

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

PROFESSIONAL REALISATION

PROJECT TITLE: TALES OF THE LAND

Submitted in partial fulfilment of the requirements to obtain a
Bachelor of Arts degree (BA) in information and communication studies

Option:

Publishing and Graphic Arts

By:

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Étudiant(e) en Niveau 3 **Édition et Arts graphiques**

Matricule: 19CO29E

Academic year: 2021/2022

Defense date: November 2022

WARNING

The University of Yaoundé II will give no approval to the views contained in this document. These opinions are considered to be specific to their author.

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ACKNOWLEDGEENT

This internship wouldn't have been a success without the help of a number of persons. We offer our sincere thanks to:

- Pr Alice Nga Minkala the directress of the Advanced School of Mass Communication (ASMAC).
- The head of the publishing and graphic arts department, Professor Frederic Ndibi Ola'a, for his concern and his advice;
- To the General Manager of THANKS Publishing House, Mr Ndassibou Thomas Aurélien for welcoming us at his enterprise.
- Our sincere thanks go to our post-press coordinator for lessons, availability and the sharing of his experience with us.
- We equally thank all the personnel of THANKS Publishing House for the daily follow up and the team spirit that was demonstrated.
- We equally thank our parents for their support morally and financially
- Thank to everyone who directly or indirectly has helped in the realization of this project

Technical file written by Yama Mercy Wisoh

TO MY PARENTS

INTRODUCTION

At the end of a three years training in the Advanced School of Mass Communication Yaoundé, every student is required to come up with a project which presents the creation of an enterprise according to the domain chosen. The publishing and graphic arts department has the following domains; audio-visual, cinematography, multimedia, discography and book publishing. The student in question is to present an enterprise in either of the domains, alongside its first product. He or she should be able to defend his or her project in front of an able jury.

As a prerequisite to obtaining a degree the students in the department of publishing and graphic arts, students are expected to present a realistic editorial project related to their field of specialization, this project which must take into account: standards, principles, market movements, and the publishing sector, this will be presented and defended in the presence of specialist in the field. This exercise is a way for the students to demonstrate their technical know-how, professionalism and achievements during their years of training in the advanced school of mass communication ASMAC in this logic our professional realization will consist in the creation of a youthful book publishing house specialized in the publication of African tales for children and teenagers like any other project the creation of our book publishing housed is the subject of our technical file the, latter will present *Standard Publishers*: the project itself, the study of the market, and the follow up or progress of the book in the market our first product is titled Tales Of The Land

**PART ONE:
PRESENTATION OF THE ENTERPRISE**

CHAPTER 1

GENERAL PRESENTATION OF THE ENTERPRISE

1 Context of Creation

The idea intended in the creation of *Standard Publishers* was born on April 8, 2021. It is entirely an idea and initiative of *Yama Mercy Wisoh*, a final year student of the Advanced School of Mass Communication Yaoundé, publishing and graphic arts department, is an initiative birth from a quest to preserve and cherish our values and stories which are unique to us and are our identity. After gazing into the community and finding out the lack of documentation of our literature, and the fast depreciation of important, interesting, and entertaining stories which were the bedrock of our civilization, the effects of lack of love for ones origin, culture and identity crisis, has caused a great rift in our African society especially amongst youths, the lack of information can cause in a people especially children and teens, and because of her concern for building a good foundation in the lives of children and teens, she deemed it necessary to help build that foundation through the publishing of tales or novels for youths about their origins, environment and the rich cultural heritage, by writing about things they can easily relate to so as to instil in youths a sense of responsibility, love, pride through writing of standard books, and providing quality information and knowledge in all domains of life that can uplift and encourage this young minds for a better tomorrow.

2 Name of the Enterprise

Standard according to the oxford advanced learners dictionary means “a level of quality or attainment, something used to measure, norm, or model in comparative evaluation”. Our publishing house which is specialized in the publishing of youthful books such as; cultural books, health and life style books, moral education books, general knowledge books, sports practical books, drawing books and culinary books amongst others and because we intend to provide standard and quality knowledge to nourish the

mind and the soul, hence the name *Standard Publishers*. The colours of the house are blue, yellow, and many others which represent illumination, grandeur, prosperity and success which are the virtues we intend to uphold and transmit through our publications, and these are also the aspects on which we based on in making the choice of the name of our publishing house.

3 The editorial line

Standard Publishers has as mandate to publish youthful books, which have mostly cultural educational and motivational values, so as to build up knowledge, creativity and hard work in the minds of children and youths.

Standard publishers therefore have setup five different collections of books following the editorial line of the house. The collections are as explained below.

Teentales' collection

This collection is devoted to books for teenagers, between the ages of 10-15 years old. Books in this collection are novels on culture and heritage, Negritude, fiction and nonfiction novels, history books. the above mentioned and more will made up this collection which is very crucial and timely to children of this age because it is at the age that a child begins to develop a mind and ideas of his own and if he or she is quickly introduced to reading nourishing content it will help shape their future like the popular saying "we are the choices we make" a tree can only be bend when it's still tender once it's over grown, there's nothing that can be done about likewise teenagers taming them young is the best thing that can be done to ensure that they grow as responsible people. It is in this collection that our first product is birth *Tales of the Land*.

Do as I do collection

These books are for children between the ages of 3-6 years old, they are drawing books that are supposed to help the child develop an interesting for writing and drawing with a aid of already prepared material to help the child follow, these books are made up of diagrams of basic things they see in their homes being able to indentify, draw and

colour them is the sole aim of this collection. These books have an educational value in that, they'll teach children how to draw and colour at a very tender age. It's also aimed at facilitating them in developing their skills in art work through the practical guides that would be provided to them in this collection of books. Each book would have its work book where the child is expected to reproduce the drawings on the main book, followed by practical exercises.

Smartkid Collection

This collection entails books destined to children from 6-9 years old. The books in this collection are cantered on basic reading using the vowel sounds, these will help the child begin to practice how to pronounce sounds using the vowel sounds, general knowledge, introduction to basic mathematics that is addition, subtraction, division and multiplication and also reading exercises, Books in this collection would be accompanied by audio-visual CDs to better demonstrate the exercise and songs to stimulate the child's brain, and basics in reading and writing this will also help the child so that children can easily locate themselves. The aim of this collection is to make children develop interest in reading and writing and also give them what to do during their leisure or playtime.

Knowledge collection

Books in this collection are meant for children from 12-18 years old. The books in this collection are focused on general knowledge, books on health and lifestyle (puberty, menstruation, pre-marital sex, etc), moral education, and civic education. That is, books that carry a societal, environmental or historical, state artefacts as well as emblematic aspects of the country most especially in the Cameroon context. Its objective is to enlighten children about the things that they have in their country, their origins its environment. This collection is to promote and inculcate patriotism and general environmental knowledge amongst youths so as to make them know and value the things of their immediate environment and in the country.

Yummy collection

Lastly, after introducing the teens to their roots or origin it is also very important to introduce them to another aspect of their identity which is food, this collection of books

involves practical guides for teens on meals that make up the country's culinary delights, snacks and other pastries that are eaten on daily basis. It provides all the necessary steps needed to get the desired meal. This collection is to make teens to know how to cook for themselves and family and to know how to manage themselves in terms of alimentation. This collection is for teens from 12-18 years old.

4 Slogan of the publishing house

"Knowledge +wisdom=Greatness"

We seek to inspire and create greatness through our works

5 Localisation.

Standard IPublishers is located at Mobile Nkwen in the city of Bamenda. The choice of this location is due to the proximity of the house to centre of the town, very accessible, proximity to schools which are our main targets *Standard Publishers* can be contacted through the following addresses;

- Tel: (+237) 672184582/667570433
- Email: standaardpublishers@gmail.com
- Website: www.standardpublishers.com
- Twitter: @standardpublishers
- Facebook: @standardpublishers
- Instagram: standardpub

6. Graphical Charter

(1) Meaning of Colours

- ❖ Blue: The colour blue represents freedom, intuition, imagination, inspiration and sensitivity it also represents wisdom, confidence, stability and intelligence,
- ❖ Yellow: it is associated with the sun and its life giving warmth and it also stands for caution
- ❖ White: it is bright, and can create a sense of space or add highlight

Corporate Design

For the purpose of easy identification, “*standard publishers*” have decided to use the following;

2) Logotype

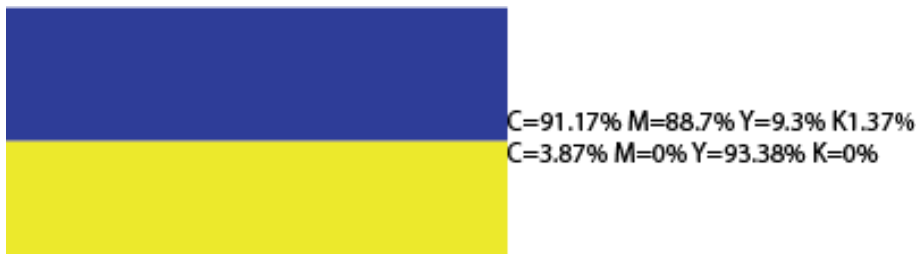


Our logo is made up of:

Graphic elements: a book wide open with some pages of the book quit visible, and a barrel which was also drawn with inspirations from eighteen century pens that were used for writing mostly by notables.

