

UNIVERSITE DE YAOUNDE II

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



UNIVERSITY OF YAOUNDE II

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



EXERCISE :

**CITY VIBES: Recurrent Money Extortion done
By Local Real Estate Agents in Yaoundé. A
14minutes Magazine.**

**Submitted in partial fulfillment of the requirements for the award of a
Bachelor Degree (BA) in Mass Communication**

Option: Journalism

PRESENTED BY :

LOBTE KEE GIEFE

FIELD :

Journalism III

SUPERVISOR

Mr. MUAM George.

Academic year: 2021-2022

TABLE OF CONTENT

TABLE OF CONTENT.....

INTRODUCTION..... 1

1) **SYNOPSIS**..... 2

2) **PRODUCTION SHEET** 4

3) **JUSTIFICATION OF TOPIC** 5

4) **JUSTIFICATION OF TITLE**..... 5

5) **JUSTIFICATION OR PRETEXT OF ANGLE OF TREATMENT**..... 5

6) **REASON FOR THE CHOICE OF DAY AND TIME** 6

7) **RESSOURCE PERSONS**..... 6

8) **PODUCTION BUDGET** 15

CONCLUSION 16

INTRODUCTION

It is a traditional practice in the Advanced School of Mass Communication (ASMAC), that every level three student at the end of the academic year, produces a professional production. This production can be a Television or radio magazine as well as a newspaper or newspaper magazine. It all depends on each and everyone's chosen media which comes with a command.

This is after they must have carried out three months of internship in any media house and this year the format chosen by the school for the magazine is 13minutes.

To this effect, we have chosen to do our professional production under the Radio, and the command, is to produce a magazine program with a 15 minutes format but which should have a duration of 13minutes to 14mins 30seconds.

Our Magazine title is "City Vibes" and this edition focuses on money Extortion done by local housing agents in Yaoundé. We chose our topic, based on the fact that it has to be of news value and human interest worthy.

Our Choice to work on this radio program, is due to the fact that the radio is our preferred media and the radio involves more of talking than showing images like the TV.

This technical file, presents the case in Yaoundé, where by normal inhabitants take up the functions of real estate agents just to get money from people. The reasons for the choice of topic, the angle of treatment, synopsis, magazine control sheet, resource persons and the cost of production.

1) SYNOPSIS

TOPIC : REAL ESTATE AGENTS IN YAOUNDE.

ANGLE: RECURRENT MONEY EXTORTION BY LOCAL REAL ESTATE AGENTS ON PEOPLE IN YAOUNDE.

MAGAZINE TITLE: CITY VIBES.

JUSTIFICATION : Finding houses for rents in a town like Yaoundé is hard especially for those of the working class who hardly have time to search all by themselves . This is why in recent days, young men and women have found ways to extort money from people looking for houses for rent. All these people need is the location of houses for rent, then they tend to call themselves real estate agents without any training or professional status.

Either they charge more money than necessary, or they completely lie about the availability of the houses to get money for free. This has caused people to be sceptical about working with housing agents to find houses for rent, be it rooms, studios or apartments. Hence the reason for the choice of topic.

RESOURCE PERSONS

- 1) Victims of this money extortion.
- 2) These local real estate agents.
- 3) Landlords of houses put for rent.

GUEST: Professional Real Estate Agent

TARGET AUDIENCE : These local agents, the inhabitants of Yaoundé, the government.

GENRE: News Magazine.

BROADCASTING DAY AND TIME: Saturday at 2:00pm.

LANGUAGE: English.

FORMAT: 15mins

TECHNICAL FILE: CITY VIBES

DURATION: 14mins 24seconds.

PRESENTATION: LOBTE KEE GIEFE.

SOUND EDITING AND PRODUCTION: MEDAH NDENGUE

NAME OF THE STATION: CRTV National Station.

FREQUENCY MODULATION: 88.8FM.

SIGNATURE TONE: Boren NFOR.

PRODUCER: Advanced School of Mass Communication.

TECHNICIAN: MEDAH NDENGUE.

