

UNIVERSITY OF YAOUNDE II  
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BACHELOR DEGREE  
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ADVANCED SCHOOL OF MASS  
COMMUNICATION



UNIVERSITE DE YAOUNDE II  
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CYCLE LICENCE  
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ECOLE SUPERIEURE DES SCEINCES ET  
TECHNIQUES DE L'INFORMATION ET DE  
LA COMMUNICATION



## TECHNICAL FILE

### LIVING IN CITIES

#### Challenges of Obtaining a Low-cost House in Yaounde

*Submitted in partial fulfilment of the requirements for the award of a  
Bachelor Degree in Mass Communication.*

Presented by:

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# **PART ONE**

## TECHNICAL PRESENTATION OF MAGAZINE

### TECHNICAL FILE

**Name of magazine:** LIVING IN CITIES

**Theme:** Low-Cost Houses

**Main focus:** Challenges of obtaining a low-cost house in Yaounde

**1<sup>st</sup> Report:** What are low-cost houses and what are they intended for?

**2<sup>nd</sup> Report:** Challenges of obtaining a low-cost house in Yaounde

**3<sup>rd</sup> Report:** Commentary on how the state can bring order in the sector of low-cost housing.

**Genre:** News Magazine

**Sector:** Social

**Format:** 13 minutes

**Duration of Magazine:** 11 minutes, 18 seconds (11:8)

**Language:** English

**Periodicity:** Weekly

**Type of Production:** Stock Programme

**Guest:** Mr ASONGWED Emmanuel ANYANG, Director of Housing in the Ministry of Housing and Urban Development (MINDHU)

**Target audience:** The common population and Yaounde City dwellers in particular

**Colour of Programme:** Blue, White and Red

**Broadcasting date:** Every Monday

**Time Schedule:** 6:00PM – 6:13PM

**Storage device:** Hard Drive

**Copyright:** ASMAC April, 2022

**Production:** Advanced School of Mass Communication (ASMAC)

**Author:** MANGEH YEKWA Clovis BAWE

**PRODUCTION TEAM**

Presenter	<b>Clovis YEKWA</b>
Text/Commentary	<b>Clovis YEKWA</b>
Video Technician	<b>Vincent De Paul BOBO</b>
Sound Technician	<b>Axel Willy</b>
Editing/Infography	<b>Axel Willy</b>
Cameraman	<b>Vincent De Paul BOBO</b>
Copyright	<b>ASMAC April, 2022</b>

## **JUSTIFICATION OF MAGAZINE “LIVING IN CITIES”**

The name “Living in Cities” was chosen as name of the magazine firstly because it ties with the general idea of the magazine. The name matches with the general goal of the programme which is focusing on life and lifestyles in cities in Cameroon, with a case study of the town of Yaounde. This includes looking at the daily lives of people living in cities, the challenges they face and some of the major activities they engage in.



# PART TWO



## PRESENTATION OF MAGAZINE CONTENT

### A- SYNOPSIS

“Living in Cites” is a news magazine program which has to do with life and people living in towns and cities in Cameroon. It shows and focuses on the livelihood of inhabitants of cities in the country, including their daily realities, difficulties and the various means through which they survive.

The program is broadcast on Mondays from 6:00PM to 6:13PM. The broadcast time is chosen because viewers will be able to watch the program, since a greater fractions of persons are always indoors and less distracted and occupied during this period.

The first editing of the programme pays attention to low-cost houses in the city of Yaounde, with focus on the challenges involved in acquiring these low-cost houses in Yaounde.

This is one of the most vital issues for inhabitants in most cities in Cameroon, including Yaounde due to the difficulties of sustaining livelihood, reason why we chose to focus on the topic which will get viewers informed about the situation in the nation’s capital.

The magazine is divided into two parts; the first part is a series of reports constituting of a report, an investigation and a commentary. The second part is the interview segment which we named, “Meet the Guest”. It is a one-on-one exchange with a competent source on the topic on ground. The Director of Housing in the Ministry of Housing and Urban Development, Mr ASONGWED Emmanuel ANYANG is our guest for this first edition of the programme.

