

UNIVERSITÉ DE YAOUNDÉ II



UNIVERSITY OF YAOUNDE II

École Supérieure des Sciences et  
Techniques de l'Information et de  
la Communication



Advanced School of Mass  
Communication

## INTERNSHIP REPORT

**Internship carried out at Cameroon Radio  
Television from August 2<sup>nd</sup> to October 30<sup>th</sup>  
2022.**

Submitted in partial fulfilment of the requirements for the degree of  
Bachelor of arts (BA) in information and communication studies

**Option: Publishing and graphic arts**

By:

**Ngwengang Alphonsa Munchi**

**Level 3 in Publishing and graphic arts**

Professional supervisor:  
**Mrs Mengue Christelle**

Academic year: 2021-2022

Date of submission/defense: Month 2022

## **ACCLAIMER**

The University of Yaoundé II isn't responsible in any way for the opinions within this document. The various opinions expressed within this document are entitled to its author(s).

*To*  
*My lovely family*

## **SPECIAL THANKS**

We will like to thank all those who contributed in one way or the other to the success of our internship.

We will also like to thank the director of the Advanced School of Mass Communication (ASMAC), Pr. Alice Nga Minkala for giving us the opportunity to carry out our internship in the Cameroon Radio Television.

A special thanks to the Director of the Cameroon Radio Television, Charles Ndong who permitted us to carry out our internship in the Cameroon Radio Television.

We present our heartfelt gratitude to the employees of the Cameroon Radio Television for their hospitability, availability and their advice. Thanks to their assistance, we were able to overcome all the difficulties encountered while working.

## TABLE OF CONTENT

|  |    |
|--|----|
| ACCLAIMER .....  | i  |
| SPECIAL THANKS .....   | iv |
| LIST OF ACRONYMS AND ABBREVIATIONS.....  | 1  |
| INTRODUCTION.....  | 2  |
| PART 1: PRESENTATION OF THE CRTV.....  | 3  |
| CHAPTER 1: KNOWING ABOUT THE STRUCTURE .....   | 4  |
| I.    BACKGROUND HISTORY OF THE ENTERPRISE .....   | 4  |
| 1.    History .....  | 4  |
| 2.    Geographical location.....   | 6  |
| II.   EVOLUTION OF CRTV.....   | 6  |
| 1.    Data Sheet.....  | 6  |
| CHAPTER II: SPECIFICITY, ORGANISATION AND OPERATION OF CRTV .....  | 8  |
| I.    SPECIFICITY OF THE STRUCTURE.....  | 8  |
| 1.    Missions of the Cameroon Radio Television .....  | 8  |
| 2.    The structure .....  | 8  |
| As presented, Cameroon Radio Television today presents a set comprising; .....                           | 8  |
| 3.    Objectives of CRTV .....   | 9  |
| II.   ADMINISTRATIVE AND FUNCTIONAL ORGANIZATION OF CRTV .....   | 9  |
| 1.    Presentation of the Administrative organization: general provisions.....                           | 9  |
| III.  THE OPERATION OF THE DIRECTION OF THE TV ANTENNAS .....  | 15 |
| 2.    From the Flow Programs Department .....  | 16 |
| 3.    From the Department of Conservation and Audiovisual Libraries <b>.Error! Bookmark not defined.</b> |    |
| IV.   ORGANIGRAM .....   | 18 |
| .....  | 19 |
| PART II: COURSE OF INTERNSHIP .....  | 19 |
| CHAPTER 1- RECEPTION AND ASSIGNMENT FORMALITY IN THE DIFFERENT DEPARTMENTS.....                          | 20 |
| I.    WELCOME FORMALITIES .....  | 20 |
| II.   THE OBJECTIVES OF INTERNSHIP .....   | 21 |
| CHAPTER II- ASSIGNMENTS AND TASKS PERFORMED .....  | 22 |
| 1.    DATV .....   | 22 |
| 2.    CRTV SPORT .....   | 25 |
| 3.    THE EDITORIAL MANAGEMENT.....  | 26 |

|   |    |
|---|----|
| Part 3: evaluation of internship.....       | 28 |
| CHAPTER 1- CONTRIBUTIONS .....              | 29 |
| I. GENERAL ASSESSMENT .....                 | 29 |
| 1. Academically .....                       | 30 |
| 2. On the socio-professional level .....    | 30 |
| 3. On a human level.....                    | 30 |
| II. ASSESSMENT OF ASSIGNMENT SERVICES ..... | 31 |
| CHAPTER II- CRITICISM AND SUGGESTION.....   | 32 |
| CONCLUSION .....                            | 34 |
| .....                                       | 35 |
| ANNEXE.....                                 | 35 |
| BIBLIOGRAPHY .....                          | 36 |

## **LIST OF ACRONYMS AND ABBREVIATIONS**

**ASMAC**-Advanced School of Mass Communication

**CTV**- Cameroon Television

**CRTV**- Cameroon Radio Television

**DATV**- Direction of Television Antennas

**TV**- Television

**COB**- Chairman of the Board of Directors

**GM**- General Manager

**CM**- Chain Manager

**CUPRA**- Head of On-Air Programming unit

**AU**- Acquisition Unit

**UPA**- Unité de Promotion d'Antenne

**CMCA**- CRTV Marketing and Communication Agency

**OCORA**- Office de Coopération Radiophonique

**SNH**- Société Nationale des Hydrocarbures

## **INTRODUCTION**

This report consists of the different stages of our internship which was carried out at the Cameroon national television channel CRTV for a period of 3 months, from July 04 to September 30, 2022. This internship known as internship of participation is practical and part of our academic training which comes in to complete the theoretical teachings received over the duration of three months of studies carried out in ASMAC (Advanced School of Mass Communication). This internship comes in to make us live the reality of a professional world or become operationally functional. It is an experience that permits us students to live the reality of enterprises and understand the problems that the organisation faces.

