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ÉCOLE SUPÉRIEURE DES SCIENCES ET
TECHNIQUES DE L'INFORMATION
ET DE LA COMMUNICATION
(ESSTIC)



REPUBLIC OF CAMEROON

Peace – Work – Fatherland

MINISTRY OF HIGHER EDUCATION

UNIVERSITY OF YAOUNDE II

SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)

INTERNSHIP REPORT

PARTICIPATIVE INTERNSHIP AT EQUINOXE TV

An internship report submitted in partial fulfilment of the requirements for the award of a Bachelor Degree (B.Sc) in Information and Communication.

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Written and presented by:

Jeff Bin Zeh

Matriculated:

18C0042-E

Department:

Publishing and graphic arts

Academic Supervisor:

M. Christian Ndjoum-Nkel

Professional Supervisor

M. Emmanuel Wappi

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LOGO



WARNING

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

To
The entire Dan-Kum-Seng
And
The Zeh Ngwo's families

ACKNOWLEDGEMENT

Be thankful in all circumstances, for this is God's will for you who belong to Christ

Jesus (1 Thessalonians 5:18):

Deep and sincere gratitude to God Most High for giving us the strength and patience to brave out our three years of stay in the premise ASMAC, regardless of the challenges and trials:

- To the then and present Directors of ASMAC; Prof Laurent Charles Boyomo Assala onto Prof. Alice Nga Minkala, we humbly say thanks.
- To our lecturers and supervisors, in and out ASMAC, we are grateful for the efforts, councils and orientations.
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- It will be a sign of ingratitude if we end this acknowledgment without the personnel of Eauinoxe television and radio, likewise to the personnel of La Nouvelle Expression: All these organs that constitute the staff fed by Sir Severin Tchou;keu.
- Mr Emmanuel Wappi, Carlos Minoue, Warren Nzedeu, Cedrique Nding, Cedric Choun, Immaculate Forgwé, Nformi Amstron, and just to name a few

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ABBREVIATIONS AND SHORTCUTS

ABBREVIATIONS AND SHORTCUTS	MEANING
CEO	Chief Executive Officer
ASMAC	Advanced school of mass communication
TV	Television
S.A.R.L	Société à responsabilité limitée
L	Live
RB	Rebroadcast
Dep.	Deputy
E-i-C	Editor-in-Chief
ESSTIC	Ecole supérieure des sciences des techniques de l'information et de la communication
ESIY	Ecole supérieure international du journalisme de Yaoundé
R.C.A	République centre-africaine
ESSTI	Ecole supérieure des sciences des techniques de l'information
C.A.R	Central African republic
Ph.D	Professor higher diploma
UNESCO	
MTN	Mobile terrestrial network
Nmi	No more ignorance
ADC	Aéroport du Cameroun
CRTV	Cameroon radio and television
CAMTEL	Cameroon's telecommunication
KISS	Keep it short and simple

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INTRODUCTION

The Advanced school of Mass Communication (ASMAC/ESSTIC) is the result of a series of changes that have taken place in the history of this institution, since its original name in 1970, of the International Higher School Of Journalism of Yaoundé (ESIJY).

Indeed, it was founded by the Frenchman Hervé Bourges in collaboration with the Cameroonian state, by presidential decree N° 70/DF/211 of May 15, 1970. By this act, the Cameroonian State thus translated its will to want to train young people Africans in general and Cameroon in particular to practice the profession of journalist. Students from the Central African states (R.C.A, Gabon, Rwanda, Chad, Togo and Cameroon) will be found in this institution.

The ESIJY, as mentioned above, is still only a laboratory in which information is collected, processed and disseminated; It should also be noted that the majority of the teaching staff at this period are expatriates; Names such as Richard Hartzler, Patsoh, Jean Paul Gauch, Pierre Chich, etc. Are the most prominent in this establishment between 1970 and 1981. The School has already trained a total of 252 journalists who will prove themselves both nationally and internationally.