**B- SCENARIO**

First Report:

**WHAT ARE LOW-COST HOUSES AND WHAT ARE THEY INTENDED FOR?**

<b>N°</b>	<b>SHOT</b>	<b>SEQUENCES</b>	<b>DURATION</b>
1	- Extreme wide shot - Wide shot	Aerial views of down-town Yaounde	13''
2	- Extreme close up shot - Wide shot	A far view of the Olembe low-cost houses	17''
3	- Close up shot - Medium shot	Headquarters of the Cameroon Real Estate Cooperation	22''
4	- Medium shot - Extreme close up shot - Wide shot	The Nlongkak low-cost houses	18''
5	- Medium shot	Tenants of the low-cost apartments	16''
6	- Close up shot - Wide shot	Excerpt of Pascal NLOUBOULI, communication agent at SIC	30''
7	- Medium shot - Wide shot	The Ministry of Housing and Urban Development	15''

Second Report:

**AN INVESTIGATION ON THE CHALLENGES OF OBTAINING A LOW-COST  
HOUSE IN YAOUNDE**

<b>N°</b>	<b>SHOTS</b>	<b>SEQUENCE</b>	<b>DURATION</b>
1	- Medium shot - Wide shot	The Omisports low-cost houses and its occupants	19''
2	- Close up shot - Medium shot	Excerpt of Carine ANYOH, occupant of a low-cost apartment	25''
3	- Extreme wide shot - Wide shot	The atmosphere in the neighbourhood	20''
4	- Close up shot	Excerpt of Esther ATUNEK, an applicant for a low-cost apartment	15''
5	- Wide shot - Close up shot - Medium shot	Tenants of the Olembe low-cost houses in the daily activities.	10''
6	- Extreme close up shot - Close up shot	Excerpt of Emmanuel TITA, occupant of a low-cost house at Olembe	15''

Third report: Commentary**WHAT CAN THE STATE DO TO BRING ORDER IN THE SECTOR OF LOW-COST HOUSING?**

<b>N°</b>	<b>SHOT</b>	<b>SEQUENCE</b>	<b>DURATION</b>
1	- Extreme wide shot - Wide shot	The “Cite Verte” low-cost houses and surroundings	13”
2	- Extreme close up shot - Medium shot	The Olembe Low-cost lodgings and tenants	17”
3	- Extreme wide shot - Wide shot	Activities going on in SIC houses	22”
4	- Medium shot - Extreme close up shot - Wide shot	The Nlongkak low-cost houses	18”
5	- Medium shot	Occupants of low-cost apartments	16”
6	- Close up shot - Wide shot	The Ministry of Housing and Urban Development	10”
7	- Medium shot - Wide shot	An aerial view of the town of Yaounde	15”

## MAGAZINE SCRIPT

### .....Introduction.....

Living in cities today comes with a lot of challenges; one of which is getting good accommodation. The Government's policy to solve this problem is building low-cost houses in major cities of the country.

In today's edition of the program, we will find out more about low-cost houses and how to obtain one. These, plus our guest on the programme who will throw more light on the subject.

I am Clovis YEKWA, and this is Living in Cities.

### .....Sound.....

The housing equation in Cameroon is difficult to solve. With the number of Cameroonians living in cities, the demand for houses is always rising. In cities like Yaounde and Douala, the population keeps growing as thousands migrate for diverse reasons and the quest for a place to stay becomes crucial.

To meet this growing demand for housing, the Government has embarked on the construction low-cost houses.

### **Excerpt of Pascal NLOUBOULI, Communication agent at SIC**

*"Social houses are those houses government is constructing to meet the demands of the low-income Cameroonian, in order to promote social cohesion"*

Low-cost houses is Government's policy of promoting social cohesion and detoxing the urban areas. Since owning a house requires quite a fortune, let alone in the urban areas, this is expected to solve the problem of owning a house, due to the skyrocketing prices of building materials.

### **Excerpt of Pascal NLOUBOULI, Communication agent at SIC**

*"The construction of low-cost houses is intended for the low-income population. This activity started in 2010, with the construction of ten thousand lodgings at the Olembe neighbourhood and other major towns of the country, alongside the allocation of five thousand plots of land to that effect".*

.....**Sound**.....

In the city of Yaounde for example, inhabitants seem to have run short of lodging facilities and the few available are not always within the reach of the low-income earner. The aim is to provide accommodation to low income earners, thereby promoting living together amongst the population.

An apartment like this one constituting of a parlour, two bedrooms, kitchen and a toilet is costs 50.000CFA Francs, while that with three bedrooms mounts up to 60.000CFA Francs.

**Excerpt of Pascal NLOUBOULI, Communication agent at SIC**

*“There are three types of apartments the Cameroon Real Estate Cooperation offers; which are, apartments for simple renting, houses for sell on long term duration and those bought cash. They range from every apartment and town”.*

.....**sound**.....

Several Yaounde city-dwellers say they face a lot of challenges when it comes to getting a low-cost apartment.

.....**sound**.....

**Excerpt of Carine ANYOH, tenant of a low-cost house**

*“A friend of mine told me she has someone who works at the SIC head office, who could help me get an apartment. I met this person and she gave some documents to fill and later on asked that I give her some money, so she can go and deposit it at the SIC head office. One week later, she came back saying it is not possible, saying that it is very difficult to get a house at SIC. It was then I realised that there was something fishy”.*

For some, it has been an endless wait for a reply. Documents deposited at the Cameroon Real Estate Cooperation are said to take longer than expected.