With the problem of getting familiar with the different roles or intervention of a publisher in audiovisual, we carried out our internship at the Direction of the TV Antennas. Here, the main functions of a publisher or editor met up at the scene of this institution were that of the Program director, Program designer, Program grid designer. We chose CRTV as a place to do our internship at because it is channel that is more advanced when it comes to audiovisual editing in Cameroon. We are interested in their broadcasting mechanism and their functioning given that our training related precisely in this sector, which is and entity more important in communication.

This internship report will consist of three parts. The first part will be the brief presentation of the enterprise. The second part presents the internship progress or how we carried out our internship, noting our participation in the different tasks assigned to us. The third part will be about the report of our internship taking into consideration critics and suggestions.



# **PART 1: PRESENTATION OF THE CRTV**

## **CHAPTER 1: KNOWING ABOUT THE STRUCTURE**

### **I. BACKGROUND HISTORY OF THE ENTERPRISE**

#### **1. History**

CRTV, Cameroon Radio Television office was created in 1987, two years after the advent of television in our country. As for the radio, it has existed since 1941. It was introduced in Douala under the region of the French colonial administration. The first programs broadcast on this channel were press releases read by Mouasso Priso. Wanting to extend their hegemony over Cameroon, the French leaders will create another broadcasting house in Yaounde, the capital, with the power of 4 kilowatts greater than that of Douala. This radio was directed by Louis Cet had as first animators Jean Louis Booguiot, Boogga to name a few. It was towards the end of the 1950s that we saw the arrival of nationals such as Francois Samba, Ndam Seidou. It is with independence that Cameroon radio will truly extend over the entire scope of the national territory. Thanks to an agreement signed between the State of Cameroon and the Radiophonic Cooperation Office (OCORA) which transfers radio to Cameroon.

However, given the social, cultural, economic and political necessities, the project of television was launched in 1982 with the television unit: presidential decree n<sup>0</sup> 84262 of 12 May 1984 creates a coordination unit for the said project and two years later, ordinance 11<sup>0</sup> 86-11 of April 26, 1986 creates the National Office of Television baptized “Cameroon Television” (CTV). The first signal of the very young television channel was broadcast on March 20, 1985 in Yaounde as a prelude to the live broadcast of the congress of the Cameroon National Union (CNU) meeting in Bamenda in the North West region of the country. Highlights of the young television integrate its TV production center in the Mballa II district in Yaounde, which will also become its headquarters.

Radio broadcasting and Cameroon Television (CTV), two separate entities, merged in 1987 thanks to laws 11<sup>0</sup> 87/019 of December 17, 1987 establishing the audiovisual communication regime in Cameroon and n<sup>0</sup> 86/020 of December 17, 1987, establishing the office of Cameroon Radio Television (CRTV).

On January 28, 1988, the President of the republic, Paul Biya, officially and solemnly inaugurates the CRTV television production center in Mballa II by presidential decree n<sup>0</sup>

88/1625 of October 26, 1988, Pr. Gervais Mendo Ze is appointed Director General of CRTV with Mr. Emmanuel Nguimba Nloutsiri. In 2001, Professor Francis N. WETE was appointed DGA. In January 2005, the President of the Republic will operate a modification at the Cameroonian Radio Television office, by appointing Mr. Amadou Vamoulke, DG, and Pr Francis N.Wete is maintained DGA.

On June 29, 2016, by respective decrees N<sup>o</sup> 2018/272 and 2018/273, the Head of State appoints Mr. Charles Ndongu DG and Mr. Emmanuel Wongibe, DGA of CRTV. From its new Director, CRTV has been enriched with two new continuous information channels called: CRTV News and CRTV Sport.

Television was initiated in Cameroon in 1974 with an agreement between the Ministry of Plan and Industry and EUROPACE for the study of the establishment of a system of mass education through audiovisual. Technical studies of this project started on 15<sup>th</sup> November 1974 and were finalized on 15<sup>th</sup> May 1975 with the writing of specifications and the launching of an international call for bids on May 16<sup>th</sup> 1976.

In 1982, a project for the creation of a public television was put in place. Two European associations were retained in order to assume the responsibility that is the German Association, SIEMENS-TRT-Fougerole that was in charge of the production phase and the French enterprises THOMSOM-SODETECH in charge of broadcasting. In order to supervise the activities, the decree N<sup>o</sup> 84/262 of 12<sup>th</sup> May 1984 created a television project coordination cell and appointed Gervais Mendoze as the leader of the team; it was placed under the supervision of the general secretary of the President of the Republic. The cell was made up of:

- One coordinating committee;
- One television unit;
- Four technical control units;
- One transmission cell.

This led to the creation of 32 broadcasting centers in the national territory from 1985 to 1986. While waiting for the construction of localities and the finalization of the works, some offices and temporary news room were prepared just behind the actual radio building at the Nlongkak-Yaounde neighborhood.

## 2. Geographical location

CRTV is located in the Center region, in the department of Mfoundi, district of Yaounde I. It is located in the Mballa II district, at the rise of the Jamot crossroads. It is surrounded by the SNH, the Mballa II high school, the Camtel agency, and the Jamot hospital, delimiting it respectively in the North, East, South and West directions.

## II. EVOLUTION OF CRTV

On the high order of the President of the Republic, His Excellency Paul Biya, the National Television Office CTV was created on April 26, 1986. The National Television Office is a parasternal company of an industrial and commercial nature, whose first director is General Florent Etoga. On December 17, 1987, the directions of Radio and CTV merged to create the National office of Radio and Television of Cameroon following a strike by radio Journalists. Thus, on January 28, 1988, CTV was Renamed CRTV. The President of the Republic of Cameroon, His Excellency Paul Biya inaugurates the CRTV production center in Mballa II. CRTV was broadcasting seven days a week, 24 hours a day from the year 1991, thanks to the establishment of a new program schedule. With the 2000s, also came the liberation of the audiovisual sector in Cameroon. This liberalization has induced the phenomenon of competition, due to the proliferation of private channels.

Since its creation, CRTV has known four (04) general directors: **Florent Eily Etoga** (1986-1988), **Gervais Medoze** (1988-2005), **Ahmadoy Vamoulke** (2005-2016), **Charles Ndong** (General Manager since 2016). He is assisted by Emmanuel Wongibe.