2) PRODUCTION SHEET

THEME: Real Estate agents in Yaoundé

ANGLE: recurrent money extortion done by local real estate agents on people in Yaoundé.

PROGRAM: City Vibes.

STATION: CRTV National Station

SUPPORT/ MEDIUM: Compact Disk(CD) and USB Key.

FORMAT: 15 minutes.

DURATION: 14mins24 seconds.

LANGUAGE: English.

COMMAND: Advanced School Of Mass Communication.

CONCEPTION AND PRESENTATION: LOBTE KEE GIEFE.

PRE-FIELD VISIT: LOBTE KEE GIEFE, in two days.

SOUND GATHERING: Collected feeds or excerpts for over two weeks.

EDITORIAL EDITING: MUAM George.

TECHNICAL EDITING AND MIXING: MEDAH NDENGUE.

MAGAZINE VOICEOVER: NENGOU Valincia

3) JUSTIFICATION OF TOPIC

Many Reasons account for the our choosing to talk about the money Extortion done by local real estate agents in Yaoundé as a magazine topic. This is because the phenomenon does not only concern Yaoundé, but other cities in the Country like Douala as well. People are always on the move and in search of houses and the fact that landlords do not paste the information of Houses for rent by themselves, makes is very hard for inhabitants in these cities to know which houses are for rent when moving on the road.

This makes it now easy for others who know where the supposed houses are, to gain the upper hand, as they suddenly become real estate agents and start charging people for money to show houses to those in search. Students in these case, often fall victims of scam, because they are easy to trick and as a result, it is the parents of these students that always end up paying for their naivety.

To sum it up, to many people in Yaoundé have complained about this act. So through this magazine, which is our first edition, we wish to advise the people of Yaoundé and call on them to be cautious when making such dealings with so called real estate agents and we have provided some red lights or bad signs of a real estate agent in this magazine.

4) JUSTIFICATION OF TITLE

The reason why we chose “City Vibes” as our magazine name, is because the program seeks to focus on all rising issues in the cities of Cameroon, be it economy, culture, arts and sciences, social and even sports.

So this program gives room for awareness on current activities in all these domains and solutions to abnormalities faced in the cities.

5) JUSTIFICATION OR PRETEXT OF ANGLE OF TREATMENT

Here we intend to address the problems of people when in comes to searching for houses to rent which is always at its peak during university resumption and some first year students are now supposed to leave on their own for the first time since they were born.

Thus, this angle of treatment will look at these cases and victims of the said local real estate agents. It is to make the agents and landlords themselves visualise the pain people go through when they lose money in the name of being scammed or extorted. This is also a call for the forces of law and order to always keep an eye on these situations. And for landlords to post their numbers beside their houses put for rent.

6) REASON FOR THE CHOICE OF DAY AND TIME

This magazine is programmed to be broadcast every Saturday at 2:pm. We chose this day and time, firstly because, it is the weekend, where most working class people as well as half the Cameroonian population will be at home resting, and can easily put on the CRTV radio to listen while carrying out their little activities at home.

Also, during internship, I noticed that much time, energy and many reports were put for the weekends. Meaning that most families will be able to listen to the magazine.

It is believed that weekdays are often tense and all people concentrate on is their work. Sometimes when people turn on the radio at their jobsites, they may not even end up listening to the news because they are deeply concentrated on what they are doing. But during the weekends, they are more conscious and can easily pay more attention to the news.

7) RESSOURCE PERSONS

- **Victims:** Students who have fallen prey to the scam of real estate agents in Yaoundé.
- **Some Real estate agents**
- Landlord of some hostels for rents
- **Police**
- **Guest:** Mr TANG LIKUND Pierre MITHRA, a professional Real Estate Agent at the Société Civil immobilier Pierre Mithra.

TECHNICAL FILE: CITY VIBES

MAGAZINE CONTRÔLE SHEET

Program title: “City Vibes”.

Theme: Real Estate Agents in Yaoundé

Angle: Recurrent Money Extortion done by some Local Real Estate Agents on People in Yaoundé.

Presenter: LOBTE KEE

Format: 15 minutes.