Textual elements: The word standard publishers is boldly written in white

Chromatic elements: we have three major colours that is: white, yellow, and blue.



Our logotype varies in colour according to the colour of the support on which is integrated.



3) Typographic Elements

All administrative documents are drawn up in

Montserrat for the titles and sub-titles (**Aa Bb Cc Ee**)

Times new roman for the texts (Aa Bb Cc Dd Ee)

As concerns our collections and their characteristics, they have detailed in the table below

Collection	dimensions	Interior paper	Book covers
Teentales	20x20 cm	Coated paper	Rigid/lying(couche)
Do as I do	14.81x21.1cm	Coated paper	Rigid/lying(couche)
Smartkid	14.8x15.7 cm	Coated paper	Rigid/lying(couche)
knowledge	21x22.5 cm	Coated paper	Rigid/lying(couche)
Yummy	14.8x20 cm	Glossy coated paper	Rigid/lying(couche)

7 Vision, Missions and Objectives

Objectives

Standard publishers have the following as objectives;

- Educating children and youths through youthful books
- Teach the children self-love and pride for one's culture
- Eradicate identity crisis amongst youths
- Building a creative atmosphere in the minds of youths
- Build in respect and patriotism in children and youths through our publications

- Meet the expectations and the needs of every child in terms of education
- Teach the children responsibility
- Getting children and youths to be able to carry out basic tasks individually.

Missions

- Assist in the development of children and youths in all spheres of life encouraging mental health
- Produce adequate reading and writing materials for youths
- Inculcate reading habits in children from tender ages
- Create an entertaining, yet educative atmosphere for children
- Push children to the power of positive thinking (positivity)

Vision and Slogan

- ❖ **Vision:** Our vision is to innovate the book publishing sector with fresh ideas by producing books of quality and standard with very nourishing content, be the best brand in our domain which is publication of youthful books, and make a difference in Cameroon and Africa at large as far as the publication of youthful books is concerned. We hope to achieve this goal in the next ten years of existence.
- ❖ **Slogan:** *knowledge plus wisdom is greatness!*

8 Products and services

a) Products

Standard Publishers has situated itself in the book publishing sector specifically for youthful especially African stories and heritage as its principal activity.

b) Services

- Novels
- Children's books


- Drawing and colouring books
- Books general knowledge and civic education
- Cooking/recipe books
- Sports/games books and audio-visual CDs

c) Judicial Status

Standard Publishers is a Private limited company (PLC) with a capital of 20, 000, 000 fcfa. This choice is because of a number of advantages:

- If the company has financial difficulties for any reason, the personal assets of the share holders will not be used to repay the debt.
- Shares in private limited company can be easily transferred to another shareholder.
- Another advantage is that it is a separate legal entity that is it can exist indefinitely in advent of death of the owner or inability of the owners

Data Sheet

Name of the enterprise	<i>StandardPublishers</i>
Date of creation	8 th April 2021
Slogan	Knowledge plus wisdom is power.
Director/CEO	Yama Mercy Wisoh
Logo	
Judicial Status	Private Limited Company, with a capital of 20 000,000fcfa
Domain of activities	Publishing of fiction and nonfictional books, cultural books, general knowledge books, Children's books, Drawing and colouring books, Illustrated general knowledge books, Cooking / recipe books, Sports /games books for children and CDs.
Localisation	Mobile Nkwen, Bamenda
Telephone	672184582/670648555
Email	standardinkpublishers@gmail.com
Website	www.standardinkpublishers.com
Twitter	@standardinkpublishers
Colours	Blue and yellow

CHAPTER TWO

ORGANISATION AND FUNCTIONING OF THE HOUSE

This part deals with the material and human resource needed for the proper functioning of the enterprise, it also deals with a proposed budget for the financing of the publishing house.

1. HUMAN RESOURCES

Given that *Standard Publishers* is specialised in the publication of youthful books, it therefore needs a certain amount of human resources in order for it to function properly. Some of these human resources are permanent, while others can be temporal.

a) Full-Time Workers

i. Director General

The Director General/Chief Executive Officer of *Standard Publishers* is **Yama Mercy Wisoh** founder of the enterprise. She has the following roles to play in the enterprise

- She is the manager of the enterprise.
- She is in charge of employment in the enterprise.
- Pertinent decisions on the enterprise's fate are made by her.
- she has to study the competitors of the enterprise very closely
- She determines the budget of the enterprise and decide how much will be spent for every task.
- She runs and coordinates the general affairs of the enterprise on national and international basis.
- She has to represent the enterprise when collaborating with investors or partners.
- She is to pay the employees of the enterprise according to their agreement.

ii. Editorial Department

This post is occupied by **Mme Tekeh Vanessa Abeck** she has the following functions;

- She receives manuscripts when they get into the publishing house and registers them into the dairy of the house.
- She anonymizes the manuscripts before forwarding them to the editorial department.
- She equally goes on a hunt for authors when the need arises.
- She assists the director general in selecting relevant manuscripts to be published.
- She proofreads all manuscripts before they are published.

iii. Technical and Artistic department

Standard Publisher deals essentially with the publication of youthful books and as such, it requires a lot of illustrations. An artistic manager is therefore is an indispensable person who has a very important role to play far as the illustrations of books in publishing house is concerned. This post is assumed by *Miss Ncham Edna* and she has the following responsibilities;

- Manages and controls the artistic team
- Conceives the illustrations for all books
- Reads books with her team in order to come up with corresponding illustrations.
- Mounts videos(cartoons) for books which require
- Assure a suitable corporate design for the enterprise

iv. Commercial and marketing department

The sales manager is the one who is responsible for everything that concerns the financial aspects of the enterprise. This post of services is controlled by **Paul Njah** and he has the following roles;

- He is in charge of the commercialisation of the enterprise and its products.
- He comes up with mechanisms with which we will attain our target
- While doing that, he also has to take into account what our competitors are bringing to the market
- He is to ensure the entrance of finances into the enterprise
- He equally has to make sure that the enterprise is adequately publicised on the media
- He is the one who keeps the budget of the enterprise
- In the same like, he assists the Director General in looking for finances, when need be
- He also supervises the accomplishments of the enterprise in terms of generation of finances

v. Secretary

The post of the secretary is held responsible by **Nkesa Titi**. Her responsibilities are as follows;

- She types all manuscripts with the appropriate fonts and sizes
- After every administrative meeting, she is to jot down the minutes of the meeting
- She is also to record every author who comes in with a manuscript
- She works in direct collaboration with all other services