### 1. Data Sheet

**Name:** Cameroon Radio Television;

**Owner:** state of Cameroon;

**Status:** public service broadcast;

**Date of birth:** December, 17 1987;

**General Manager:** Charles Ndong;

**Slogan:** the heart of the nation;

**Public target:** general population (children, youths and adults);

**Language of broadcast:** English and French (official languages of Cameroon);

**Logo:**



**Editorial policy:** CRTV is out to protect the general interest of the public while explaining government policies, actions and objectives.

**Location:** Mballa II, Yaounde;

**P.O BOX:** 1634? Yaounde;

**Time of broadcast:** 24 hours per day (24/24, 7/7);

**E-mail :** infos@crtv.cm;

**Satellite:** atlantique Bird;

**ADSL:** channel n°4499 (*bouquet africain*);

**Website:** [www.crtv.com](http://www.crtv.com).

## **CHAPTER II: SPECIFICITY, ORGANISATION AND OPERATION OF CRTV**

The organizational and functional structure of Cameroon Radio and Television (CRTV) includes general coordination and operational structures.

### **I. SPECIFICITY OF THE STRUCTURE**

#### **1. Missions of the Cameroon Radio Television**

The Cameroon Radio Television being a state-owned media according to decree number 88/126 of 25 January 1988 has as main functions informing, educating and entertaining the Cameroonian public. So, CRTV gives out reliable information to both national and international viewers. CRTV has a number of objectives:

- Conceive, produce and broadcast informative and entertaining programs;
- Create cultural and didactic audiovisual programs;
- Carry out audiovisual research;
- Serve the interest of the public;
- Objectivity and transparency in the discharge of information;
- The respect of state authority and institutions;
- Showcase the cultural and socio-economic potentials of the country;
- Respect and show of solidarity for each clan, tribe ethnic group and religion in the country.

#### **2. The structure**

As presented, Cameroon Radio Television today presents a set comprising;

- A national television channel with a Production Center, one of the most impressive on the African continent;
- A national radio channel called “National Post” broadcasting in relay over the entire national territory;
- Institute for Training and Conservation of Audiovisual Heritage (ITCAH) in Yaounde;

- 01 integrated sales agency called CRTV Marketing and Communication Agency (CMCA);

Therefore, the vision of CRTV as set out since June 29, 2016, the date on which General Manager Charles Ndongu took office, is broken down as follows: “Make CRTV a benchmark media in Cameroon with anchorage in Central Africa”.

### **3. Objectives of CRTV**

CRTV’s main activities are the production and broadcasting of radio and television programs, so it is the essential partner of the State of Cameroon. To this end, it is made up of a national television channel broadcasting on satellite. It has several broadcasting stations (regional channels and commercial FM) including one in each of the capitals of the ten Regions of the country.

## **II. ADMINISTRATIVE AND FUNCTIONAL ORGANIZATION OF CRTV**

### **1. Presentation of the Administrative organization: general provisions**

The organizational structure includes General Coordination and operational structures. General coordination includes:

- The office of the chairman of the board of directors;
- The office of the general manager and deputy general manager;
- Services attached to the general management.

- **Board of directors**

Appointed by the decree of the President of the Republic, the Board of Directors is placed under his authority. The Cabinet of the chairman of the Administration Board has staff appointed by the Board of Directors and supported by the CRTV budget. The office of the Chairman of the Board of Directors includes:

- The charge de mission to the Chairman of the Board of Directors;
- The Attaché to the Chairman of the Board of Directors;

- The Research Officer for the Chairman of the Board of Directors;
- The Secretariat of the Chairman of the Council (the administration)

- **The General Management**

The General Management of CRTV is placed under the authority of the General Manager, assisted by a Deputy General Manager, all appointed by Presidential decree. The General Management of CRTV includes:

- The Office of the General Manager;
- The Office of the Deputy General Manager;
- The related services.

- **Service attached to the general management**

The service reports attached to the general management include:

- The internal audit division;
- The division of the new media;
- The communication division;
- Management of information systems;
- Department of Legal Affairs and Litigation;
- Store accounting department;
- Documentation, Administrative Archives;
- Cultural and linguistic diversity monitoring department;
- Research and audience studies unit;
- Management control unit;

**The intermediary**

- The CRTV Europe-America office;
- The division of sovereignty;
- The cooperation and institutional divisions.



## - **Operational structures**

The operational structures of CRTV include;

- The CRTV radio pole;
- The CRTV television division;
- CRTV Regions;
- The CRTV technologies and solutions division;
- The CRTV administration;
- The CRTV services.

Moreover, within CRTV, for better administration and management of the various programs, four (04) departments have been set up which, through their missions, respect the values and the editorial line of “the house”. It is:

- The central direction of the TV poles;
- TV editorial management;
- Thematic TV channels;
- The direction of the TV antennas.

### 1. **Visit to the structure**

A tour of the structure led us in turn to the different studios, departments and divisions:

#### • **Editing benches**

The editing benches are rooms where the videos used by the various CRTV programs are edited. There are 10.

- Cells 1, 2, 3, 8 and 9: are used for non-specific editing, i.e. no unit has a monopoly on them, all editors and journalists can work there as they please because they do not belong to any particular department;
- Cell 4: for editing CRTV Sports and Entertainment programs;
- Cell 5: contains the Ingest, which is the storage cell for all mother CRTV programs;
- Cell 7: the CRTV News editing bench;
- Cell 10: for broadcasting the entire parent CRTV logs.

- **The various CRTV studios**

Studio 1: usually for the production of major programs such as “Tam-Tam weekend” and “music Start” etc.