During the year 1981, the School will lose its international status in favor of a national status. ESIJY will become the ESSTI (Higher School of Information Science and Technology) thanks to decree N° 82/404 of 04 September 1982. In other words, the decision to nationalize the ESIJY will come after the denunciation by the State of Cameroon of the Convention of 17 April 1970 establishing that institution. This Convention had been ratified by the CAR, Gabon, Rwanda, Chad, Togo and Cameroon. The last country cited will therefore commit to acquire the total management of the School. The ESSTI period will therefore be a transitional period during which Westerners will gradually pass the witness over to the national trainers. It is also during this period that the construction of the buildings of the said institution will be carried out. Academically, for example, curricula will be revised to introduce essential disciplines (communication sciences, computer science, demography, semiology, advertising, etc.). Moreover, there will be more than fifteen Cameroonian teachers with a postgraduate doctorate, a PhD or a Ph.D. Among these nationals we can mention the following framers: Francis Wete, Albert Mbida, Emmanuel Tatah Mentan, Daniel Anicet Noah, Pierre Paul Tchindji, Jean Pierre Biyiti Bi Essam, Eugène Booh Bateng, Gervais Mbarga, Keye Ndogo, Laurent Charles Boyomo Assala, Marie Djuidjeu, Antoine Wongo Ahanda, etc.

In addition, the scientific journal *Fréquence Sud* will be launched at the same time. Administratively, on the other hand, there will be an organization of internal services (offices of education, documentation, accounting, monitoring, etc.). The revision of salaries by adapting them to the grid in force at the University of Yaoundé will also constitute a strong point that will have marked this period which will extend from 1981 to 1991.

By the evening of 1991, mankind had already reached the last turn of the 20th century: the century of communication! The ESSTI formerly reserved for the training of journalists, sets to the air of time. On November 15, 1991, the sign of the School displays ESSTIC (Higher School of Sciences and Techniques of Information and Communication). In December 1994, ESSTIC received students in the other communication sectors: Documentation, Publishing and Graphic Arts, Advertising and Public Relations, whose name changed to Communication des Organizations. This diversification of training choices comes after the 1993 university reform, which seeks to decongest the university and the professionalization of university studies in order to obtain graduates likely to be useful to the private sector and to the country as a whole. ESSTIC reaffirms its international vocation in January of the same year as 26 students from 16 African countries are entering. Since then, ESSTIC has continued to prove its worth both nationally and internationally. It is certainly for this reason that it has been designated by UNESCO as a center of excellence for training in Information and Communication in Central Africa.

It should also be noted that the international reputation of ESSTIC is in part linked to the various conventions it has had to sign with academic institutions and companies whose reputations are uncontested. On the academic level, ESSTIC, under the supervision of the University of Yaoundé II Soa, has scientific collaborations with the Lyon II - Lumière University, the University of Nanterre, the Institut des Hautes Etudes en Sciences Sociales France, the University of Bangui in the Central African Republic, Cheik Anta Diop University in Senegal, etc. ESSTIC has a double requirement in terms of training and has partnerships with companies to enable its students to acquire vocational skills during their academic journey. These companies include MTN, Orange, Nmi Education, ADC, CRTV, Camtel, etc. Nowadays, the torch is now held by a dynamic team of young teachers trained within the School. The candidates admitted to the entrance examination, in one of the five courses offered by this institution of the University of Yaoundé II, are recruited in the countries of the Central African sub-region.

More than 950 young people compete each year to be admitted to this prestigious institution. This competition is to be recalled by the Minister of Higher Education in conjunction with his counterpart of the Communication, as was foreseen, with regard to double guardianship, in Decree No. 82/404 of 4 September 1982 in his Article 2.

PART ONE:

**GENERAL PRESENTATION OF
EQUINOXE TV**

I – THE HISTORY AND BIRTH OF EQUINOXE TELEVISION

Equinoxe television and radio was born from the initiative of its CEO and President Director General, Mr. Severin Tchounkeu, equally a business mogul and tycoon, from the West region of Cameroon. Severin Tchounkeu at that time had the urge to make information both nationally and internationally available to his entire Cameroon brothers and sisters, in a bid for him to contribute at his level in nation building and fight one way or the other against poverty and unemployment.