Duration: 14mins24secs

Day: Saturday

Time: 6pm

Guest: Mr. TANG LIKUND Pierre MITHRA Real Estate Agent of the Société Civil Immobilier Pierre MITHRA.

Technician: MEDAH NDENGUE

Copyright: ASMAC 2022

NUMBE R	ITEM	SOURCE	AUTHUR	INTRO	OUTRO	DURATION
1	Signature tune	Server	Mechanics and voice	CITY VIBES	City Vines, where everything matters.	28seconds
2	Generic	Studio Machine	Mechanics	_____	_____	9 seconds
3	Introduction	Studio Microphone	Presenter	Good day Ladies and gentlemen.	The law says about this practice.	43 seconds

TECHNICAL FILE: CITY VIBES

4	Transition sound	Server	Mechanics	-	-	4 seconds
5	Background sound	Server	Machine	-----	-----	14 seconds

6	Report	Studio Microphone	Reporter	Tenants of the montée chapelle obili	I was disappointed	3 minutes 52 seconds
7	Transition	Server	Mechanics	-----	...City Vibes	6 seconds
8	Report	Studio Microphone	Reporter	In line with these accusations	Immobilier in Yaoundé	4 minutes 38 seconds
9	Transition	Server	Mechanics	-----	-----	6 seconds
10	INTERVIEW	Studio Microphone	Presenter/Guest	Good day Mr. Tang	Thank you too for receiving me	3 minutes 47 seconds
11	Conclusion	Studio microphone	Presenter	We have come to the end.	Have a lovely weekend.	28 seconds
12	End Jingle	Server	Mechanics	-----	-----	7 seconds
					Total	14minutes 24 seconds.

MAGAZINE SCRIPT

Signature tune

City Vibes, City Vibes is a 15 minute magazine that keeps you abreast with happenings in your neighbourhoods. City Vibes comes up every Saturday with your host, Lobte Kee, from 2pm on the National Station of the Cameroon Radio Television, the CRTV.

City Vibes, where everything matters!

Introduction

Good day ladies and gentlemen, welcome and thanks for joining us on the first edition of your weekly magazine, City Vibes, on the CRTV national station. In today's edition, we will be focusing on the recurrent money Extortion, done by some local housing agents in Yaoundé especially during school resumption in higher learning institutions. Dear listeners, we are going to uncover how exactly people fall prey to some of these practices and how these agents carry out their activities. Taking the ride with us, is a professional real estate agent, Mr TANG MITHRA who tells us what the law says about this practice.

Defence Report

Background sound, tenants arguing with caretaker after he conveys landlord's message

Tenants at the Montée Chappelle Obili neighbourhood disagree with the landlord's short notice to evacuate their current residence due to presumed renovations and rent increase. Getting a house in a town or city like Yaoundé, is some times an uphill task especially for those of the working class. It entails that you search for long hours daily in neighbourhoods of your preference. Lovely Ngam is a teacher who hardly has time to search for a house by herself.

Excerpt of lovely: As a working personnel, it is not really easy to see a house. Because I am a teacher by profession and I go to work, I teach almost from form one to form five. And it's too stressful looking for a house now where you go about hovering the bushes, walking dangerous parts that you have never been there before in search of a house.

Some inhabitants of Yaoundé have taken up this as a new way of making money from people in the name of being real estate agents. The phenomenon, is usually at its peak when universities resume classes and newly admitted students are in a mad search for rooms or apartments to rent.

Most of the time, it is even difficult for owners of the premises, where these posts are pasted, to give any details on the subject, the agent involved, or the location of the place put for rent.

Students, workers and even the unemployed are all victims of this extortion machinery. A student, NDAH Jocelyne, who just got admission into the University of Yaoundé one, narrates her experience.

Excerpt. Blessing: He asked me for 5000frs for visit of which I paid. There were more options but I had to add 2000frs and I also had to pay the transport of both the agent and I. I had to pay one month's rent of the house to him before I had access to the landlord's number to pay the house rent and finally move in.

Blessing was given a fake number as that of the landlords, which never went through, suspicious, she went back to the compound to verify from the neighbours .