Studio 2: for Cameroon Feeling, English and French, Midi life, L’augther work;

Studio 3: planned for CRTV Sports but being equipped;

Studio 4: only for CRTV News;

Studio 5: for TV news;

Studio 6: not operational;

Studio 7: not operational;

Studio 8: not operational;

**The NODAL:** This is used for the transmission and management of signals;

**The digital matrix:** technical device used to update CRTV program data;

**Broadcasting:** is used to make available the programs on air, it serves as an intermediary between the programs on the air and the studios;;

**The CRTV News video, sound, camera, voice and light control rooms:** who take care of all the technical settings concerning the quality of the video, the sound, the voices and the lighting.

The CRTV set (image attached). The CRTV News set consists of a white table below which shines a blue light, a chair on which the presenter sits and a décor (paper with the image of the Yaounde central post office).

## 2. **The departments in which we have been placed**

CRTV proceeded to an assignment of trainees in different cells in order to take advantage of their duration in the house. Throughout the internship, there was a rotation in the different departments of the host structure. Also, we are going to expand on the different departments where we have been.

- **CRTV Sports and Entertainment**

CRTV Sports and Entertainment is a television channel, specializing in sports activities of all kinds and entertainment. Sport covers 70 % and entertainment 30. It is placed under the authority of a chief who is generally called the “chain manager”, who is responsible for carrying out the specifications defined by the general management. Thus, the entire department works in close collaboration with the sports editorial staff of the TV editorial department on the basis of the pooling of editorial human and material resources. The services it includes are:

- The Newspaper Publishing and Production Services;
- Maintenance and operation unit;
- The information and magazine service;
- The program and entertainment department;
- The newspaper publishing and production department.

- **The TV Antenna Department (DATV)**

Placed under the authority of a Director, the TV antennas Department is responsible for implementing the editorial policy for content on TV antennas in terms of the selection, organisation, broadcasting and preservation of programs in compliance legislation, identity and cultural values of Cameroon. It then includes 03 departments:

- **The programming department**

Placed under the authority of the head of department, who reports to the director of TV antennas, he understands: the programming unit and the antenna control room;

- The Command Acquisition Unit (CAU);
- The Antenna Promotion Unit (UPA)

All are placed under the authority of a Head of Unit who reports to the Head of department or the DATV as the case may be.

- **Department of Flow programs**

Placed under the authority of a Head of Department, the Flow programs Department reports to the DATV and includes the following units:

- The Flow Programs Management Unit;
- The Special Programs and Major Events Unit;
- Fine Arts Unit.

- **The Department of Conservation and Audiovisual Libraries**

He is placed under the authority of a Head of Department who also reports to the DATV. The Department of Conversation and Audiovisual Libraries comprises of the following Units:

- The Audiovisual Documentation Unit;
- The Archiving and Digitalization Unit.

• **The TV Editorial Department**

Placed under the authority of a director assisted by an assistant in charge of magazines, the TV Editorial Department ensures the implementation of editorial policy in the field of news coverage and journalistic coverage of major events, national and international. It coordinated the activities of the various editorial staff of the Television Division in order to guarantee their complementary and optimize their effectiveness in relation to the regional network and the thematic channels. Editoriol management includes:

- Continuous newspaper service;
- The television news quality control department;
- the editor of the day;
- the evening editor;
- weekend and holiday editor in chief;
- the sports editor;
- The information program production unit.

- **CRTV NEWS:**

Placed under the authority of a Channel works under the editorial supervision of the Central Management, the CRTV News channel includes:

- An assistant to the chain manager;
- The information and magazine service.

### **III. THE OPERATION OF THE DIRECTION OF THE TV ANTENNAS**

This is placed under the authority of a director, the direction of the TV antennas is in charge of implementing the editorial policy of the contents on the TV antennas in matters of selection, organization, broadcasting and conservation of the programs in the respect of legislation, identity and cultural values of Cameroon. As much, the direction of TV antennas is responsible for:

- Receiving, controlling and programming all the programs broadcast on the antennas of premium national channel of CRTV;
- Acquire and organize the exchange of programs for the national premium channel and for the thematic channels of CRTV;
- Ensure the production of streaming programs for the TV antenna;
- Monitor and evaluate internal flow productions and stock programs ordered from other CRTV network structures and external producers;
- Promote the productions of antennas, stations and broadcasting sites in liaison with the communication and new media division;
- Analyse and evaluate the programs offered on the air in liaison with the communication and new media division;
- Ensure the dressing of the antennas and guarantee their fluidity;
- Organize the promotion of programs on and off air;
- Develop and control the execution of the general antenna conductors;
- Coordinate and harmonize the programming between the CRTV television channels;

- Ensure the preservation of television products as well as the management and operation of libraries and archives, in conjunction with the information systems division and the Institute for Training and Preservation of Audiovisual Heritage;
- Prepare program schedules and monitor their execution;
- Organize and monitor the antenna management and the referencing of copyrights exploited on the premium national channel of CRTV

TV antenna direction includes:

### **1. Programming Department**

This is placed under the authority of a head of department; the programming department is responsible for:

- Implementing the channel's program and programming policy;
- Contributing to the design and development of program schedules for the premium national channel CRTV;
- Monitor the implementation of the schedule, and the planning of broadcasts and reruns on the premium channel and on the other thematic channels;
- To work out the conductors of antennas and to hold the statistics of the broadcasted programs to control the antenna and to collect the royalties;
- Design skins for TV antennas;
- Promote the antennas and TV programs of all the CRTV channels;
- Ensure the evolution and follow-up of the programs offered on air.

The programming department includes:

- The Programming and On-Air Management Unit;
- The Procurement Unit;
- The branch promotion Unit.

