwhile production proper ran

between October 17 to October 27.Other sound effects were intentionally chosen like the boys

scrambling for water at a borehole tap and the mother lamenting at the well.

Before pulling through with the collection of our information and production, we went to

the field to do a preshooting that is a pre collect, observe the area, check on the people we will be

meeting to get our interviews and so on.

Program name: City Talk

Edition's title: Difficulties faced by Yaounde city dwellers in the acquisition of potable water

Host: DANZABE ETAKA PEACE DIANA

Editorial assistance: Baldwin SAMA

Support: CD and USB Key

Envisaged duration: 14minutes24seconds

Produced by DANZABE ETAKA Peace Diana

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- Our magazine kicks off with a mother who is lamenting at a well in a certain neighborhood after having drawing water for about three hours now and was already exhausted. Unable to control the well anymore due to the pains she was feeling in her palms and waist, she began lamenting. This scene initially occurs at a quarter well at about the hour of 7am where several persons have lined up their jugs, basins and buckets waiting for their turn to draw water from the well. Meanwhile others were filing in, men, women and children alike.
- Few days to the end of our internship, we went in search of our resource person because we
 knew how pertinent that element is. We were denied audience at the Ministry of Water and
 Energy, passing through their communication cell. After reorientation of our topic, we went
 to CAMWATER and was granted audience.
- Before going to carry out this interview with our guest, we already established a rundown of
 how we will go about our work, its segmentation and a good mastery of the topic and we
 wrote down some protocol questions that will help bring the guest back to track if he deviates
 from what he is being asked.
- After that, we pushed through with the collection of our different information. A question
 protocol was equally prepared that was going to be asked to the general population and
 those we will be asking inhabitants of the Damas neighborhood, given that their experience
 with the water difficulties is peculiar.
- We visited several quarters in Yaounde such as Nkolbissong, Etoug-ebe, Mendong, Odza, Essos, Damas to get what the population have to say about this situation, how they coping with it or what they are doing to remedy it and what they advise the government to do. We met people sometimes in the evenings and also early in the mornings. We meet them at wells, in front of their community boreholes and some around the stream washing clothes and bikes
- Moving to the Damas neighborhood which served as a focal point. We got interviews from random people in the streets the first time we went there for collection. The second time we went there, we interviewed people from two separate families. The first family is one that has been in this neighborhood precisely at Maison Damas for over 20years. The second family has lived in Damas for a while and decided to construct their own borehole
- On October 14, majority of the elements were transferred to the machine by Guy Joel Noah. While the rest including the sound effects were transferred on the 17th, edited and stored.

Effective production kicked off on the 18th of October though, it lasted for a good number of days. We had about 30 excerpts.

2. Editing plan/ Plan de derushage

- Having had all our sounds, we selected about 20 of them, we listened to all these sounds and wrote down our script. This script was submitted for corrections. Baldwin SAMA advised that we make ourselves understandable by being audible and fluent. He emphasized that we use simple words and we don't need to shout but let our voice come from our chest, making sure to pronounce and articulate properly. We recorded our script for a first time and did not seem to be the best, it sounded more like news. We had to retake and found it better than the first.
- We now had a total of 20 collected excerpts. But most of them were saying the same things though in different ways. So we made use of those that said really pertinent things. But again those excerpts seemed to be many. In order to keep our magazine concise and precise, we removed 10 more excerpts from the magazine production.
- On the 20th of October, we began with the editing which ran for one week. Selection, editing and mixing. After which we went elsewhere to engrave our audio on CDs. We gave the people in charge our audio and two photos which they were going to engrave on the CDs and its cases, including the name of the presenter, topic and angle of the magazine.
- After doing the editing, we moved on to pre-production, it went to 14minutes 56seconds. We had to listen to the excerpts all over again more intently to take only the essential information that will retain and captivate the listeners. It is at this point that the KISS principle had to be applied. Keep it short and simple became so real as we reduced it to about 14minutes 24seconds.

3. Sequential curt/ Decoupage sequenciel

The first part of our magazine program comprises a signature tune done by Harrison ASHU. A journalist working at the CRTV National Station. It has a duration of 24 seconds.

It is closely followed by the intro-magazine (magazine-introduction): in this part of our program, we accentuated on our focus which is that of discovering the water challenges faced by Yaounde inhabitants. How they cope and live in this situation. How they try to manage or regulate it, together with the government of Cameroon.