At the birth of Equinoxe in 2002, Equinoxe was barely a radio broadcasting station, comprised of only ten (10) journalists and program animators, a handful of technicians and an administrative and financial Director who doubled as a Commercial agent, Director of Human resources and Programming Director at the time.

In 2006, Equinoxe television is put to birth following the benefits made from the broadcasting process of the radio, existing since 2002. Soon after its launch, it became one of the most vocal critics of Paul Biya's regime. The station has been notorious for showing live footage of political demonstration against constitutional change in Cameroon which favored president Biya's stay in power after 2011 when he is constitutionally barred from running for office again. The station was suspended from broadcast in January 2008 provoking widespread protest in Douala where it is based. It is even believed that its suspension was one of the remote causes of the February general strike in Cameroon against rising food prices, the cost of fuel and constitutional amendment which left over one hundred people dead (40 in official estimates) and state and private property worth millions of dollars damaged.

The station has a myriad of interesting political programs one of which is the popular 'Droit De Reponse' aired every Sunday from 12:00 currently moderated by journalist Cedric Noufele and the famous 10-12 le Zénith aired from Mondays to Fridays, from 10:AM to 12noon.

It is equally important to consider the capital investment made by the CEO, Mr. Severin Tchounkeu in order to see Equinoxe television come to life. It is thus from these reinvestments that equally saw the rise of other departments and services into the audiovisual world brought to Equinoxe television, making things more swift and decentralized. Some of the functions

which were later created were Information and an Exploitation Directors respectively. And persons were employed to occupy these posts.

February 2008, the doors of Equinoxe television and radio were closed following some financial constraints, but the breath of resurrection was blown into these media some months later, as broadcasting activities later resumed both for Equinoxe radio and television respectively. And ever since then, it has been the fight and cry of every person working in these media starting from the CEO; Mr. Severin Tchounkeu to the last personnel, to be at the top of information and communication both in Cameroon, Africa and the other continents.

Severin Tchounkeu, also owns a critical Daily newspaper, La Nouvelle Expression.

THE COMPANY'S DATA SHEET

EQUINOXE TV	
Name	Equinoxe television
Preferences	IP Channel and Web TV
Date Of Birth	2006
Slogan	Au-delà de l'image, nous rendons compte
Vision	Rendre compte des faits et ne rien dire pour nuire et ne taire pour plait.
Mission	Eduquer; informer; sensibiliser
Legal Status	S.A.R.L
Head Quarter	Douala – Bonakouamouang
Representatives And Regional Head Quarters	Yaoundé, Kribi, Bafoussam, Douala, Maroua, Ngaoundéré, Bertoua, Buea, Bamenda and the diaspora
Broadcasting languages	English and French
Coverage	Worldwide
Programs	Cadence Matinal, Bulletin de l'info, Revue de grandes Unes, 10-12 le Zenith, Quotidien santé, , Vérité en face, Droit de réponse, , La presse se