### **2. From the Flow Programs Department**

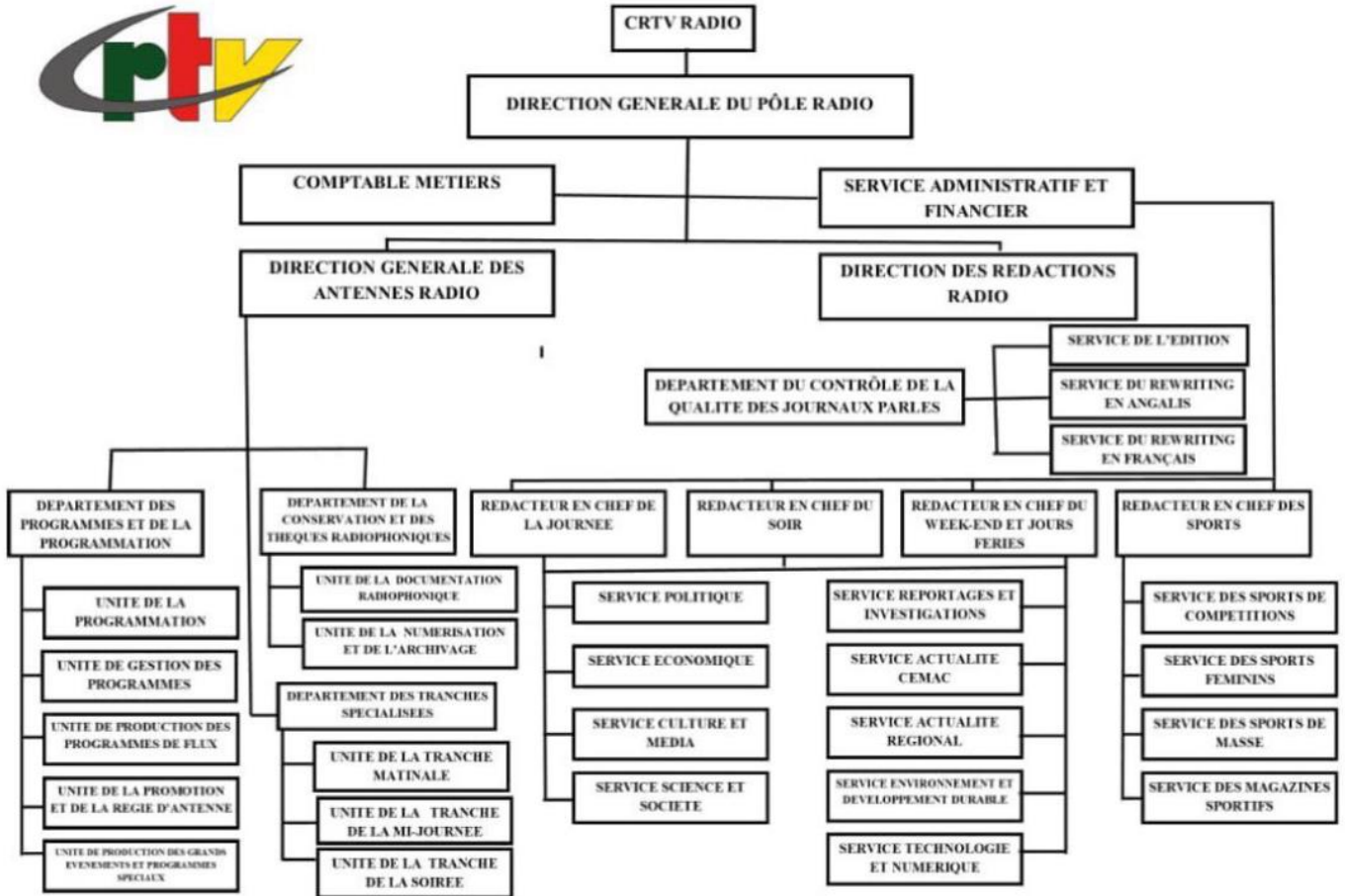
This is placed under the authority of a head of department, the flow programs department is responsible for:

- Ensuring the production of flow programs through the programming of the various production teams (OPV, OPS, editor, lighting technician, staff in charge of teleprompters, scripts, etc.) and the organization of production in collaboration with the editorial management and the division of sovereignty activities;
  - Design and produce stream content for CRTV network channels;
  - Propose any flow program project likely to interest CRTV audiences; carry out projects designed and approved for the needs of CRTV antennas by the competent authorities;
  - Produce and carry out special and event flow projects; coordinate the teams assigned to the production of flow programs;
  - Ensure the centralization of the duty rosters of the teams in charge of event productions and CRTV flow programs;
  - Evaluate the production costs of TV antenna flow programs;
  - Prepare the production budgets for the programs of the direction of the TV antennas; check the quality of local programs made available to CRTV;
  - Cover and ensure the broadcasting of large-scale events, including, where applicable, shows, public ceremonies and sporting events, in conjunction with the TV editorial department and the technologies and solutions department.
- **The flow programs department includes:**
    - The flow program management unit;
    - The flow production unit;
    - The Special Programs Unit;
    - Fine Arts Unit.
  - **The fine arts unit includes:**
    - The decoration workshop;
    - The orchestra workshop;
    - The make-up workshop;

### **3. The Department of Conservation and Audiovisual Libraries includes:**

- The audiovisual documentation unit;
- The archiving and digitization unit.

## IV. ORGANIGRAM





## **PART II: COURSE OF INTERNSHIP**

## **CHAPTER 1- RECEPTION AND ASSIGNMENT FORMALITY IN THE DIFFERENT DEPARTMENTS**

In this part, it is a question of indicating in a concrete way, on the one hand, how our internship took place in the professional environment of CRTV Mballa II, as well as the rotation in the various services concerned.

### **I. WELCOME FORMALITIES**

Our participation course actually started on July 04, 2022, it was 7:30 a.m. when we arrived at the gate of the structure. The head of the security guards asked us to present the form attesting that we have been accepted as an academic trainee at the CRTV

#### **1. First Contact**

On our first day, we first presented our internship admission forms to the security officers to enter the premises of CRTV Mballa II. We took the elevator which took us to the 5th floor, door 508 for a meeting with the Central Director of the TV pole, Mrs. Tabé E. Enonchong Epse Enoegbe, who gave us a warm welcome and spoke to us about the instructions for the course. She then asked us to select our leader, and then divide ourselves into 03 groups and signed our assignment forms in the various units of the department.

#### **2. Internship instructions**

We were recommended to observe the following instructions before the start of our internship activities:

- Punctuality ;
- Respect for equipment and hierarchy;
- Clothing and physical cleanliness; effective participation in the various tasks; respect between comrades.
- Effective presence, punctuality, respect for work equipment and hierarchy, dress and physical cleanliness.