Furthermore, we have our guest: we chose as guest someone working at CAMWATER Utilities Company, precisely the Deputy Regional Director for the Center region, Mr. ADINE YOUNOUSS. We found him well placed to answer our questions because CAMWATER is known across Cameroon to be the supplier of water and in charge of water distribution to every nook and cranny in the country. So if there is any water challenge which the population cannot understand why the challenges are there, a high personality such as the Deputy Regional Director is apt to give them answers. To explain what has gone wrong, what should be done to stabilize the situation and what they are doing to solve this problem.

Our next element is the conclusion where we end our program and invite our listeners for the next edition of the program.

IV. FINAL PRODUCT

1. Magazine Control Sheet

Item	Source	Author	In	Out	Duration
Signature tune or Generique	Original sound without voice	Internet	-	-	4"
Program Announcer	Studio	Harrison ASHU	A once in a week rendezvous, City Talk	And crack your city's loophole	24"
Signature tune	Original sound	Internet	-	-	8"
Magazine Introduction	Studio	Diana DANZABE	Good day Ladies and Gentlemen, you all are welcome	While proposing some solutions from CAMWATER	1"
Transition	Original sound	Internet	-	-	12"
Sound bite	Drawing well water and woman lamenting	Mother	Mama, this well the way it is deep	One has been drawing water until the chest hurts	12"
Magazine Presentation	Presenter	Diana DANZABE	This is the cry of a devastated mother	This as a result of the persistent water shortage	15"
Natural sound	Carrying and pouring of water	-	-	-	7"
STUDIO	Presenter	Diana DANZABE	Some areas in Yaounde experience	This situation is unbearable	14"
FIT	Woman	City dweller	As concerns the issue of water	Because, shortage of water	42"
STUDIO	Presenter	Diana DANZABE	Due to the persistent lack of	Other strategies to have water	8"
FIT	Man	City dweller	We have resulted to other means	That everyone can benefit from	26"
STUDIO	Presenter	Diana DANZABE	Yaounde inhabitants have raised	In the region	11"
FIT	Man	City dweller	What we realize is that, our government	To go to places where people are not yet there	56"
FIT	Lady	City dweller	I will advise the government	To produce portable water	25"

Transition	Original sound	internet	-	-	12"
SOUND	Dragging water from well	-	-	-	3"
Intro	Presenter	Diana DANZABE	This phenomenon has affected	In the last 10years with no water	21"
FIT	MAN	Damas city dweller	I have lived in Damas	Finances are hard to come by	46"
STUDIO	Presenter	Diana DANZABE	Nevertheless, the government	Both CAMWATER And city dwellers	15"
FIT	Lady	Damas city dweller	In order to help, the government	Deliver the water	41"
STUDIO	Presenter	Diana DANZABE	The neighborhood of Damas	It tarries	15"
Transition	Original sound	internet	-	-	12"
SOUND	Scrambling for water	City dwellers	-	-	7"
Commentary	Presenter	Diana DANZABE	In a country like	Will help appease the population	1,36"
Transition	Original sound	Internet	-	-	7"
Interview	Recorder	Mr. ADINE Younouss	Thank you miss Diana for giving me	Thank you	4,46"
Conclusion	Presenter	Diana DANZABE	Ladies and Gentlemen, it is	Same day, same time Ciao	16"
Signature tune	Original sound	Internet	-	-	7"

2. Magazine script

Signature Tune

A once in a week rendezvous, City Talk, your daily challenges are higihlighted as we try to find

the right solutions. From north to south, east to west, societal ills are depicted in our endless

quest for a better society.

Join our presenter, Diana DANZABE every Thursday at 2pm. Sail through City Talk and crack

your city's loophole.

Introduction

Good day ladies and Gentlemen, you all are welcome to this first edition of your weekly

program, City Talk on the air waves of CRTV FM 94.0

Natural sound: flowing water

Water is life, a precious liquid unfortunately becoming a rare one. In today's edition, we shall lay

emphasis on difficulties faced by Yaounde city dwellers, in the acquisition of portable water.

How the population copes and lives in this situation.

We are going to find out how this problem can be regulated and the various solutions, proposed

by Yaounde inhabitants alongside the government of Cameroon.