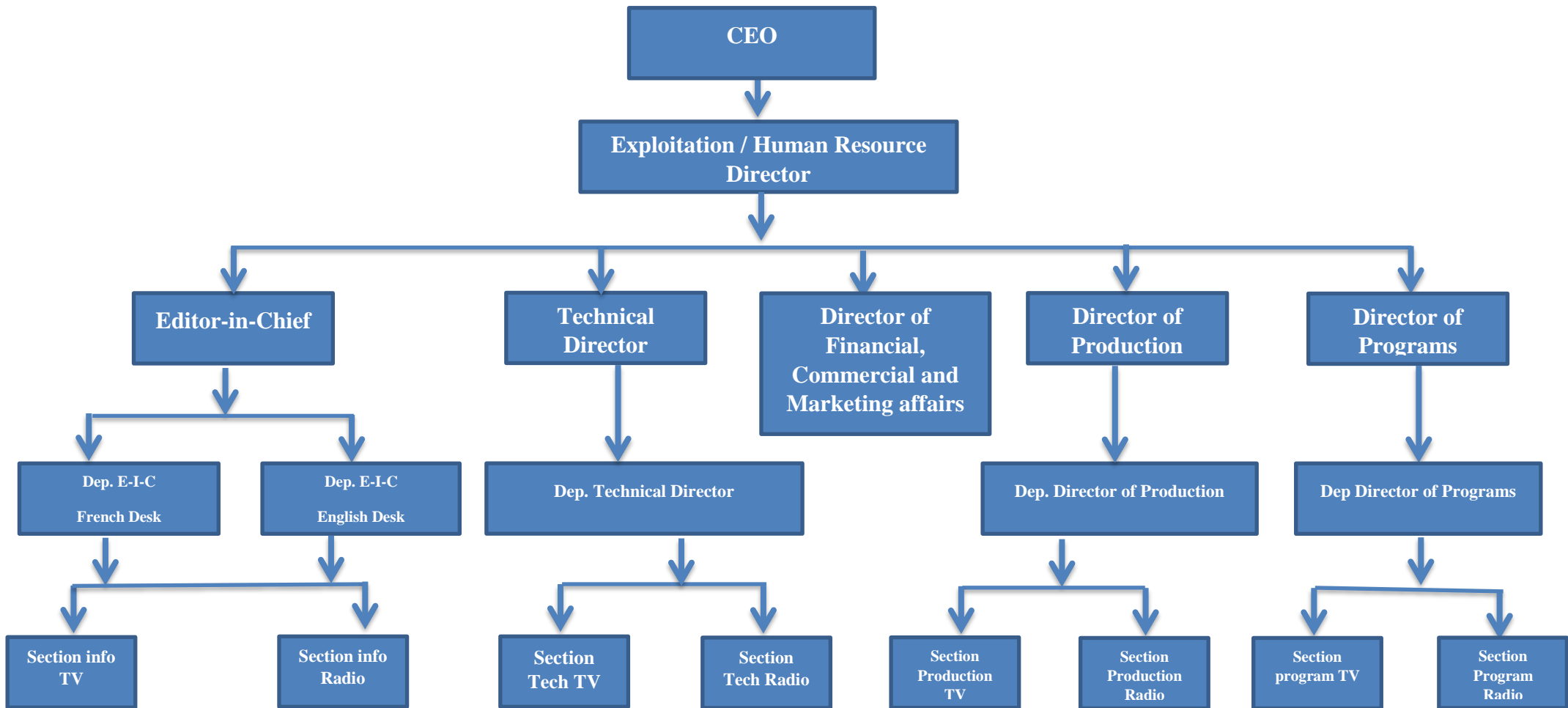
dispute, Equinoxe soir, 100% foot, Dimanche avec vous, Tendances économique, Parole de femmes, Youth inside, Bonne santé, Versus, Best make up, 237 le débat, Regard social, The Inside, Horizon sport, Pidgin news debate, LMA, Afro vibe, documentaire star,

II – HUMAN AND MATERIAL RESOURCES

II.A – HUMAN RESOURCES

Equinoxe television likewise, any other media and enterprise is comprised of an administrative bureau and or administrative board compiled of the following:

Name	Office	Functions
Severin Tchounkeu	President Director General / CEO	<ul style="list-style-type: none"> ➤ Provide capital ➤ Head the administrative Council
Biamou Théophile	Director General	<ul style="list-style-type: none"> ➤ Assure the company's productivity and functioning ➤ Assure the company's directions
Serge Alain Ottou	Program Director	<ul style="list-style-type: none"> ➤ Coordinates the various TV programs to be broadcasted, following the company's editorial line ➤ Responsible for the different types of programs to be broadcasted and when
Ymele Ephraim	Technical Director	<ul style="list-style-type: none"> ➤ Outline the particularity of every program ➤ Responsible of the outcome of a program
Wappi Emmanuel	Production Director	<ul style="list-style-type: none"> ➤ Responsible to coordinate, direct, organize and control the different production activities from start to end ➤ Ensures the respect of the various production stages from the preproduction passing the production to the post production stage
Makoudjou Florence	Administrative and Financial Director	<ul style="list-style-type: none"> ➤ Ensure the personnels payment ➤ Ensures the financial managements of the company