**Excerpt of Esther ATUNEK (Yaounde city dweller)**

*“Trying to get an apartment at SIC was not actually an easy thing. I was told about the availability of houses, so I had to put together the necessary documents and deposited at the SIC head office. Ever since then, I have been waiting for their call or sign of response, but yet no reply. It’s been more than three years since I deposited and up till now, I have not had a house nor a reply from them”.*

.....**sound**.....

In spite of it, getting a low-cost apartment officially is very much possible. Those who have received apartments from the Cameroon Real Estate Cooperation say they knocked on the right door at the right time.

**Excerpt Emmanuel TITA, tenant of a low-cost apartment**

*“I went to the SIC Head Office, filled the form and then dropped. Within three; they called to me saying that they have accorded me on apartment. So, to me, it was something very simple compared to what people say out there”*

.....**sound**.....

To solve the difficulties raised in acquiring low-cost house, there is need for a strong, transparent mechanism by the Cameroon real estate cooperation

It is also incumbent for the Cameroon real estate cooperation to constantly sensitise the public on the procedures in acquiring low-cost apartments, as this will eliminate cases of fraud, promise and fail guarantee from the so-called agents and the delay in the acquisition of houses.

Furthermore, little or no complains will be registered if a clear procedure of identifying low-income earners is outlined, files treated within specific timing and houses given to the applicants.

.....**jingle**.....

Welcome back! With me here is our guest on the programme, he is the Director of Housing in the Ministry of Housing and Urban Development, with whom i will be discussing the topic of the programme.

**Anchor:** You are welcome to the programme Mr Director!

**Guest:** Thank you for giving me this opportunity to talk on this programme

**Anchor:** So a quick one, what exactly is a low-cost house?

**Guest:** We define a low-cost house in Cameroon as that housing unit that the state or any other public institution subsidise part of the cost.

**Anchor:** Going by that definition, what exactly is the objective of this government’s policy?

**Guest:** The objective behind this government's low-cost housing programme is after some studies were done in 2008 and 2009, the Government realised that there was a deficit of houses in Cameroon. The Government now decided to put in place a programme for the construction of low-cost houses in Cameroon, to facilitate Cameroonians to have decent homes.

**Anchor:** So are these houses intended for a particular set of Cameroonians?

**Guest:** Yes! These low-cost houses as you rightly said are intended for certain category of Cameroonians. When you have an average monthly income of less than five hundred thousand. For example if you are earning three hundred thousand and your wife is earning two hundred thousand; you both may be above five hundred thousand a month, so you are not qualified for the programme.

**Anchor:** So what are some of the criterias you take into consideration when giving a low-cost apartment?

**Guest:** There is an interministerial commission in charge of looking at the legibility of every Cameroonian who is aspiring to get a low-cost accommodation. You know, when we have these criterias, you first of all know that you must be a Cameroonian and secondly, you need to have not owned any property in any town of the country

**Anchor:** That takes me to my last question, information we gathered in the field shows that many Yaounde city dwellers face a lot of challenges when it comes to getting a low-cost house. So what is the Ministry and your Department doing to ease the process?

**Guest:** Yes! You are right, we have a handful of these housing units which are constructed, I will like to tell you that with the difficult situation of the Government now, in fact, the demand for houses per year in Cameroon is close to one hundred and twenty to one hundred and fifty thousand homes per year. So you see government cannot provide one hundred and fifty thousand homes per year to Cameroonians. We can only do a percentage of it. So to facilitate Cameroonians to get these homes, we communicate; that what we are doing is just a fraction and we now encourage other Cameroonians; real estate developers to get into this giant field we called real estate promotion.

**Anchor:** Thank you very much Mr Director for the insights

**Guest:** Thank you Clovis for coming to our department. I will like to assure you that after food and clothing, housing is the next basic need of the human being.



.....**jingle**.....

Ladies and gentlemen, that is how we saw it in this edition of Living in Cities. In our next edition, focus will be on the management of household waste; so take the rendez-vous for next week, same time. But until then it is goodbye from us.

.....**jingle**.....

.....**END**.....

**PRODUCTION EXPENDITURES**

<b>Elements/Activities</b>	<b>Quantity/Days</b>	<b>Total (FCFA)</b>
Shooting of magazine	04 days	120.000FRS
Transport fare for shooting	04 days	15.000FRS
Editing of magazine	-----	50.000FRS
Hard disc drive	01	40.000FRS
Internet/calls	-----	15.000FRS
Renting of drone	01 day	50.00FRS
Other expenditures	-----	20.000FRS
DVDs and and burning	04	15.000FRS
<b>TOTAL</b>		
<b>325.000frs</b>		