As guest, we shall have the Deputy Regional Director of CAMWATER for the Center region

who shall explain the reasons for this persistent situation, while proposing some solutions from

CAMWATER.

Natural sound, mother lamenting

This is the cry of a devastated mother, lamenting over her daily plight that of fetching water for

several hours this as a result of the persistent water shortage.

Natural sound: carrying and pouring water

Some areas in Yaounde experience total water shortage, while others are partially affected. For

most inhabitants of Yaounde, this situation is unbearable.

Produced by DANZABE ETAKA Peace Diana

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Excerpt: As concerns the issue of water, it's not been easy. The past years atleast water use to come, flow around 10pm, 2am at night we wake up and carry water. But now, it's difficult, water is inadequate, water is no more flowing. And therefore causes a lot of problems. Our children at times, they had scabies, they had rashes because the water was not clean. We are going through hell spending a lot of money in the hospitals, typhoid, and cholera nowadays. Even this corona issue, we don't even have clean water to wash our hands with. At times you don't even bath well because shortage of water.

Due to the persistent lack of water, some Yaounde city dwellers have devised other strategies to have water.

Excerpt: We have resulted to other means, like there is a stream nearby we go and carry water there for basic house use. We also do laundry and even people from the community come and buy their cars and bikes at the stream and it is a cheap and a very uncouthly way of acquiring water and it has been helping us for a while now. We dig a couple of wells around the community that everyone can benefit from.

Yaounde inhabitants have raised a clarion call, pleading with the government to relook into the water distribution network in the region.

Excerpt: what we realize is that our government does not plan things as formerdays. You know the population is increasing, coming from other towns to come and look for work in Yaounde so the old installations are over used. So the government has to make an effort, first of all about the quality of the water because the water is red always red. And secondly, sometimes some quarters use to stay one, two, three weeks, sometimes a month without water. It means that there is a question problem of infrastructure. So the government has to make an effort to spread the infrastructure to go even to places where people are not yet there.

Excerpt: I will advise the government to sensitize the population on pollution of water bodies because once water bodies are polluted, it stops them from working on this water which they have to supply for the use of the population. So industries should stop dumping their waste in water bodies such as streams or lakes which are used to produce portable water.

• Focal point: profiling the Damas neighborhood

Drawing water from the well

This phenomenon has affected several neighborhoods of the capital city such as Mendong, Essos, Odza, Nkolbissong and many others. While Damas, a locality in Yaounde remains the most affected in the last 10 years with no water.

Excerpt: I have in Damas for the past 20years but for the past 12 years we have not had water. And if water comes, if it's long its 30minutes and it only flows at night when people are asleep. We have tried to do even boreholes. Oh you see people going to carry water, neighbors are going to carry water. We don't even know the source of the water. We pay a thousand litter of water that we have someone who delivers for the house at 5000 FRS and you do that twice a week. So water becomes more expensive than electricity and when they deliver, you never know the source. It is very difficult to live. So it makes life unbearable at this time when finances are hard to come by.

Nevertheless, the government has not turned deaf ears to inhabitants of this locality as some initiatives have been established by both CAMWATER and city dwellers.

Excerpt: in order to help, the government by CAMWATER had decided to once in a while be coming to deliver water using their water tanks. It happens every two days. They come and deliver water in the morning, sometimes they come but in the evening. That notwithstanding the water is still not sufficient for the entire population so some have resolved to getting "forage" and some have built wells and those wells have actually helped some of us. And there is still the opportunity for those who have tanks. They asked for water to be delivered. To fill one tank ranges between 5000 to 7000 Frs. depending on the person who is coming to deliver the water.

The neighborhood of Damas has some rocky areas making it difficult for some residents to easily dig wells or construct boreholes. Even after succeeding to do so, it tarries.

Commentary

Natural sound: boys scrambling for water

In a country like Cameroon blessed with rivers such as Wouri, Sanaga, it becomes embarrassing having inhabitants suffer from water shortage. But in recent times, Cameroonians have been battling with this disturbing problem, which has pushed them into several other means of acquiring water. Some which are good and healthy, others which are not advisable.

For the rich, they have constructed personal boreholes and dug wells in their homes. Meanwhile, the average or poor go in for small streams, rivers and, many more to meet up with their household needs.