Organizational Chart of Equinoxe TV

FUNCTIONS	OFFICE	TOTAL NUMBER		REMARKS
		PERMANENT	FREELANCE	
Direction/Directorate	CEO	1		Proprietor
	Human Resource Director	1		Shareholder
	Secretary	1		Employed
Financial Department	Head of Service	1		Employed
	Accountant	2		Employed
Marketing and Commercial Department	Head of Service	1		Employed
	Marketing agent	4		Employed
Production and Broadcast	Head of Service	2		Employed
	Cameraman	About 10	About 10	Employed and Solicitation
	Audiovisual editors	12		Employed
	Journalists	About 30	About 15	Employed and Solicitation
Programming	Head of Service	1		Employed
	Programmers	4		Employed
Total				

Structural organization of Equinoxe TV

II – B: MATERIAL RESOURCES

Under the material resources, Equinoxe television is constituted with good number of equipment that favors their daily activities. A number of such materials are;

EQUIPMENT	NUMBER
Service vehicles	7
Computers	28
TV screens	48
Cameras	41
Microphones	57
Studios	23
Video and audio mixers	14
Decoder	9

These materials put together are just enough in their quest to satisfy their consumers both nationally and internationally and usually making them outstanding in so far as the production of audiovisual content of a high definition is concerned. Without exempting the technical agents, responsible in maintaining their appliances and equipment in a permanently good and stable state, such as the technical and the informative domains are concerned.

It is equally important to note that, all the equipment on use today are all of recent. From 2015 and 2017, coupled with the intentions of being outstanding in so far as television is concerned in Cameroon, it therefore became the intentions to the CEO, alongside his leading team decided to change almost all of the appliances and equipment so as to equally produce a good comforting products that we consume every day.

Antenna control:

Technician:

Programming:

EQUINOXE TV

Director General

Programs and Programming Department

MONDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Equinoxe Soir	Miterrand Ndam	RB	Flux	French
02:00	30mins	Pidgin News	Matilda Kemazou	RB	Flux	Pidgin English
02:30	2hours	10-12 Le Zénith	Ngwafou Nadine	RB	Flux	French
04:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French
05:00	30minutes	Quotidien Santé	Raphael Dibanda	RB	Flux	French
05:30	30minutes	6pm News	Miterrand Ndam	RB	Flux	Engsih
06:00	30minutes	Musique				
06:30	2h30minutes	Cadence Matinale	Amos Fongo	L	Flux	French
09:00	20minutes	Bulletin De L'info	Innocent Abega	L	Flux	English and French
09:20	40minutes	Revue De Grandes Unes	Amos Fongo	L	Flux	

10:00	2hours	10-12 Le Zénith	Ngwafou Nadine	L	Flux	French
12:00	30minutes	Bulletin De L'info	Innocent Abega	L	Flux	English and French
12:30	30minutes	Quotidien Santé	Raphael Dibanda	L	Flux	French
13:00	30minutes	Pidgin News	Matilda Kemazou	L	Flux	Pidgin English
13:30	2hours30minutes	Vérité En Face	Miterrand Ndam	RB	Flux	English and French
15:30	30minutes	Musique				
16:00	2hours	Droit De Réponse	Miterrand Ndam	RB	Flux	French
18:00	30minutes	6pm News	Miterrand Ndam	L	Flux	English
18:30	30minutes	La Presse Se Dispute	Joel Essengue	L	Flux	French
19:00	30minutes	Equinoxe Soir (Premier Partie)	Miterrand Ndam	L	Flux	English and French
20:00	30minutes	Le Journal De 20h	Miterrand Ndam	L	Flux	French
20:30	30minutes	Equinoxe Soir (Deuxième Partie)	Miterrand Ndam	L	Flux	French
21:00	1hour30minutes	100% Foot	Amos Fongo	L	Flux	French
22:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French