Excerpt blessing two: I met one of the neighbours there and it was one of them that told me that the landlord did not even live in that area and they gave me the landlord's real number at that time and when I got to him, behold I was informed that, that house had been paid for a few weeks back.

The desperate situation of some people in search of houses, probably due to forceful expulsion by previous landlords, often gives housing agents a big opportunity to get money effortlessly, without any work done. Boren Nfor, is another student of The University of Yaoundé 1, who also fell into the trap of these fake agents.

Excerpt of Boren Nfor and his experience : I met a couple of agents who showed me what they had and the prices they levied on their services and I got to choose the one that was convenient for me. And those are the people I actually contacted but the prices were actually too much.

Boren did not have that amount of money to pay and complained to his parents who asked him to go search for a house by himself.

For over two weeks, he would leave the house and comb the neighbourhoods around the campus, in search of an empty room. He would come across those very posters announcing rooms and apartments to rent, but none of these were anywhere around the areas where they had been pasted.

Frustrated, he decided to go back to one of the agents he had earlier spoken with.

Except, still Boren : After paying for the 5000 and then I saw the house, he told me I should come back at least after one week, that when I come back the person that was currently in that house must have left. I came, the door was locked, I came again, the door was locked. I had gone there about 7 times yet the door was still locked and when the door was finally opened when I went there, I met somebody else in the house and I didn't know what was happening but I was clearly disappointed.

Jingle or Transition

In line with these accusations, the fake agents say, the reasons why they price so much for their services is as a result of the much work they have to go through to secure houses for rent. Eric WIRNGO is a practicing journalist who does the job of a real estate agent to earn additional income.

Excerpt: Eric : Most of the time I choose like two or three days within a week to go out and search for houses and after that I can now put the details on our Facebook page. I choose a neighbourhood and I focus on that particular neighbourhood on a particular day.

Excerpt Lesley : If the visit was free, we can end up showing more than 20 houses to people and no one is interested. And that will be my time wasted, my transport, you get us spending up to a week doing nothing. The charges are to enable us continue our work fluently.

For their part, landlords say they prefer to work with real estate agents instead of pasting the information in front of the houses because they do not want due to the much stress that comes with the activity. Peter Ngum, commonly known as grand pero, due to his charitable nature, is the land lord of a student hostel in Biyem assi and likes working with these agents.

Excerpt of Mr Peter: They don't have anything doing so we prefer to work with this guy's in the quarter. Me for example, I work in the morning, I go to my job site and I don't have time. If I

place my number at the roadside, people will be calling me at my job site so I prefer to work with these guys in the quarter they call them service Immobilier.

Meanwhile, some inhabitants of Yaoundé, like Karine, who is a seamstress in Bonas, have resorted to finding houses for rent by themselves no matter how difficult and stressful it may be.

Excerpt Of Karine: The room I am presently renting in Bonas was found by me, I decided to leave our family house at around 10am on a Saturday and started right from école de poste moving and asking around.

Others who do not have the energy to move from neighbourhood to neighbourhood, are rather cautious and have devised tactics in order to avoid paying more than the visiting fee to real estate agents when searching for a houses. Even though the fee is non refundable weather the house shown, is pleasing or not. Mimi Gyslain currently in her second year in the university of Yaoundé 1, tells us how she got her present residence.

Excerpt of Mimi. Rather than paying the 5000, I begged the woman to collect 3000 because I did not have money, so she accepted 3000 because I was a girl. After paying, I visited the one room and behaved as if the house was not even pleasing to me. When we left, I came back and then inquired from the neighbours.

Due to the recurring nature of this unscrupulous activity, people have resorted to filing complaints with forces of law and order who have advised the public to remain cautious and are trying their best to make sure that those involved in this act, go unpunished. A police officer, at the Chateau Ngoa ekele police station attests to this.

Excerpt of police : They complained several times, they collect money from these children and show them a room. They are then asked to pay rent for 6 months or for one year. When their parents make payment, at the moment they want move into the room, they realise that the room belongs to someone else or has been occupied already, but an agent had the guts to collect the rent. We can't say things can change, but when the child complains, we pursue the person so he or she can refund the money.