These criteria served as a pedestal for us to achieve our objectives independently of the evaluation grid of our school,

## II. THE OBJECTIVES OF INTERNSHIP

CRTV is a large-scale company in the audiovisual sector in Cameroon; our participation internship is motivated by the following objectives:

- Integration and application of knowledge acquired in class;
- The integration of the company which welcomes us in such a way as to appropriate its different dimensions which are: its identity, its culture, its organization, its actors, its activities;
- To acquire skills in the various services requested.

We note that each medium has an objective to achieve in its social, political and cultural environment. For this, apart from the universal editorial principles, the media have their own rules. These also determine their identity. Among these identity tools, editorial orientation occupies a prominent place.

CRTV Mballa II is the central pole of CRTV. Its mission is therefore to play the role of central management as a whole. Thus its main orientation, in the processing of information, is to promote government action. This involves reports, interviews, commentaries, and editorials on the positive actions of the government of the Republic. In researching, collecting, processing and disseminating information, we, as communicators, must remain faithful to this “in-house” principle.

In addition, CRTV Mballa II is also called upon to ensure social cohesion at the level of the region or even throughout the country, avoiding any discourse contrary to the national unity of Cameroon. Without inventing anything, we have become accustomed to this spirit which leads to the action of informing, forming and entertaining.

## CHAPTER II- ASSIGNMENTS AND TASKS PERFORMED

### 1. DATV

When we arrived on July 04, we were received by the director of the antennas who in turn sent us to the antenna programming door 407 where we went with the list of 03 groups we were divided into. The first group had to go to the **Antenna control room**, the second group to **Programming room**, and the third group to **Collect room**, where spent 1 month each in these various department with a rotation. We were welcomed by Mrs. MENGUE Christelle, head of the **On-air programming unit (Broadcasting programming)**.

#### a. Antenna control room

The first month of my internship, I worked at the antenna control, which was in charge of receiving **rundowns** from the Programming room and going to the **Ingest or Intake room** to make sure that the programs or contents programmed on the rundown were available in the computer.

- At the intake room, they go through videos or images were good, did not have any problems and had the crew. The intake room also goes through the elements found in the computer and let those at the antenna control know in case they can't find it so as to know what to replace that particular program while respecting the duration.
- At the antenna control room, they are in charge of going through the programs that have been designed on the rundown, replace programs that are not available with programs that are related to it, and respect the duration each program is given.
- The antenna control is also in charge of making sure that **Live** programs especially the News is broadcasted on time.
- The antenna control goes through the list of programs that has been aligned by the broadcaster to make sure that there are no mistakes with the contents and time.
- They are also in charge of making sure that all the promotions and advertisements are broadcasted.

This department had so many employees that were in charge of the antenna control room per day which was a rotation.

## **b. Programming room**

In the second month which was in August, my group which was at the antenna control room went to the programming room. This department was in charge of;

- Establishing the antenna conductors or rundowns: this is a document presenting all the programs to be broadcasted for one day (24 hours). It is established according to a program grid previously established.
- They respect the contents and programs that are to be sent to the antenna control and the time.
- They also respect programs for examples, the President's speech, and makes sure that they inform the antenna control in case of any emergency programs.
- Draw up a Play List of music to be broadcast: it was a question for us of looking for popular music, checking that it respects the editorial line of the structure, downloading it and finally going to ingest it so that it is ready for distribution;
- Draw up the list of series to be broadcast: we have drawn up the lists of the various series currently being broadcast and those to be scheduled for the future;
- List all the programs found in the hard disks: it was a question of classifying the programs found in each disk according to whether it is a documentary, a magazine, a report, a trailer or a promotion;
- Fetch the missing programs from the digital documentation: if in the antenna conductor of the day we put a program that is not within our reach, we go to the digital doc to retrieve it;
- Ingest programs scheduled for broadcast.

## **c. Collect**

We in the third month moved to the collect room. This department is in charge of receiving all the rundowns, and elements (videos) that are set on the rundown to be broadcasted, and also making sure that the contents that are found on the rundown are in the machine. When they find these elements, they send it to a hard drive or disks to give to Ingest or intake, with the list containing the elements that were programmed for the day and leaving out the contents that were not found.

Apart from working in these departments, we were also assigned by the **Head of Emissions**, Madam Nzibi Agnes, assigned us to assist in the different programs produced by

CRTV, such as **Cameroon Feeling English and French, L'aughter work, Midi-Life, Bon week-end, and Tam-tam Weekend**. We were;

- **Assisting in the production of the show Cameroon feeling E.V (English Version):** the producer of Cameroon Feeling, English version is Mrs. Mangwi Leocadi Wanka. This work consisted of supporting the work team. Most of the work takes place during pre-production. In addition, the whole team meets after the show has aired and conducts a self-criticism of the show to improve future productions. Also, the whole team brings suggestions in order to improve future productions. Thereafter, we made proposals for artists, guests, chronicles, reports, sections. The secretarial work was provided by one of the trainees, on a rotational basis. This last task is not insignificant, because it makes it possible to take into account the current social situation, as well as the climate in the choice of guests. For example, during this period Cameroon feeling concerned holidays, so we focused on entertainment, fun activities, internships, and private events during the holidays. All the preparations for the issue thus made, it will then be a question of establishing a driver of the issue based on the pre-driver which is already established for it.
- **Establishing the program leader Cameroon Feeling (English version):** a program leader is a document that presents all the joints of an audiovisual product. It presents the different elements of a program, their chronology and the times at which these elements pass. We therefore proceeded to fill in the pre-conductor (skeleton) of the program with the elements sent by the Cameroon Feeling team.
- **Assisting in the production of L'aughter work:** the producer of this program is Mr. François Alima. This is a talk show that has different entertaining rubrics which are there to let you know what is happening or on actualities, to educate and showcase announce about events and entertainments with invitees, and also for fun.
- **Assisting in the production of Midi-Life:**
- **Assisting in the production of Bon week-end:**
- **Assisting in the production of Tam-Tam Weekend:**

## 2. CRTV SPORT

The CRTV SPORT AND ENTERTAINMENT department at door 408 on the 4th floor, we were welcomed there for a period of 2 weeks by Mr. Ibrahim Mohammad head of Programming. After the usual presentations, a brief briefing on the working methods was given to us, which were:

- Working day: Monday to Friday, Saturday and Sunday if the work is dense;
- Working hours: 9am start time; end time indefinite. In fact, it's just a question of doing the work to be done and returning when it's finished.