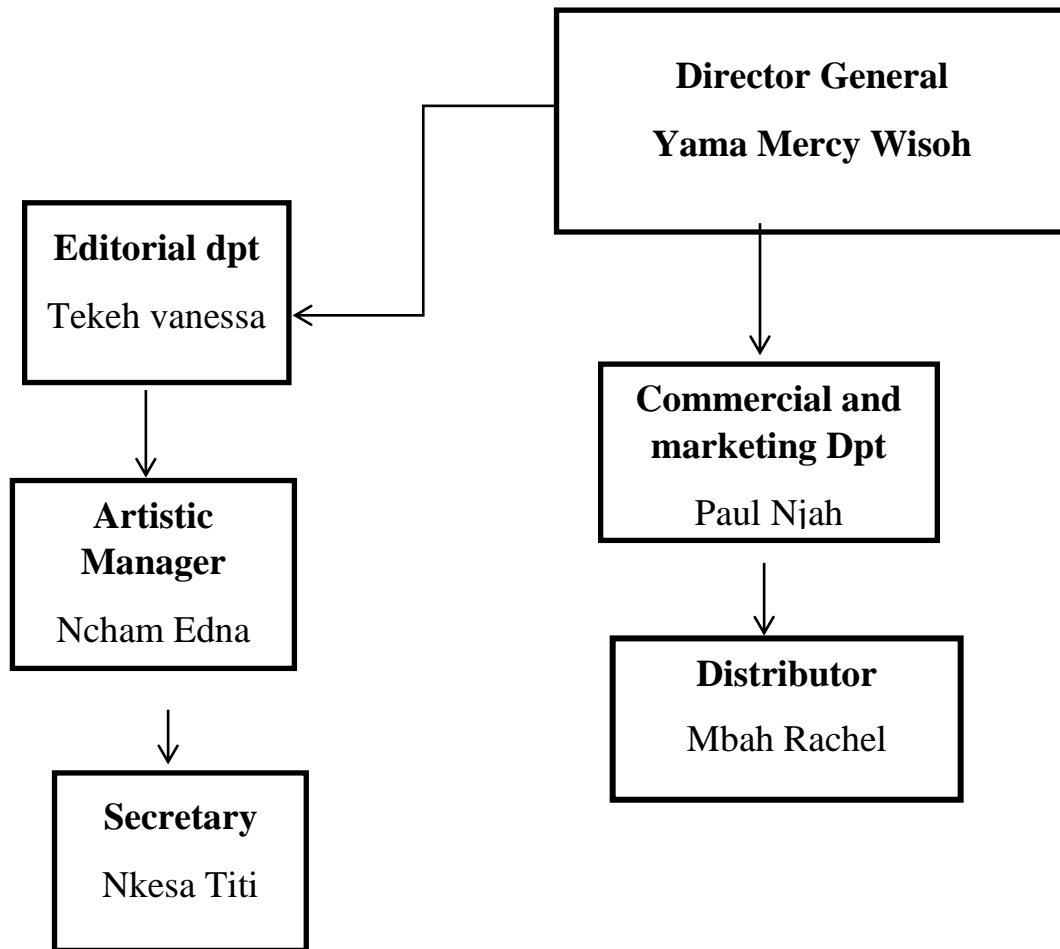
vi. Distributor

The distributor is responsible for the distribution of the products of the publishing house wherever the need arises in libraries, bookshops, schools or to collaborators. the person occupying this role is **Mbah Rachel**

These above persons make up the permanent staff of *Standard Ink Publishers*. Any other person that the house might need its services in due course could solicit payment on service.

The above workers can be represented on an organisational chart as illustrated below;

Organisational Chart



b) Part-time workers

Part-time workers are employees whose services will not be needed all the time. Some of the part-time workers include;

The cleaner

The cleaner is responsible for the sanitation of the enterprise and the general environment making sure that everything is in its place and clean.

c) Payroll

The payroll in our enterprise varies, depending on the duty post occupied by every employee. Permanent workers earn a monthly salary, while temporal employers are paid according to the services they render at a particular moment. illustrated on the table below

Name of Employee	Post Occupied	Monthly Salary
Yama Mercy Wisoh	Director General	200 000fcfa
Paul Njah	Sales Manager	180 000fcfa
Tekeh Vanessa	Publishing Secretary	150 000fcfa
Ncham Edna	Artistic Manager	120 000fcfa
Nkesa Titi	Secretary	100 000fcfa
Mbah Rachel	Distributor	80.000frs
Total		830000FCFA/month 9,96, 0000FCFA/year

2. MATERIAL RESOURCES

For the proper functioning of the enterprise, we will need the following material resources;

Digital equipment	Office material
2 Macintosh computers	Scanner
3 personal computers	2 USB keys
External hard drives	10 chairs and 2 tables
Wi-Fi mob	Photocopy machine
Regulator	Cupboards and shelves
Server	Pens
Adobe software applications and Microsoft	Paper clippers.
Antivirus installations	Office tables and chairs

Budgets for Material Resources

1	Digital Equipment	Cost
	2 Macintosh computers	2 000 000 fcfa
	3 Personal computer	1 300 000 fcfa
	Regulator	15 000 fcfa
	External hard drive	30 000 fcfa

	Wi-Fi mob	30 000 fcfa
	Server	400 000 fcfa
	Adobe and Microsoft wares	150 000 fcfa
	Antivirus	50 000 fcfa
2	Office material	cost
	Office desk and chairs	150 000 fcfa
	2 tables and 10 chairs	400 000fcfa
	Photocopy machine	300 000 fcfa
	Scanner	150 000 fcfa
	Shelves and cupboards	120 000 fcfa
	Pens	5 000 fcfa
	TOTAL	Total cost = 5,100,000 fcfa

CHAPTER THREE

STUDY OF THE MARKET AND ENVIRONMENT

A. Environmental Study

The book publishing sector in Cameroon is a field that is still very timid in terms of exploitation to many Cameroonians. However, there are a few publishing houses in the country that are making names for themselves. As far as the publishing of youthful books is concerned, foreign countries tend to dominate in our country. Nonetheless, there are a few houses that are making a difference in this sector of activity. The study of the environment is therefore a very important step for us to be able to determine our strengths and weaknesses in the publishing of youthful books, and to know how to better develop strategies that would permit us grow in the activity.

1) Economic Environment

Standard Publishers has as targets children from 3 to 18 years old. Given the fact that this age group might not have the financial capacity to afford for a book, we have decided to pass through their parents in order to get to them. As a matter of fact, after research we carried out, we realized that most parents are more prone to buying books for their kids than to buy for themselves.

2) Social Environment

Most children are more interested in stories and images, they equally like to believe in stories that have happy endings, As a matter of fact, they like to believe that life is like a bed of roses. Writing and publishing books with a blend of this likes will cause intrigue in their minds and encourage to want which will be strategic for the market. To that effect, *Standard Publishers* have decided to use all these facts to accompany children in their growth.

3) Technological Environment

As time goes by, the world and everything in it is fast evolving in technological aspects. Traditionally made books are said to be gradually fading out giving way in for digital

platform books which is well embraced by almost every community. As a result, audio/video books are becoming more and more available. However, given the fact that children like more of images than writings, we have put dispositions that permit us produce books of this sort to be able to satisfy a larger target and equally producing cartoons for some of their books if need arises.

4) Legal Environment

The publishing of books is properly supervised in Cameroon. There is a mechanism which provides every book published in Cameroon with an International Standard Book Number (ISBN). By so doing, our books will be made available at the international level.

Study of the Market

While analysing the market, we take into account; our targeted public and our competitors. Our market is segmented into three parts;

- i. **Local Market:** By local markets, we mean our targets in Cameroon
- ii. **African Market:** We are equally interested in educating and inspiring children in Africa as a whole
- iii. **International Market:** These are countries out of Africa. We also want to touch children in foreign countries that have a role to play in the running of our society.

B. Competitors

1) **Local Competitors:** They are enterprises which are similar to *standard Publishers* at the national level. Below are some of the prominent competitors we have in the Cameroon context.

- i. **Editions Akoma Mba**
- ii. This publishing house publishes youthful books such as; comic strips, books for children and illustrated tales amongst others. These falls in line with the editorial line of *Gold in publishers*

iii. **D&L**

This house was initially a children's library which later on embarked in the publishing of children's books.

iv. **Entre nous jeune**

It's a youthful magazine which dedicates several pages to comic strips and youthful topics of interest.

v. **Cosmos**

This is a publishing house that publishes educational books. It's a competitor considering the fact that the "knowledge collection" publishes books with educational values to children.

Anucam

This is equally a publishing house in charge of publishing educational books. They publish a lot of literature (prose, poetry, etc.). All their books are meant for children; consequently, we share the same market.

2) African Competitors:

These are enterprises in Africa which are specialised in the publishing of youthful books

- a. **Imaginary House:** This a publishing house in South Africa which is in charge of publishing books meant for youths. Their stories are fiction and non-fiction
- b. **IBBY Publishers:** Still in South Africa, IBBY is a reference when it comes to publishing children's books. They are well known in that specialty.

3) International Competitors:

They are worldwide enterprises which are similar to *Standard publishers* in terms of editorial line.

a) **Holiday house**

This is a children's book publishing house located in New York, USA. They are specialised in children's literature and albums among others.

b) Arbordable publishing

Unlike Holiday house, Arbordable publishing house publishes educational books that teach math and science in a fun way.

c) Immedium in San Francisco

Based in San Francisco, It publishes children's literature in a global way.

C. Strengths and Weaknesses

I. Local Market

a. Strengths

- They all have sophisticated material necessary for book publishing.
- They are all old publishers with good reputations in the publishing market.
- They have a lot of experience in publishing.
- They have a good mastery of the publishing network and market in Cameroon.
- They are all popular publishing houses in the country.

b. Weaknesses

- They are limited to the production of educational books
- They all publish the same genre of books
- They are also limited to producing just printed books (no audios and cartoons)
- Most of the competitors are not specialised in children's books like comic strips and illustrated tales, but for D&L and Akoma Mba
- Most of them publish in French therefore there's a part of the market wanting

II. African Competitors

a) Strengths

- They all have good reputations
- There is a ready market in their given countries
- Mastery of the publishing domain

b) Weaknesses

- They produce just printed books
- Their markets don't extend around the continent
- Most of them publish in just one language

III. International Competitors

a) Strengths

- They have a large influence over the world in terms of children's literature
- Good reputations
- Enough capital and network for their products

b) Weaknesses

- Most of their stories are out of the African context
- Most of their stories have the same storylines
- Most of them publish in just one language

Strengths and Weaknesses of Standard publishers

a) Strengths

- The CEO of the enterprise is a product of a professional school of mass communication, option publishing
- *Standard Publishers* publish in English and French, but also envisage publishing books in certain mother tongues in Cameroon, and Africa as a whole.
- They equally produce audio books and cartoons
- The market for children and youthful books in Cameroon is still quite unexploited
- The staff of the enterprise is well structured and hardworking
- All of our products are beautifully and wonderfully conceived
- The editorial line is one of a kind in the publishing industry in Cameroon

b) Weaknesses

- Still young and inexperienced
- Insufficient authors
- Lack of sufficient material and finances.