Antenna control:

Technician:

Programming:

EQUINOXE TV

Director General

Programs and Programming Department

TUESDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Equinoxe Soir	Miterrand Ndam	RB	Flux	French
02:00	30minutes	Pidgin News	Matilda Kemazou	RB	Flux	Pidgin English
02:30	2hours	10-12 Le Zénith	EmmanuelWappi	RB	Flux	French
04:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French
05:00	30minutes	Quotidien Santé	Raphael Dibanda	RB	Flux	French
05:30	30minutes	6pm News	Miterrand Ndam	RB	Flux	English
06:00	30minutes	Musique				
06:30	2hours30minutes	Cadence Matinale	Amos Fongo	L	Flux	French
09:00	20minutes	Bulletin De L'info	Innocent Abega	L	Flux	English and French
09:20	40minutes	Revue De Grandes Unes	Amos Fongo	L	Flux	French

10:00	2hours	10-12 Le Zénith	Emmanuel Wappi	L	Flux	French
12:00	30minutes	Bulletin De L'info	Nadine Ngwafou	L	Flux	English and French
12:30	30minutes	Quotidien Santé	Raphael Dibanda	L	Flux	French
13:00	30minutes	Pidgin News	Matilda Kemazou	L	Flux	Pidgin English
13:30	3hours	Dimanche Avec Vous	Miterrand Ndam	RB	Flux	French
16:30	1hour30minutes	Tendance Economique	Miterrand Ndam	RB	Flux	French
17:00	1hour	Documentaire			Stock	
18:00	30minutes	6pm News	Miterrand Ndam	L	Flux	English
18:30	30minutes	La Presse Se Dispute	Joel Essengue	L	Flux	French
19:00	1hour	Equinoxe Soir (Premier Partie)	Miterrand Ndam	L	Flux	French
20:00	30minutes	Le Journal De 20h	Miterrand Ndam	L	Flux	French
20:30	30minutes	Equinoxe Soir (Deuxième Partie)	Miterrand Ndam	L	Flux	French
21:00	1hour	Parole De Femmes	Warren Nzeudeu	L	Flux	French
22:00	1hour30minutes	100% Foot	Amos Fongo	L	Flux	French
23:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French

EQUINOXE TV

Director General

Antenna control:

Technician:

Programming:

Programs and Programming Department

WEDNESDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Equinoxe Soir	Mitterrand Ndam	RB	Flux	Frnch
02:00	30minutes	Pidgin News	Matilda Kemazou	RB	Flux	Pidgin English
02:30	2hours	10-12 Le Zénith	Emmanuel Wappi	RB	Flux	French
04:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French
05:00	30minutes	Quotidien Santé	Raphael Dibanda	RB	Flux	French
05:30	30minutes	6pm News	Mitterrand Ndam	RB	Flux	English
06:00	30minutes	Musique				
06:30	2hours30minutes	Cadence Matinale	Amos Fongo	L	Flux	French
09:00	20minutes	Bulletin De L'info	Nadine Ngwafou	L	Flux	French and English

09:20	40minutes	Revue De Grandes Unes	Amos Fongo	L	Flux	French
10:00	2hours	10-12 Le Zénith	Emmanuel Wappi	L	Flux	French
12:00	30minutes	Bulletin De L'info	Nadine Ngwafou	L	Flux	French and English
12:30	30minutes	Quotidien Santé	Raphael Dibanda	L	Flux	French
13:00	30minutes	Pidgin News	Matilda Kemazou	L	Flux	Pidgin English
13:30	2hours30minutes	Youth Inside	Warren Nzeudeu	RB	Flux	French
15:30	30minutes	Bonne Santé	Cedric Choun	RB	Stock	French
16:00	2hours	Versus	Cedric Choun	RB	Stock	French
18:00	30minutes	6pm News	Miterrand Ndam	L	Flux	English
18:30	30minutes	La Presse Se Dispute	Joel Essengue	L	Flux	French
19:00	1hour	Equinoxe Soir (Premier Partie)	Miterrand Ndam	L	Flux	French
20:00	30minutes	Le Journal De 20h	Miterrand Ndam	L	Flux	French
20:30	30minutes	Equinoxe Soir (Deuxième Partie)	Miterrand Ndam	L	Flux	French
21:00	1hour30minutes	237 Le Débat	Matilda Kemazou	L	Flux	French
22:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French