The little maintenance finished, Mr. Ibrahim Mohammad made us visit the structure in order to discover the environment in which we were going to work. The tasks assigned to us consisted of:

The production of daily program schedules: This is not at all easy. To do this, we had to base ourselves on the monthly program schedule. The program schedule that must result from this model must follow its path, that is to say that from Monday to Sunday as stipulated in the monthly schedule, from 6:00 a.m. to 6:30 a.m., we must have a Fitness program, from 6:00 a.m. to 8:00 a.m., a show called Scanner, then a boulevard des hits (music) from 8:00 a.m. to 8:30 a.m. and so on. At first glance, the resulting impression is that this section is easy, that it is only a question of placing the elements indicated in their place and at the corresponding times, but it is quite another matter. The work is much more complex because not all programs have the duration indicated on the schedule. Fitness shows are not exactly 30 mins, although they must be 30 or less than 30 mins in length; and since the launch of the channel the format of these programs has always been less than 30 min, it there is a void that is created, a space of 2 min that must be filled by any program but which lasts exactly 2 min for a scrupulous respect of the start time of each flagship program. The principle being to respect the start time, the end time can be flexible, ie reducible or extendable depending on the program to follow. For example, the boulevard des hits is only a sort of transition counting for entertainment (since the channel has sport and entertainment as its editorial line, which have a respective percentage of 70 and 30) and, as such, it does not represent a big program, which is why we can cut minutes in its hourly duration to let another more important program pass (we shorten the time slot of the music and extend the duration of the program that comes before). For a respect of the percentages, it is absolutely necessary to put an entertainment program and, since "scanner" deals with sport, the small void created by the inadequacy of the

duration of Fitness and its real format must absolutely be filled by an entertainment program given the fact that scanner lasts 02H. The problem here comes from the fact that the scanner production was not yet complete, it was necessary to find a sports production covering a 02H format, something which was not at all easy because the available productions were only either 01H and a few or 02H and a few. You can therefore search for royalty-free videos on the net, download them and submit them to the managers for assessment. Thereafter, it is advisable to calculate the hours and the durations of the programs and above all not to neglect the seconds as time progresses, because several seconds make minutes and therefore a space to be filled. Thus, at the end of the calculation, everything must be readjusted so that everything is synchronized.

### **3. THE EDITORIAL MANAGEMENT**

The TV editorial department is the unit that manages the editorial and editing of the papers of the newspaper. The editorial program is as follows:

#### **1. In the morning 09:30 min, editorial conference.**

The editorial conference is a meeting, during which there is a press review, and also, it allows you to express reservations about shortcomings following recent editions which have in one way or another posed a problem. In addition, it also makes it possible to take stock, to talk about what is planned during the day and to prepare the diaries of the adjourned in a summary way.

#### **2. JTB**

The JTB preparation team is made up of the editor of the 12H newspaper, his assistant, an editor and two presenters who speak respectively English and French, the two official languages of Cameroon.

Preparing the midday newspaper thus consists of: checking the availability and the actual presence of the papers indicated in the driver. All that's left is for the editor to cut the papers that are too long, line them up in order of appearance and throw them on the air. The launch is done a few minutes in the machine before going on the air to avoid any unforeseen events of any order. The newspaper respects a balance of English and French languages, as well as a predefined structure. The latter is presented as follows: the reception of the guest of the day, the magazine, the international page if there is one and sport always in the last line. The



elements are aligned according to the similarity of the subjects covered and the most recent information; all this being done in collaboration with the regions.

As for the 9:30 and 8:30 p.m. newscasts, we could not take part in them given the end time of the said newscasts. We visited this office once, to see how it works.

## **Part 3: evaluation of internship**

## CHAPTER 1- CONTRIBUTIONS

Our three months of internship done, we learned a lot and thus we were able to put into practice the theory transmitted during our three years of training at ESSTIC, in this part we will therefore make an assessment first on the general level and then about the different departments in which we have been assigned.

The **role of an editor in a Television channel** is in charge of the following:

- Elaborating the order in which reports will be broadcasted;
- Elaborate the order in which programs will be broadcasted;
- Elaborate control sheets for news;
- Calibrate commentaries accompanying programs or reports for them to correspond to the time reserved for commentaries;
- Read texts and reports in order to calibrate them;
- Modify the content of reports if necessary;
- Control the background image in a virtual studio;
- Assure the transcription of news on the television channel web site;
- Promote the television channel and its programs;
- Assure the graphical part of reports or programs like weather forecast, statistics just to name a few;
- Elaborate a file that will permit to identify the program that is been broadcasted, the topic and presenter.

### I. GENERAL ASSESSMENT

Seizing the opportunity to do our work placement in the management of CRTV TV antennas was beneficial to us in more ways than one. This internship allowed us to master the distribution mechanism through the tasks performed. Indeed, during our stay in this institution, we had the opportunity to rub shoulders with the heads of the management of the TV antennas and more precisely in the programming department, the great journalists and the senior technicians of this institution. This allowed us to acquire knowledge on an academic, professional and human level.

## **1. Academically**

Our stay at CRTV Mballa II allowed us above all, to improve our knowledge, to apply the theoretical knowledge of editorial activities received at school, to acquire editorial skills allowing us to discharge effectively and seriously all the tasks that may be entrusted to us within an audiovisual company. This internship also allowed us to better understand the functioning of an audiovisual company, in particular the place of an editor in the programming. It contributed for the trainees that we were, to a self-assessment and the need to justify our professional orientation.