**PART TWO:
PRESENTATION OF STANDARD PUBLISHERS'
FIRST EDITORIAL PRODUCT**

CHAPTER ONE

Presentation Of The Book *TALES OF THE LAND.*

Structural Presentation

- Author: Yong Kelly-bright Bih
- Illustrator: Mr. Ndogmo william
- Publisher: *Standard Publishers*
- Paper type:
- Genre: Prose
- Number of pages: 32
- Book dimensions: 20 cm x20 cm
- Fonts: Times New Roman

Summary of the Project

Standard Publishers is a publishing house specialised in the publication of youthful books with the main aim of educating, motivating and inspiring children at very tender ages and equally teenagers. Given the fact that the books published in this enterprise are subdivided into four collections following the above obligations, we have decided to present an editorial project which entails the publishing of youthful book titled *TALES OF THE LAND*. The first product of this publishing house is a short story book on culture, migration, and pride for one's roots, titled *TALES OF THE LAND*. This book is a collection of stories that recounts the story of a certain tribe that was blessed with so much wealth and beauty, the others also go further so expanciate on themes like culture, hard work, love and many others. The first short story is titled *THE LAND OF THE BLESSED* it tells the story of a certain tribe called kome who due to migration moved from one place to the other and later in a tribe where they flourished because they were blessed, their women were like flowers by the rivers and their men were super strong and this ignited jealousy in the hearts of the other tribe which let them to harsh a plan to kill

all the healthy men of the kome tribe. At the end of the day justice is metted out to them and they kome finally move to a place of their own where the now live happily ever after while the other tribe up till date are cursed for because of their hatred and jealousy.

The second story is titled PLAGUED narrates the story of a tribe which has been plagued by death, pain and despair. It introduces the reader to a woman who is hardworking and vibrant and is great mother but who does not have a supportive, but despite all this she is still very hardworking and caring she takes care of her children and everyone around her when all this calamity begins to happen she vows to bring solution the problems they are facing at the end she rallies who with their help find solution to their land and once they land was cleansed everything begins to flourish again.

Reading Committee

The reading committee for the book *TALES OF THE LAND* was made up of experts in English Language, teachers of English literature, and promoters of culture. The manuscript was presented to them for critical evaluation and examination. The manuscript was evaluated by the following people;

- *Mrs Njah Grace*(teacher)
- Miss Mbah Rachel(masters in English literature)
- Valery Ngwa (writer)
- Yong kelly (English Language teacher)
- Esther Nanghe (critic, promoter of culture)

Interest of the Book

TALES OF THE LAND is a book that seeks to valorise our cultural heritage by discussion migration, and the blessedness of the people, celebrating beauty, fertility, and strength. from our soils, mineral resources and our culture which must be treasured and protected. It is out to bring to the lime light the blessedness we possess with a rich cultural heritage. It is also meant to put our stories for others to read and celebrate our Africanness, over the years must of our legends, myths, proverbs and many more have

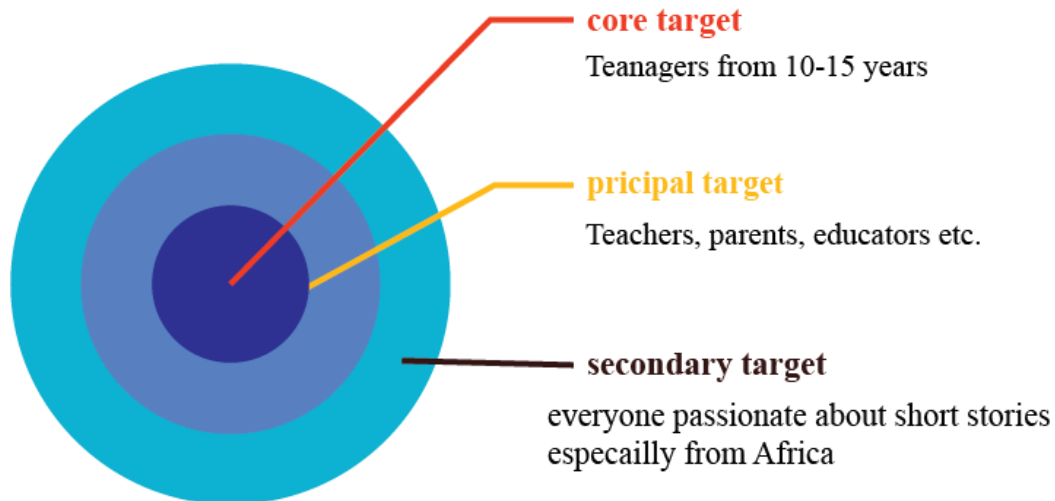
been neglected because they are considered to be useless because they were oral and were told by uneducated parents but it is who we are and we have to be proud of who we are no matter where we come from. This book also tilts towards making teenagers understand what makes up the historical landmarks of the people.

Publication notice

After a critical reading, analysis and evaluation of the manuscript by the reading committee, it was agreed to be published due to the highly educative topics that are treated in this book.

Target

It is obvious that every project is destined to a particular target. No project is conceived without a given target in mind. That said, our target is subdivided into three.



Chapter Two

Production of the Book

A. Steps of Production

- Conception of the ideas
- Writing of the ideas
- Reception of manuscript
- Diagonal reading of manuscript
- Evaluation of manuscript
- Approval of manuscripts
- Publishing contract
- Conception of illustrations
- Page layout
- Conception of cover page
- Last reading
- Printing of book
- Distribution of books.

B. Calendar of Production

1. Calendar of Production

Tasks	June	July	August	September	October	November
- Conception and writing of the story						
- Writing of ideas						
- Reception of manuscript						
- Diagonal Reading of manuscript						
- Evaluation of manuscript						

- Approval of manuscript																				
- Publishing contract																				
- Conception of illustrations																				
- Page layout																				
- Conception of cover page																				
- Last reading																				
- Printing of book																				
Distribution																				

2. Explanation of the Calendar of Production

Conception and Writing of Manuscript

In collaboration with the author, we decided on what kind of book we wanted as a first product of the house. After we came into an accord of publishing a short story, we went further to discuss to the subject matter of the book and then decided to title *TALES OF THE LAND* from *Teentales Collection*, the book was then written by *Miss Yong Kelly-Bight Bih* who was required to construct the ideas as agreed.

Reception of Manuscript

At *standard Publishers*, the reception of manuscripts is done by the publishing secretary who is in charge of receiving every manuscript that enters the house. He does that by précising the title, name of the author and literary genre. The author has to equally to present a brief summary of his manuscript.

MANUSCRIPT DEPOSIT FORM

Author's name and Surname.....

Title of the manuscript.....

Occupation.....

Address.....

Tel.....

E-mail.....

Type

Novel	<input type="checkbox"/>	Essay	<input type="checkbox"/>
Narration	<input type="checkbox"/>	Poetry	<input type="checkbox"/>
Textbook	<input type="checkbox"/>	New	<input type="checkbox"/>

Others (specify).....

Type of backing

Manuscript

Typescript

CD

Deposit date.....

We the undersigned *Standard Publishers* certify having received the manuscript entitled

.....

- Diagonal Reading of Manuscript

The manuscript is to be read diagonally without giving a judgment just yet. This first reading is just to familiarise with the manuscript.

- Evaluation of the Manuscript

A lot of things are taken into consideration when evaluating a manuscript.

Technical file written by Yama Mercy Wisoh

This entails bringing out the title, summary, other possible titles and a personal judgment on whether the manuscript is fit or unfit to be published. That was the case for *TALES OF THE LAND*. Below is an example of an evaluation form used by *Standard Publishers*.

EVALUATION REPORT

a. Identification of author

Name

.....

Profession

.....

Telephone

.....

Email

.....

b. Technical identification

Title of manuscript

.....

Registration number

.....

Genre

.....

Number of pages

.....

Date of reception

.....

Date of return

.....

c. Content appreciation

Summary of the book

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.....

d. General impression on the manuscript Good Bad Unreadable Poorly typed

e. Remarks on the merits of the work

What are the various themes found in the book?

.....
.....
.....

Are the themes interesting and educative?

.....
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.....

Are the themes chronologically placed?

.....
.....
.....

What is the interest of the book?

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.....

f. Structural presentation

Grammar

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.....

Vocabulary

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.....
.....

Syntax

.....
.....
.....

How is the book structured?

.....
.....
.....
.....

g. Technical appreciation

Does the title tie with the content of the manuscript?

.....
...

Does the title have a commercial impact?

.....
.....
.....