Either ways, the phenomenon of extorting money from people in search of houses to rent in the capital city, isn't expected to end anytime soon.

We have heard about the illegal side of this practice of the local real estate agents, in Yaoundé, let us now get to know what the law says about it. We now turn to our guest Mr Tang Pierre MITHRA , who is a professional real estate agent and practices at the société civil immobilier in Yaoundé.

Jingle or Transition

INTERVIEW: GUEST

Good day Mr Tang Likund Pierre MITHRA thanks for honouring our invitation today.

Reply: ? Thank you too, we are happy to be with you.

Question: So, there are a lot of people in Yaoundé who have adopted the title of real estate agents, and this is a profession you practice. please tell us, who is a real estate agent in the Cameroonian context and how does one become an agent?

Answer: Let me tell you that, the exercise of the profession of real estate agents, is subject to the conditions of professional aptitude and financial requirements, set by decree number 2007/1138PM, of September 3rd 2007, setting the terms application of law number 2001/20 of December 18, 2001, on the organisation of the profession of real estate agents.

Question : So what does this practice entail actually?

Answer: A real estate agent, is someone who can advise, first of all, give good advises. It is someone who can be in the site of a customer for example, when he wants to buy a house, when he wants to rent.

Question: Today the sector has been invaded by charlatans who have been extorting money from people on a daily basis, what accounts for this new development?

Answer: Unemployment, idleness and the law of easy gain largely contributes to spreading the phenomenon. And you know in every profession you have people who are doing things rightly and we sometimes have what we call the bad grains.

Question : So you think it is due to unemployment, people result to extorting money from others and not showing houses for rent in return?

Answer: Not all, If someone needs a house for example, many customers refuse to pay the real estate agent's fees, saying that we are too expensive. They prefer to go and see guys in the neighbourhood and come back here crying. It's a problem of the education of society.

Question: So what advise will you give people who go in search of houses in order that they don't fall prey to fraudsters?

Answer: The first thing I often advise in any situation is to listen to your intuition. Now check if the person talking to you has an office or an address. If you like a house, never pay immediately, come back to the scene alone without the guys.

Question : But in the case where they ask for 5000 before they show you the house?

Answer: Pay the 5000frs, but when you have seen the house you want to rent, don't pay immediately, give an appointment maybe the next day but come back alone to the scene to get information from neighbours and caretakers. And more when paying, make sure you are giving the money to the right person, don't be afraid to ask who ever takes your money to show you the National Identity Card for example, so it is important to come back.

Mr Tang Likund Pierre Mithra, CEO of société civil Immobilier, pierre Mithra, thanks for being our guest in today's edition of the programme.

Reply: Thank you too for listening to me

And Dear listeners, the take home message is that you shouldn't engage with a real estate agent who has no specific office.

Transition

Conclusion

Ladies and gentlemen, we have come to the end of this program, stay tuned to other programs and news editions on the CRTV national station, we had technical assistance from-----, I have been your host LOBTE KEE, have a lovely weekend.

8) PRODUCTION BUDGET

ITEMS	COST
Transportation	5000FCFA
Internet/calls	10,000FCFA
Printing	15000FCFA
4DVDs and USB Key	7500FCFA
Editing and sound Mixing	16500FCFA
TOTAL	52500FCFA

CONCLUSION

The above paragraphs contain a presentation of the first edition of our Magazine program titled CITY VIBES. It is a 14minutes 24seconds magazine that talks about the Recurrent act of money extortion done by local real estate agents in Yaoundé. This magazine brings to the public a professional real estate agent, who has advised them to be vigilant and cautious when looking for houses for rent.

To realise this magazine, we came across certain difficulties such as the fact that, our guest was so busy and we had to do the interview in a hurry since he had clients to attend to. But even with these ups and downs, the magazine was produced even though we realised a certain number of errors after it had been edited and put in a disk with no more time for rectification.

Going through with this project gave us more experience and familiarity to the world of the profession of journalism and we hope to apply all we have learned in the coming days.