## **2. On the socio-professional level**

Through our participation in the various tasks that we performed daily within the CRTV Mballa II, we got close to the work environment in the field of the profession. During these three months spent at the direction of the TV antennas where we processed the archives left by the former program director, we noted the importance and necessity of collaborative work for a team that wants to achieve the objectives set by the hierarchy. We also learned that the management of TV antennas, the acquisition of programs, programming, promotion and dressing are intimately linked. Indeed, the program acquisition manager must always inform his collaborators of the acquisition of new programs while the programming manager must always provide the program schedule and the antenna conductor to the head of design so that he dresses up and promotes flagship programs. A faithful observation of the respect of this collaboration by each of the actors in the execution of their respective tasks gives a quality TV antenna.

## **3. On a human level**

Apart from the professional practices carried out during this participation course, our mentor as well as all the staff has given us the basics of how to behave in a company. How to sow professionalism in oneself and how to be autonomous through the important decisions that they have allowed us to make autonomously (by important decisions we mean the freedom to treat the programs by giving our personal opinions, the freedom to modify the program conductors for subsequent days, the freedom to mark our personal opinion on the

observation of a broadcast program and many others). This freedom of decision proves the trust they had in us and this contributed to:

- Develop a sense of the relationship between the employees and us (trainees); our gain in confidence and our determination.

In summary of this section, we have offered a good image of ourselves in business, something which turns out to be very important and decisive for us because these actions and behaviors will impact on our future.

It should also be noted that in the various departments where we went we had many human benefits.

## **II. ASSESSMENT OF ASSIGNMENT SERVICES**

### **1. CRTV SPORT:**

We have learned to:

- Make the antenna grids at CRTV Sport and Entertainment;
- Know when and why one should put certain programs;
- Make program leaders: like those of Cameroon Feeling;

### **2. D.A.T.V**

The D.A.T.V is responsible for designing the on-air programming strategy in accordance with the editorial line of the antenna in this service.

We have learned to:

- Respect the hierarchy through the writing of the letters that we address to the D.A, to the D.G and to the author who wants to broadcast his program on the antennas of the CRTV that we write to each hierarchical stratum in ascending order;
- Work as a team: because the grid making work was done as a team;
- Appreciate teamwork because the live broadcast we were attending showed a great team that showed real team spirit, remarkable group cohesion, harmony and knowledge living together that made every moment with them enjoyable.
- To be tolerant of all types of behavior: because in a department, there are several people with sometimes a typical behavior that must be accommodated, because at work only the result counts and a defeat like a success is not never individual.

## **CHAPTER II- CRITICISM AND SUGGESTION**

### **Encountered difficulties**

We started our participation internship on July 04, 2022. This first day, we were subjected to difficulties this day; we received our assignments in the services of the direction of the antennas TV where we spent our three months of training course. During our passage in this direction, we encountered many malfunctions in the various services. We are going to mention first the external difficulties then in a second time those encountered during the course of our internship.

#### **1. External difficulties of the internship**

On the first day of the internship on July 04, 2022 at 7:30 am, we presented ourselves at the gate with our letters of admission to the internship in this institution and our national identity cards. Since we were new to this institution, we had no one to take us to the office we were supposed to be in and there were no descriptions. Due to this, we had to walk around the building and ask people where could be as interns. While walking through the building to find the right office to settle in, some employees spoke rudely to us, and some being abusive because we approached them seeking for directions and they thought we were not serious. This approach for me is in appropriate because, for interns who are new to an enterprise, we were supposed to be accompanied by someone, be it a guard or a receptionist to where we were supposed to be, and then we can get to know around the enterprise while participating in our internship.

#### **2. Difficulties related to the internship**

- **DATV**

the poor archiving of documents such as the conductors which are nevertheless not insignificant because they can be used for the back-to-school period of the programs, which conductors are useful for the counting in order to find the programs which have greatly interested the audience; deficient infrastructures: the external hard disks used to transport information do not always work well, they often lose the information or are difficult to detect

on the computer, which creates conflicts of several kinds: delay, replacement of programs often inopportune.

Basically, the unexpected multiplies because of the obsolescence of certain equipment. Another difficulty is lack of communication and in most cases, miscommunication which let to conflicts between employees.

## **II. SUGGESTIONS**

Faced with the difficulties noted above, we humbly suggest that these services can be improved by implementing certain solutions proposed in our suggestions.

### **1. The DATV**

The DATV could:

- Designate a very specific person for the daily task of archiving files, for better preservation of documents;
- Make a request to report the malfunction of defective machines with a view to their replacement.
- Once they get information about something, they should ask questions to verify the information they got and for better understanding, and also pass out information before time in case of any changes or emergencies.

## CONCLUSION

This report is the result of a participation course carried out at CRTV-Mballa II. It aims to help us, finalist students of the first cycle in Information and Communication Science, to be able to put into practice the theoretical knowledge acquired during these three years of training. In addition, we confronted the difficulties of the professional environment by carrying out this internship at the direction of the TV antennas of the CRTV which meets the expectations of audiovisual publishing. After our rapid integration among the members of the company, we had the opportunity to carry out several tasks which constituted serious missions of our internship.

We have learned a lot of things and participated in various activities both in the professional dimension and in the human dimension of the company. Our critical spirit, our sense of responsibility and our independence have developed through the missions entrusted to us. . In difficult situations, we were able to adapt and find solutions. As a result, we have gained more maturity and critical thinking. Our sense of openness has also evolved because we never hesitated to ask questions when we were in doubts.

This participatory experience within CRTV TV has familiarized us with the tasks specific to an audiovisual production company; also offered us a good preparation for our future professional insertion. It was for us an enriching and complete experience which reinforces our desire to practice in the communication professions.



# APPENDIX

## **BIBLIOGRAPHY**

- AKOUASSOVI KOFFI Céline Linda's internship report
- Atedonkeng Ladouce's internship report
- Le document intitulé ORGANIGRAMME DE LA CRTV