What other title can you suggest for this manuscript?

.....
.....

.....
.....

What audience is the text targeting? Justify your response.

.....
.....
.....
.....

In your own opinion, should this manuscript be;

- Published? - Corrected before publishing? - Returned to the author

- **Approval of Manuscript**

After the manuscript has been evaluated by the reading committee, it can either be rejected or approved *TALES OF THE LAND* was approved according to the evaluation done by the reading committee.

- **Conception of Illustrations**

After the approval of the manuscript, the artistic department proposed the illustrations they took charge of the illustrations. Every illustration was done according to the text. The illustrations for this book were closely supervised by the author and the Director General.

- **Page Layout**

This is mainly done by the pace setter. The book was mounted with the illustrations, with the right fonts and alignments.

- **Last Reading**

The reading committee reads the manuscript one last time alongside the author, before it is declared ready for printing.

- **Printing of Books**

This was done after everything was declared ready, it was done about three times so as to make it is error free.

Production Estimate

At this point, we will be presenting the production estimate of our first book titled, *TALES OF THE LAND*. We will begin by presenting the characteristics of the book which are as follows;

a) Characteristics of the book

Title of the book: *TALES OF THE LAND*

Author: Yong Kelly Birght Bih

Illustrator: Ndogmo Willaim

Number of pages: 44pages

Font: bookman and Aachen Bt

Font size: 13 and 28

Number of copies: 1000

Dimensions: 20cm x 20cm

Cover type: paper (colour)

Editorial costs .		Cost in FCFA
Texts		
Editorial costs .		
Texts		
Proofreading/correction (Package)		30.000
Ordering illustrations (Package)		20.000
Total editorial costs		50.000
Prepress fees.		

Number of notebooks (44 : 4) = 11	
Cost of inner plates 11 plaques cord (A2) x 1.000 FCFA	11.000
Cost of cover plates 4 plaques cord (A2) x 1.000 FCFA	4.000
Insolation + mounting of the inner plates 11 plates x 3.000 FCFA	33.000
Insolation + mounting of cover plates 4 plates x 3.000 FCFA	12.000
Total plates + mounting	60.000
A2 cover flashing (1 film) four-colour	22.000
A2 interior flashing (11 films) four-colour	60.500
Total flashing	82.500
Total prepress	142.500
Printing costs.	
Paper	
Calculation of the number of inner sheets A2 11 notebooks x 1,000 copies = 11,000 sheets	
Kick-off striker 75 x 1 x 4 = 300 sheets	
Rolling strike 4,000 x 3%: 100 = 120 sheets	
Shaping strike 4,000 x 2%: 100 = 80 sheets	
Total number of sheets: 11,500 sheets	
Calculating the number of cover sheets 1 x 1,000 copies: 2 poses = 500 sheets	

Kick-off striker 75 x 4 x 1 = 300 sheets	
Rolling strike 2,000 x 9%: 100 = 180 sheets	
Shaping strike 1,000 x 2%: 100 = 20 sheets	
Total number of sheets: 1,000 sheets	
Cost of inner paper	
Cost of inner paper (650x920mm): 2 = 460x650 11,500 sheets : 500 sheets = 1 1.5 reams 11.5 trains x 27.000 FCFA	310.500
Cost of cover paper (650x920mm): 2 = 460x650mm We will have four covers per sheet (460x650mm) 1,000 sheets: 2 = 500 sheets: 2 poses = 250 sheets, i.e. 2.5 oars x 29,500FCFA	73.750
Total paper	384.000
Calibration	
Interior cushioning 4,500 FCFA x 11 plates	49.500
Cover cushioning 4,500 FCFA x 4	18.000
Total calibration	67.500
Processing costs.	
Assembly + horse stitching + trimming + lamination: 100 FCFA x 1,000 copies	100.000
Total Shaping	100.000
Grand Total:	744.000
Price of the copy: 744.000 FCFA : 1.000 exemplaires	744

NB: Prices were discussed with the printer and the stationer.

Cost price of the book including VAT

	Cost in FCFA
1. Cost price	744
2. Cost of dissemination and distribution (40%)	297,6
3. Cost of promotion (10%)	74,4
4. Cost of running the business (20%)	148,8
5. Profit margin (10%)	74,4
Estimated cost price excluding tax	1.339,4
6. Copyright (10%)	133,94
7. TVA (19,25%)	257,83
Public sale price including VAT	1.731,2= 1.750

Break-even point

Cout de production

Prix de vente public TTC – (TVA + DA + Coût de diffusion et de distribution)

$$\frac{744000}{1.731,2 - 5688,84} = 713,86$$

The break-even point of our book will be reached after the sale of the 713th book.

Technical file written by Yama Mercy Wisoh

PART THREE: FOLLOW UP OF THE PROJECT

At this point, we will be presenting the mechanism we will use to attain our target or objective which is made up of mainly teenagers from 10-15years, for our first publication *TALES OF THE LAND* We will present the promotion and distribution stages.

1. Promotion

In order to adequately publicise our first publication, we will have to use various alternatives. We will use both the media and social media. As far as the media is concerned, we will get to the following;

CRTV (Cameroon radio television)

CRTV being the national television station of the country makes it a very appropriate and strategic platform for the promotion of our book. We will get to programmes like TAM-TAM Weekend and Midi-life which turn out to be some of the most viewed programmes of the channel. CRTV does not only have a national audience, but an international audience as well. On the said TV programmes of the channel, we will be presenting our first book alongside its adaptation, and we will equally be sensitising the public on the launching/World Premiere of our product. Apart from the CRTV, we will equally get to STV.

STV

Stv is one of the oldest private television stations in the country. To that effect, STV equally has a good reputation and an audience too. We will be on Good Morning Cameroon once every week for a month. Apart from television stations, we will equally get to some radio stations.

National Station

This is the main radio house of the CRTV which is situated in Yaoundé. We will be on radio twice before the midday news to promote our book.

Foundation Radio

This radio station is situated in the town of Bamenda.

Abakwa FM

Bamenda on the programme lets talk every Friday at 5pm.

We will use all our media handles and websites to advertise our products that is facebook, instgram, twitter and many others. Apart from the social media, we equally have other means to publicise our book which are;

- **Billboards**
- **Flyers**
- **Leaflets**
- **Posters**

g) Dedication Ceremony/ World Premiere

As far as *Standard Publishers* are concerned, each product has its own dedication ceremony. In this ceremony, we will briefly present our enterprise and particularly, its first product *TALES OF THE BLESSED* on such an occasion, all the partners of our enterprise will be present, and also, various media will be invited to cover the event. Flyers will be distributed and at the end, there will be the sale of the company's product. On the same occasion, the adapted version of the book will be projected to the public for the first time. The venue for this event will be, *Gratitude Bilingual Nursery and Primary School Bamenda*, and it will be on the 2nd of December 2022.

Outdoor events such as conferences, school events such as the national mother tongue and the literature day are good mediums to publicise my books. Attending books parlors and cultural events is also a great strategy

2) **Distribution**

In every business transaction, it is necessary to reduce costs and maximise profits. Distribution circuits are important because, they are the means of sales used by publishers around the world today. For this reason, we will be signing contracts with different book stores who will help us in exposing our product to the public. This is important because, a customer should be able to find the product at the place that suits him. Below are the different circuits of distribution that we will use in distributing our products;

i. Long distribution circuit

This entails the following intermediaries in the chain of distribution which are;

Publisher —→ Distributors —→ Bookshops —→ Readers

With the long circuit of distribution, the book tends to be a success. This is because, the more people are involved in the chain of distribution, and the more effective the skills of distribution are. The more each intermediary plays his role professionally, the more effective the sales will be. Our main distributor is the *African Books Collective*. It is an African owned, worldwide outlet for books from Africa. Given the reputation of this outlet, it will only be befitting to have it make us visible worldwide.

ii. The Short Distribution Circuit

This circuit reduces the expenses that are made in the long circuit. Here, the publisher goes directly to the bookstores and the bookstore sells to the consumer leaving the distributor with no profit margin. We go directly to bookstores to deposit copies of our book. This circuit is represented as follows;

Publisher —→ Bookshops —→ Readers

iii. Stock count

After a given period of time, the accountant of our enterprise together with the stock manager, counts the stock available in the warehouse. This helps the company to know if it is making profits and how to avoid losses. It is after this is done that, the royalty to the author is calculated and paid. This is a certain percentage on the selling price.

Conclusion

Having reached the end of this work of creation and production, which is related to our professional realization, it points out that we have presented our enterprise, *Standard Publishers* in its entirety, putting in to consideration the study of its internal and external environment, alongside its strengths, weaknesses, as well as its opportunities and threats. As for the project, it is a compilation of short stories for teenagers written by *Yong Kelly-Bright Bih*, which urges every teen to love and appreciate their culture and promote tales, legends, myths with pride as their identity and facts about their immediate environment. Moreover, given that literary work is produced for commercial purposes, we have also presented in this technical record, how we will proceed with the promotion, distribution and sale of our book in order to make profits. Our project is therefore the first product of the *Standard Publishers*, a young company that marks its arrival in the publishing field not only in Cameroon, but worldwide.