EQUINOXE TV

Director General

Antenna control:

Technician:

Programming:

Programs and Programming Department

THURSDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Equinoxe Soir	Miterrand Ndam	RB	Flux	French
02:00	30minutes	Pidgin News	Matilda Kemazou	RB	Flux	Pidgin english
02:30	2hours	10-12 Le Zénith	Emmanuel Wappi	RB	Flux	French
04:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	Frnch
05:00	30minutes	Quotidien Santé	Raphael Dibanda	RB	Flux	French
05:30	30minutes	6pm News	Miterrand Ndam	RB	Flux	English
06:00	30minutes	Musique				
06:30	2hours30minutes	Cadence Matinale	Amos Fongo	L	Flux	French
09:00	20minutes	Bulletin De L'info	Innocent Abega	L	Flux	English and French

09:20	40minutes	Revue De Grandes Unes	Amos Fongo	L	Flux	French
10:00	2hours	10-12 Le Zénith	Emmanuel Wappi	L	Flux	French
12:00	30minutes	Bulletin De L'info	Nadine Ngwafou	L	Flux	French and English
12:30	30minutes	Quotidien Santé	Raphael Dibanda	L	Flux	French
13:00	30minutes	Pidgin News	Matilda Kemazou	L	Flux	Pidgin English
13:30	1hour30minutes	237 Le Debat	Matilda Kemazou	RB	Flux	French
15:00	1hour	Parole De Femmes	Warren Nzeudeu	RB	Flux	French
16:00	2hours	Musique				
18:00	30minutes	6pm News	Miterrand Ndam	L	Flux	English
18:30	30minutes	La Presse Se Dispute	Joel Essengue	L	Flux	French
19:00	30minutes	Equinoxe Soir (Premier Partie)	Miterrand Ndam	L	Flux	French
20:00	30minutes	Le Journal De 20h	Miterrand Ndam	L	Flux	French
20:30	30minutes	Equinoxe Soir (Deuxième Partie)	Miterrand Ndam	L	Flux	French
21:00	2hours30minutes	Regard Social	Warren Nzeudeu	L	Flux	French
23:30	30minutes	La Presse Se Dispute	Joel Essengue	RB	Flux	French

EQUINOXE TV

Director General

Antenna control:

Technician:

Programming:

Programs and Programming Department

FRIDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Equinoxe Soir	Miterrand Ndam	RB	Flux	French
02:00	30minutes	Pidgin News	Matilda Kemazou	RB	Flux	Pidgin English
02:30	2hours	10-12 Le Zénith	Emmanuel Wappi	RB	Flux	French
04:30	30minutes	La Presse Se Dispute	Amos Fongo	RB	Flux	French
05:00	30minutes	Musique				
05:30	30minutes	6pm News	Miterrand Ndam	RB	Flux	English
06:00	30minutes	Musique				
06:30	2hours30minutes	Cadence Matinale	Amos Fongo	L	Flux	French
09:00	20minutes	Bulletin De L'info	Innocent Abega	L	Flux	French and English