Notwithstanding, the Minister of Water and Energy and his team including CAMWATER have come right in time to regulate or curb these water difficulties. As the newly appointed Director General of CAMWATER, Blaise MOUSSA created on October 11, 2022 two mobile numbers through which the general population can table their water grievances. He equally emphasized that every information given will remain confidential. This is therefore a step to better water conditions in the city of Yaounde and Cameroon as a whole, which will help appease the population.

Interview: Guest

Ladies and Gentlemen now we speak with our guest. Our guest who is the Deputy Regional Director of CAMWATER for the center region, Mr. ADINE Younouss.

Mr. ADINE Younouss thank you for accepting to give some insights to the challenges faced by Yaounde city dwellers as far as water is concerned. Here I have some questions for you.

• It is no longer strange that portable water is a problem in Yaounde. What could be the main reason for this

Answer: ok thank you Miss Diana for giving me the opportunity to explain about the subject. The main problem of water in Cameroon and particularly in Yaounde is at different levels. First of all, the main problem is no offer is less than the demand. You know the city of Yaounde is growing very fast and the capacity of production is not following the growth of the city. This is first problem. For example, actually the capacity of production of Yaounde of CAMWATER is 117 000 meter cube per days. On the other hand, the demand is more than 300,000 meter cube.

This is the main problem. The second problem is that all the installation of CAMWATER to

produce pumping water is using electricityand you know every problem of the supplier, our

supplier of energy affects our production. The third problem of Yaounde is that the city is really

has mountains and all. There is a structural problem. We can have difficulties to attain some

points at the same time. You know if we have a little interruption of the production, it will affect

for one, two and more days some quarters

• Cameroon is blessed with water bodies. How can these water natural water bodies be

harnessed to ensure sufficient water to Yaounde households

Answer: yes Cameroon is blessed with water bodies but this water is not usable directly, we

have to treat this water.

• Are there any strategies CAMWATER has put in place or plans to pu5t in place to

overcome this challenge

Answer: there is a project to bring wate4r to Yaounde from the Sanaga called "pipepis" it

will really increase the production capacity and for CAMWATER, we are preparing

ourselves to receive this water coming by putting pipes in the new quarters, putting tanks to

increase our capacity. In the other centers too CAMWATER is following many projects to

create new centers, to extend the pipes. Exactly when then the:"pipepis" will be created, all

the problems will be handled.

How Yaounde city dwellers and Cameroon as a whole contribute in solving these

difficulties they have in acquiring portable water

Answer: we can ask principally from the city dwellers is to pay their bills because you know all

these investments need money and if city dwellers don't pay us, we don't have money to give

them water. So we just ask city dwellers to do their part so we can give them potable water in

quality and quantity.

Thank you very much Mr. ADINE Younouss

Answer: thankyou.

Signature tune

Closing: Ladies and Gentlemen it is on this note that we draw the curtains on your weekly

program. See you again, next week, same day, same time, ciao.

V. COST OF PRODUCTION

Item	Unit Price/destination	Quantity	total
Recorder (rented)	10000	1	10000
Transport fare to and	1. To different	13 500	14500
fro	quarters		
	2. To meet expert	1000	
Internet and calls	-	-	10 000
Editing	20 000	-	20 000
Printing of documents	1500	5	5500
Engraved CD	2500	4	10,000
Other expenses	-	-	8000
Total			77,500frs

CONCLUSION

"City Talk" in its very first edition has taken a positive and successful step forward. The emphasis laid on the water challenges in Yaounde and what its dwellers go through due to it is already making the government go into action. Equally, several city dwellers did not know the reason for this persistent problem but we think that through this program, they now know why the challenges and how hard the government is working to regulate the problem. Also the part they need to play to make it better.

At the end of this professional realization, we are happy but know we still have a lot more to learn and ameliorate. Despite the difficulties that came up during field work, our passion and skills acquired at ASMAC kept us strong and going. This has only helped to increase our urge of working harder and remaining humble.

In the next edition, we will discuss the high level of traffic existing in the city of Douala even after the second bridge was built, the reason for this problem, how city dwellers cope with it and what can be done to solve this

We seize this opportunity to thank the entire team that participated in one way or the other in the production of this magazine bringing in their expertise. As our lecturers always tell us "Journalism is team work. You can't do it alone in this job". We experienced this in all its totality. We finally express our gratitude to the school for impacting us under the stewardship of our director, Pr. Alice NGA MINKALA.