Annexes



P.O. Box: 34, Bamenda.
 Tel: (+2372184582/670648555
 Email: standardpublishers@gmail.com
 Website: www.standardpublishers.com

PUBLISHING CONTRACT

Between

Name and first name:

Address:

Here in after called the author, _____ on
one hand and _____ the
company

Whose registered office is located at:
_____?

Validity represented by:

Here in after called the publisher

On the other hand,

IT HAS BEEN AGREED AS FOLLOWS

ARTICLE 1: WORK

The publisher wishes to publish the work temporary or definitively titled
.....
.....

Here in after called the work.

If the title is temporary, the author and publisher will find a definite title by mutual agreement.

ARTICLE 2: Scope of the license

The author assigns exclusively to the publisher the following right:

1. The right to publish the work in book form (luxury, regular, club, pocket edition etc.)
2. The right to edit this work in English language and to publish this book.
3. The right to reproduce the work entirely or extract of it on any graphic carrier and notably in newspapers, magazines, anthologies and educational publications.
4. The electronic publishing rights (internet, e-book, CD-ROM etc.)
5. The right of communication to the public (recitation, radio, and television broadcast)
6. The right to reproduce elements of the work with a view to its promotion. All other rights are reserved to the author.

ARTICLE 3: Duration and Territorial Scope.

The present contract enters into effect as from the date of signing and remains valid until It shall be renewed for periods of each timeyears unless the author or the publisher terminates it by a registered letter sent at least three months before each expiry date. The publisher can proceed to the selling of the copies that have remained in stock for three years as from the contract's expiration. However, the author has the right to buy back the stock at 45% of the public selling price. The license is granted for the following countries:

.....
.....

ARTICLE 4: Guarantee

The author guarantees that the work is original and it is not determined to the right of the third parties. The author declares that the subject to commitments made regarding *Groom Publishers* is free and entitled to do what he likes with the rights intended for the present contract and he guarantees to the publisher the enjoyment of the rights that are assigned to him against any claims what so ever. The guarantee does not cover the text documents, illustrations or the other works that have not been created by the author.

ARTICLE 5: Handing over of the text and correction

The author undertakes to hand a copy of the definitive text to the publisher, if need be, accompanied by illustration materials, beforein the following format

The original copies possibly by the author himself shall be returned to him after publication. The picture taken by the publisher shall remain in his ownership.

The author undertakes to correct the proofs and to return them within 15 calendars days at most after receipt. After this deadline and if the author does not respond within 15days,

after receipt of a registered letter address to him by the publisher, the letter can entrust the proofs to proof readers of his choice at the authors expenses unless there is a question of a force majeure case.

ARTICLE 6: Publication period

The publisher assures to take the works publication and distribution within six months as from the handing over by the author of the definitive text. The publisher is entitled to extend this period within an additional delay of six months on the condition that he informs the author of this in writing.

ARTICLE 7: Presentation, print run and prices

The publisher determines the selling price and the print runs. The first print run shall count at leastcopies. The publisher determines the format and the presentation after having consulted the author. The publisher shall not bring any modification to the work without the author’s prior written consent. The publisher shall have the authors name or pseudonym mentioned by each use of the work, notably on the cover page of each copy.

ARTICLE 8: The author’s copies

The author shall receive free of charge;

- 1.....copies of the first publication of the work.
2.copies of each following publication.
3.copies of each publication of published works.
4.copies of each publication of a sound reproduction (CD, DVD, etc.)
5.copies of each electronic publication (internet, e-book, CD-ROM etc.)

The additional copies that he would like to receive, shall be charges to him with 40% discount on the public selling price excluding taxes.

ARTICLE 9: Authors remuneration

The author shall receive from the publisher:

1. An advance ofCFA payable as follows; - 100% when the contract is signed - 50% when the contract is signed and 50% when the text is handed over. -ill in or delete as appropriate. The advance shall be deducted from the rights due. It shall remain definitively established ass his for the author, unless article 13.2.

2. For the exploitation of the publishing rights in the book form, a remuneration calculated on the public selling price net VAT, of; -% up tocopies sold -% from toCopies sold -% above copies sold

However the author shall receive no remuneration for the copies intended for the registration of duty copies, for the press and the promotion, for the author's copies that are unstable or have been destroyed.

3. For the exploitation of the proofreading rights.% of the gross revenue net of VAT of the publisher. If the publisher carries out himself the proofreading, the author shall receive% of the remuneration for the exploitation of the publishing rights in the original story.

4. For the exploitation of the secondary reproduction rights:% of the gross revenue net of VAT of the collection by quality publishers or its representative of application of their tariffs.

5. For the exploitation of rental rights% of the gross revenue net VAT of the publisher.

6. For the exploitation of the electronic publisher right, a remuneration calculated on the public selling net of the TVA of; -% up tocopies sold -% from to Copies sold - % abovecopies sold or the collection by *Groom Publishers* or its representative in application of their tariffs. 7. for the exploitation of the right of communication to the public collection by *Groom Publishers* or its representative in application of their tariffs.

8. The rights of lending, reprography (remuneration notably for photocopies for a private use) and private copying (remuneration notably for the copying of sound works for private use) shall be distributed between the author and the publisher pursuant to the legal provisions and /or agreements entered in the authors' and publishers' representative.

ARTICLE 10: Accounts and payments

10.1. Accounts

Each year, at the latest of March 31st, the publisher shall hand over to the author detail account as to the calendar of the year, compromising notably the information per type of explanation:

1. The initial print run.
2. The number of copies in stock in January.
3. The number of copies manufactured.

4. The number of copies free of rights.
5. The number of copies sold while mentioning the public selling price net of VAT. 6. The number of copies in stock on December 31st
7. The gross revenue net of VAT if it is applicable according to article 9.
8. The remuneration owned to the author.

10.2. Payments

The author is affiliated to the author's society *Standard Publishers* SCRL, rue d'Arlon 75-77 in 1040 Brussels, Belgium. It entrust the administration of works publishing rights to *Gold ink Publisher's* care.

Consequently

- a. The publisher shall provide SABAM with the copy of the account.
- b. All payments shall be carried out within the month following the transfer to this account in to bank account number 220-0937000-50 of *StandardPublishers* with the mention 'language' followed by the authors name and the works title. Should the publisher not settle within the first 15 days after expiry date, the amount he owes, this shall yield as from this moment by rights and without any formal notice, an interest of 1% per month will start. On a written request, the author and /or SABAM has/have the right to consult, within ten days after their request, in all the publishers premises and all his possible branches, all the accounting records and agreements related to the work exploitation, and he/they has/have the right to ask the publisher of his account for any justification as regards to presented trading accounts. If they wish, the author and /or quality publishers may have themselves represented by the third party. The additional amounts possibly due shall be paid within a month after the check. If the difference between the amounts mention in the account and the amount actually due exceed 5%, the checking expenses shall be charges to the publisher.

ARTICLE 11: Rerun

The publisher shall inform the author beforehand of any rerun and shall offer him the possibility to correct the work within the delay to be agreed on between the parties.

ARTICLE 12: Sales at reduced prices, pulping of copies

If three years passes after the put up for sales on the first edition, or of few editions, the annual sale is inferior to 5% of the volume in stock, the publisher shall have the right to;

1. Sell copies in stock.
2. Carry out a total pulping of copies.

In these cases, the publisher shall inform the author of his intention and the author shall have a delay of ne month to inform the publisher that he wishes;

a. In the first case, to buy back himself a specific number of copies at a price that could not be superior to the selling price to the discounter; the author shall receive no rights on these copies.

B. In the second case, to buy back the stock at a manufacturer price in case of pulping of copies.

ARTICLE 13: Termination

1. The author can terminate the present contract at once by a registered letter:

a. If the publisher has not published the work within the delay set out in article 6, subject of the author's right to claim damages.

b. If all the worked copies in book form, in the original language are out of print and the publisher does not start a reprint within a delay of six months as from the sending of the registered letter by the author.

c. If the publisher infringes one or several of the obligations that he has under taken to meet in the present contract, within thirty days as from the sending of the registered letter by the author's right to claim damages.

d. In case of put up for sale or pulping of the copies.

e. In case of bankruptcy, winding-up of the copies.

2. If the author does not comply with the delay laid down in article 5 line 1, the publisher shall be entitled to terminate the contract within thirty days after the sending of the registered formal notice that has remained without effect. If need be, the author shall immediately pay the advance that he had received.

3. The contract termination shall not undermine the validly entered in to by the publisher and third parties, the author having against them a direct action for payments of the remuneration owned pursuant to the present contract.

ARTICLE 14: Assignability of the licensed rights

The publisher is entitled to assign the present contract without the author's written agreement, except in case of assignment of all or part of his company.

ARTICLE 15: Applicable law

This contract is governed by Cameroonian law

In case of a dispute, the civil court of shall have sole jurisdiction.

Drawn up in three copies, one for each party and one for *Groom Publishers*, in

.....

., on

The Author

the Publisher

Technical file written by Yama Mercy Wisoh



P.O. Box: 34, Bamenda.
Tel: (+237) 654319453/670648555
Email: Standardpublishers@gmail.com
Website: www.standardpublishers.com

PRINTING CONTRACT

Standard Publishers, Resident / established and having its head quarters in Bamenda, Menda-Nkwen represented by its Director Yama mercy Wisoh. Hereinafter, referred to as "the client"

And Mr Ndogmo residing in Yaounde, Mendong. Hereinafter, designate "the printer"

Have entered into this printing contract:

The customer or client assigns to the printer the exclusive right to print with all that it includes the a novel titled TALE OF THE LAND .

Therefore, the printer agrees to print within one month, that is to say no later than October 30, 2022, TALES OF THE LAND according to the following characteristics:

- Title: TAKE OF THE LAND
- Editorial genre: NOVEL
- Author: Yong Kelly-Bright Bih
- Publisher: *Standard Publishers*
- Language of publication: English
- Book size: 20 X 20cm

- Volume : 44 pages
- Number of colors: four colour pages for the interior and cover page
- Edition: 1000 copies
- Storage: Paper back
- Printing method: black/white and four-color
- Paper type: 250g coated paper interior
- Cover: 520g in four-color process.

And according to the production estimate located in the appendix, the work is considered out of print if two requests for delivery of copies to the Publisher are not met within 45 days.

This printing contract is made in duplicates, with each of the parties acknowledging by his signature having received a copy.

Yaoundé, on

.

The customer

The printer



P.O. Box: 34, Bamenda.
Tel: (+237) 654319453/670648555
Email: Standardpublishers@gmail.com
Website: www.standardpublishers.com

ILLUSTRATION CONTRACT

The Undersigned: **Mr. Ndongo Wiilliam** Remaining

Hereinafter referred to as “Illustrator”

On one hand, and

The publishing house **Standard Publishers** represented by **Miss Yama Mercy Wisoh** whose contacts are:

Carrefour Obili, Yaoundé

contact: 672 18 45 82

Hereinafter referred to as “Publisher”

On the other hand,

HAVE AGREED AS FOLLOWS:

Mr. Ndongo William assigned to the Publisher who accepts for himself and his assigns, under the terms of the provisions set out below, the exclusive right to exploit her artistic work on his text entitled: **TALES OF THE LAND**

Within the framework of this treaty, the Illustrator assigns to the Publisher the exclusive right to print, publish, reproduce and sell the said the work in the form of editions of all formats, ordinary, illustrated, luxury or popular, limited edition or not.

For his part, the Publisher undertakes to ensure the publication of this work at his own expense and will endeavour to provide it by dissemination to the public and to third parties likely to be interested in it.

In consideration of this commitment made by the Publisher and such a publication being likely to bring use that is more extensive to the work, the Illustrator also accords to the Publisher all the economic rights of adaptation, reproduction and representation of the work, without any exception or reservation. This assignment will have effect in all places and for the time that the literary property of the Illustrator and his successors last, according to both national and foreign legislation and current or future international conventions. The Illustrator guarantees the Publisher full and free enjoyment of the rights assigned, against all disturbances, claims and evictions of any kind.

1. DELIVERY OF ILLUSTRATIONS

The Illustrator will deliver his final illustrations to the Publisher no later than:.....

Illustrations must be final and complete, delivered digitally or electronically in Photoshop format in a minimum resolution of 300 DPI for a 13 x 18 print format, carefully reviewed, and developed for printing. If the Publisher deemed the quality unsuitable for a quality reproduction, the Illustrator would provide the originals. The photoengraving costs will then be shared equally between the Illustrator and the Publisher.

2. PUBLICATION OF THE WORK

As far as possible, the Publisher will listen to the wishes of the Illustrator regarding the layout of the work. The Publisher will also put in contact the Author and the Illustrator so that they can, if they feel the need to adapt the work.

The Publisher, who will be free to distribute them in any form that deems appropriate, will determine the formats, presentations and sale prices to the public of copies of any edition.

It will be the same for the figures of each edition, the first however not having to be **less than one thousand (1000) copies**.

The Publisher will also choose the sale dates, taking into account the common interest of the parties.

3. **OPERATION OF THE WORK**

The Publisher undertakes to ensure permanent and continuous use of the work, either in current edition, bound or not, or in inexpensive edition.

4. EDITING RIGHTS

For the price of the rights ceded above, the Publisher will pay the Illustrator his total payment once the Illustrator delivers the illustrations to the Publisher

(a) On copies of the current edition, the Illustrator will receive no payment given that the publisher pays the illustrator completely when the work is delivered.

(b) On cardboard or bound copies, if any, the Illustrator will receive nothing

(c) On copies of a possible edition produced especially for mass distribution, the royalty due to the Illustrator will be not be given

(d) On a possible edition carried out by the digitization of the work and its marketing on electronic support (such as CD-Rom, CD-I, DVD), by downloading on online networks or any other means of access to digitized files, the Illustrator will be receive no payment.

6. FORCE MAJEURE

In the event of fire, flood or any unfortunate event or force majeure, the Publisher cannot be held responsible for damaged, destroyed or missing copies and no rights or compensation shall be due to the Illustrator.

8. ADDITIONAL RIGHTS

The rights of adaptation, reproduction and representation ceded in the first paragraph of this contract include in particular:

1- For adaptation and reproduction rights:

(a) The right to use illustrations to accompany translations into any languages and to reproduce translations so made;

(b) The right to reproduce all or part of the illustrations of the work in pre- or post-publication periodicals and to adapt and reproduce in digests or condensed

(c) The right to reproduce all or part of the illustrations of the work in any form of edition, such as school, club, illustrated, luxury, or popular, anthology, etc ;

(e) The right to adapt it for cinema, television, theatre (dramatic or lyrical), broadcasting, and music, and to reproduce in any form and by any means the adaptations made of it;

(f) The right to reproduce by photocopy or microfilm;

(g) The right to reproduce it by digitization and computer storage and to use and distribute it by any mode and technological process in the form of “multimedia” products (C.D Rom, C.D.I.).

(h) The right to reproduce and adapt all or part of the illustrations of the work in any form in order to ensure the promotion of the work (postcards, promotional visuals, coloring, games).

(i) The right to reproduce in the form of plush, sculpture or moulding all or part of the illustrations.

2- For the right of representation:

(a) The right to have the work read or recited in public;

(b) The right to communicate to the public the work or its adaptations by means of cinematographic, televisual, theatrical performances, lyric performance and by all current and future methods of dissemination of words and sounds, including the communication of the text on screen connected to networks.

On condition of ensuring the publication of the work in current or inexpensive edition, the Publisher may use the rights assigned to him by the Illustrator, either directly or by entrusting third parties with the task of exploiting them under his control. He alone will have the power to grant the necessary authorizations and assignments, subject to the exercise of the illustrator's moral rights, who will be consulted beforehand.

The Illustrator agrees to communicate to the Publisher any requests made to him by a third party, with a view to acquiring these rights. Any direct use by the Publisher will be the subject, where applicable, of a prior agreement with the Illustrator to determine the conditions thereof.

10. CONSEQUENCES OF TERMINATION OF THE CONTRACT

In the event that this contract is terminated for any reason whatsoever, this termination will have no influence on the validity of the assignments or authorizations previously granted by the Publisher to third parties, which will remain applicable without change.

11. RIGHT OF PREFERENCE

The Publisher does not ask for a preferential right, but remains open to any project that the Illustrator may suggest.

12. DEATH OF THE ILLUSTRATOR

This contract, in its entirety, is not binding on the heirs and all successors in title of the Illustrator given that the Illustrator has received from the Publisher all the dues over his work.

13. PAYMENT OF FEES

Payment of publishing rights is made is made physically at the presence of the Illustrator, the Publisher and possible witnesses. Payment is made once the contract is signed.

14. APPLICABLE LAW

This contract is governed by French law.

15. ASSIGNMENT OF JURISDICTION

In the absence of an amicable solution, any dispute between the parties relating to this contract will fall under annulment of the contract by the two parties. The contract is made in duplicate with each of the parties acknowledging by his signature having received a copy.

Done and signed in three copies, in Cameroon, on September 18, 2020

Technical file written by Yama Mercy Wisoh

THE ILLUSTRATOR

THE PUBLISHER

CAHIER DE CHARGE POUR COMMANDE D'ILLUSTRATIONS

Name of illustrator: Mr.Ndongmo William Amos

Name of collection: Teentales collection

Age: 10 to 15years

Title of book: TALES OF THE LAND

Date of transmission: 22/08/2022

Deadline: 26st October 2022

USEFUL INFORMATIONS

Dimension of the book: 20cmx20cm

High light the emotions of the characters

The illustrations must convey the message intended on the characters, pleasant to look at and attractive to children of 10years and above

NB: illustrations should portray the African culture.

POSSIBLE FORMATS ILLUSTRATIONS

Illustrations are to be delivered in the following formats:

An EPS version

A TIFF version

A JPG version

Number of illustrations: 5

NB: The information given to the ILLUSTRATOR are CONFIDENTIAL. For this reason, the illustrator hereby undertakes not to broadcast under any pretext to a third party or to the public, the information transmitted to him by the PUBLISHER with penalty of breach of contract.



P.O. Box: 34, Bamenda.
Tel: (+237) 654319453/670648555
Email: Standardpublishers@gmail.com
Website: www.standardpublishers.com

PRESS KIT

DEDICATION CEREMONY OF TALES OF THE LAND

Venue: Cameroon Cultural Centre, Yaoundé

Date: 3rd of December 2022

A Word From The Director Miss Yama Mercy Wisoh,

The idea intended in the creation of Standard Publishers was born on April 8, 2021. It is entirely an idea and initiative of Yama Mercy Wisoh, a final year student of the Advanced School of Mass Communication Yaoundé, publishing and graphic arts department, is an initiative birth from a quest to preserve and cherish our values and stories which are unique to us and are our identity. After gazing into the community and finding out the lack of documentation of our literature, and the fast depreciation of important, interesting, and entertaining stories which were the bedrock of our civilization, the effects of lack of love for ones origin, culture and identity crisis, has caused a great rift in our African society especially amongst youths, the lack of information can cause in a people especially children and teens, and because of her concern for building a good foundation in the lives of children and teens, she deemed it necessary to help build that foundation through the publishing of tales or novels for youths about their origins, environment and the rich cultural heritage, by writing about things they can easily relate to so as to instil in youths a sense of responsibility, love, pride through writing of standard books, and providing quality information and knowledge in all domains of life that can uplift and encourage this young minds for a better tomorrow.

About The Author,



Miss. Yong Kelly-bright Bih hails from Fundong, Fundong Sub-Division in Boyo Division of the Northwest region. She attended Faith international integrated primary school Fundong where she obtained FSLC in 2009. Then enrolled in GBHS Fundong where she obtained the Ordinary level in 2014 and advanced level in 2016 respectively. She proceeded to HTTC Bambili 2017-2020 where she graduated with a diploma I in English Modern letters and a Bachelor's degree in literature in 2021. She is currently teaching English and literature in GBHS Makenene in the Centre Region.

TALES OF THE LAND is a collection of stories that recounts the story of a certain tribe that was blessed with so much wealth and beauty; the other stories also go further so explicate on themes like culture, hard work, love and many others. The first short story is titled *THE LAND OF THE BLESSED* it tells the story of a certain tribe called kome who due to migration moved from one place to the other and later in a tribe where they flourished because they were blessed, their women were like flowers by the rivers and their men were super strong and this ignited jealousy in the hearts of the other tribe which let them to hatch a plan to kill all the healthy men of the kome tribe. At the end of the day justice is meted out to them

Practical information about the book

Book title: *TALES OF THE LAND*,

Author: Yong Kelly-Bright Bih

Illustrator: Mr Ndogmo William

Publisher : *STANDARD PUBLISHERS*

Programmed date for publishing: 3rd December 2022

Volume : 42 pages

Format : 20 x 20 cm

Price : 2000 FCFA

Sales point: Libraries and book shops

Contacts : • Mme Yama Mercy Wisoh :

P.O. Box: 34, Bamenda.

Tel: (+237) 654319453/670648555

Email: Standardpublishers@gmail.com

Website: www.standardpublishers.com

SERVICES

We are out to publish books such as a African stories, illustrated tales, drawing books, children's albums and novels For what it's worth, our enterprise does not only aim at publishing printed books, but equally aims at producing eBooks that will be distributed and commercialize online.

Our products:

- Children's books
- Comic strips
- Drawing books
- Illustrated tales
- Short stories
- Novels
- Audio books
- Cartoons



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PRESS RELEASE

(For immediate diffusion)

News Release

They management of *Standard Publishers* is pleased to announce to the general public especially those in Yaoundé, on the **3rd of December 2022**, *Standard Publishers* will be publishing their first ever novel titled *TALES OF THE LAND*, written by a young Cameroonian, Yong Kelly-Bright Bih, a seasoned teacher, a graduate from the university of Bamenda, department of English modern letters she graduated with a DIPES I in English Modern letters and a Bachelor's degree in literature, she is currently teaching English and literature in GBHS Makenene in the Centre Region. A novel of 42 pages This book is a collection of stories that recounts the story of a certain tribe that was blessed with so much wealth and beauty, the others also go further to expanciate on themes like culture, hard work, love and many others. The short stories tell the story of a certain tribe called kome who due to migration moved from one place to the other and later in a tribe where they flourished because they were blessed, their women were like flowers by the rivers and their men were super strong and this ignited jealousy in the hearts of the other tribe which let them to harsh a plan to kill all the healthy men of the kome tribe. At the end of the day justice is meted out to them. Such as love culture, hard work, compassion are some of the themes that make up this captivating book

PROGAM:

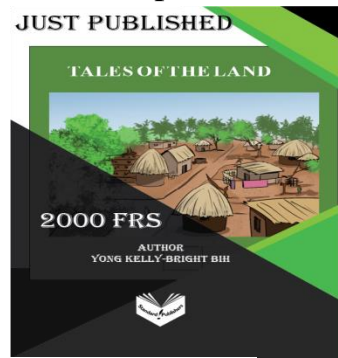
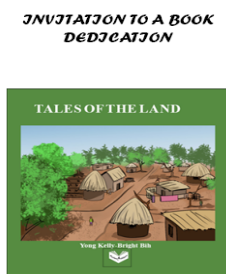
- 3:00 pm Welcoming and registration of medias and important guest on the list of presence
- 3:30 pm Welcome speech and presentation of the panel by the MC

- 3:40 pm Presentation of the author and a brief not about the book by the author
- 4:00 pm Points about the book by the first member of the panel
- 4:20 pm musical interlude and entertainment
- 4:30 pm A word from the author
- 4:45pm Points about the book by the second member of the panel
- 5:00 pm A word from the guest speaker
- 5:15 pm Question and answer session
- 5:30 pm A word of gratitude from the author or publisher. *End of ceremony*

RESUME

Novel titled **TALES OF THE LAND**, written by a young Cameroonian, Yong Kelly-Bright Bih, a seasoned teacher, a graduate from the university of Bamenda, department of English modern letters, she graduated with a DIPLOMA in English Modern Letters and a Bachelor's degree in literature. She is currently teaching English and literature in OSHU Makassa in the Centre Region. A novel of 43 pages. This book is a collection of stories that recounts the story of a certain tribe that was blessed with so much wealth and beauty. The elders also go further to explicate on themes like culture, hard work, love and many others. The first short story is titled **THE LAND OF THE BELFICERS** it tells the story of a certain tribe called **Ikone** who due to migration moved from one place to the other and later in a tribe where they flourished because they were blessed. Their women were like flowers by the rivers and their men were great warriors and this ignited jealousy in the hearts of the other tribe which led them to hatch a plan to kill all the healthy men of the Ikone tribe. At the end of the day justice is meted out to them.

Practical information about the book:
 Book title: **TALES OF THE LAND**
 Author: **Yong Kelly-Bright Bih**
 Illustrator: **Mf-Nguyen William**
 Publisher: **STANDARD PUBLISHERS**
 Programmed date for publishing: **1st December 2022**
 Volume: **43 pages**
 Format: **20 x 29 cm**
 Price: **1000 FCFA**
 Sales point: **Literature and book shops**
 Contact: **Yama Mercy Wisoh**
 Tel: **(+237) 671194582**
 Email: **yamawisoh@gmail.com**



Cordially invites Mr/Mrs/Hon/Rev/Dr

To the launching of a book titled **TALES OF THE LAND** slated to take place on the 3th of December 2022 at the Venue: Cameroon Cultural Centre, Yaounde at exactly 1pm we will honored to receive you, Stay blessed

signed:
 Mme Mercy Wisoh DG of standard publishers publishers

PROGRAM

- 3:00 pm Welcoming and registration of medias and important guest on the list of presence
- 3:30 pm Welcome speech and presentation of the panel by the MC
- 3:40 pm Presentation of the author and a brief not about the book by the author
- 4:00 pm Points about the book by the first member of the panel
- 4:20 pm musical interlude and entertainment
- 4:30 pm A word from the author
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- 5:00 pm A word from the guest speaker
- 5:15 pm Question and answer session
- 5:30 pm A word of gratitude from the author or publisher.

End of ceremony