09:20	40minutes	Revue De Grandes Unes	Amos Fongo	L	Flux	French
10:00	2hours	10-12 Le Zénith	Emmanuel Wappi	L	Flux	French
12:00	30minutes	Bulletin De L'info	Miterrand Ndam	L	Flux	English and French
12:30	30minutes	Quotidien Santé	Raphael Dibanda	L	Flux	French
13:00	30minutes	Pidgin News	Matilda Kemazou	L	Flux	Pidgin English
13:30	2hours30minutes	Regard Social	Warren Nzeudeu	RB	Flux	French
16:00	30minutes	Musique				
16:30	1hour30minutes	The Inside	Matilda Kemazou	RB	Flux	English
18:00	30minutes	6pm News	Miterrand Ndam	L	Flux	English
18:30	30minutes	La Presse Se Dispute	Joel Essengue	L	Flux	French
19:00	1hour	Equinoxe Soir (Premier Partie)	Miterrand Ndam	L	Flux	French
20:00	30minutes	Le Journal De 20h	Miterrand Ndam	L	Flux	French
20:30	30minutes	Equinoxe Soir (Deuxième Partie)	Miterrand Ndam	L	Flux	French
21:00	30minutes	Tendance Economique	MiterrandNdam	RB	Flux	French
21:30	1hour30minutes	Horizon Sport	Amos Fongo	L	Flux	French
23:00	1hour	Documentaire			Stock	

Antenna control:

Technician:

Programming:

EQUINOXE TV

Director General

Programs and Programming Department

SATURDAY

Time	Duration	Title	Producer	Category	Source	Language
03:00	1hour	Best Make Up	Eric Watat	RB	Stock	French
04:00	1hour	Afro Vibe	Eric Watat	RB	Stock	French
05:00	1hour	Versus	Cedric Choun	RB	Stock	French
06:00	30minutes	Musique Religieuse				
06:30	1hour30minutes	Horizon Sport	Amos Fongo	RB	Flux	French
08:00	2hours30minutes	Regard Social	Warren Nzeudeu	RB	Flux	French
10:30	30minutes	Bonne Santé	Cedric Choun	RB	Flux	French
11:00	1hour	Parole De Femmes	Warren Nzeudeu	RB	Flux	French
12:00	1hour30minutes	Bulletin De L'info	Innocent Ageba	L	Flux	English and French
13:30	30minutes	LMA	Eric Watat	L	Stock	French

14:00	1hour	Documentaire Star			Stock	French
15:00	2hours	Youth Inside	Warren Nzeudeu	L	Flux	French
17:00	1hour	Afro Vibe / Documentaire Star		L	Stock	French
18:00	1hour	Best Make Up	Eric Watat	L	Stock	French
19:00	1hour	Versus	Cedric Choun	L	Stock	French
20:00	30minutes	JTB De 20h	Innocent Abega	L	Flux	French and English
20:30	3hours30minutes	Concert				

Antenna control:

Technician:

Programming:

EQUINOXE TV

Director General

Programs and Programming Department

SUNDAY

Time	Duration	Title	Producer	Category	Source	Language
00:00	2hours	Droit De Réponse	Innocent Abega	RB	Flux	French
02:00	30minutes	The Inside	Innocent Abega	RB	Flux	English
03:30	2hours30minutes	Dimanche Avec Vous	Innocent Abega	RB	Flux	French
06:00	2hours30minutes	Musique				
08:30	1hour	Pidgin News Debate	Matilda Kemazou	RB	Flux	Pidgin English
09:30	30minutes	LMA	Eric Watat	RB	Stock	French
10:00	2hours	Concert Gospel				
12:00	2hours	Droit De Réponse	Innocent Abega	L	Flux	French
14:00	2hours	Dimanche Avec Vous	Innocent Abega	L	Flux	French
16:00	1hour	Musique				

17:00	1hour	Documentaire			Stock	French
18:00	30minutes	Culture Et Civilization			Stock	French
18:30	1hour30minutes	The Inside	Matilda Kemazou	L	Flux	English
20:00	30minutes	JTB De 20h	Innocent Abega	L	Flux	English and French
20:30	3hours	La Vérité En Face	Miterrand Ndam	L	Flux	French
23:30	30minutes	Musique				

III – THE ENVIRONMENT

III – A. THE HUMAN ENVIRONMENT

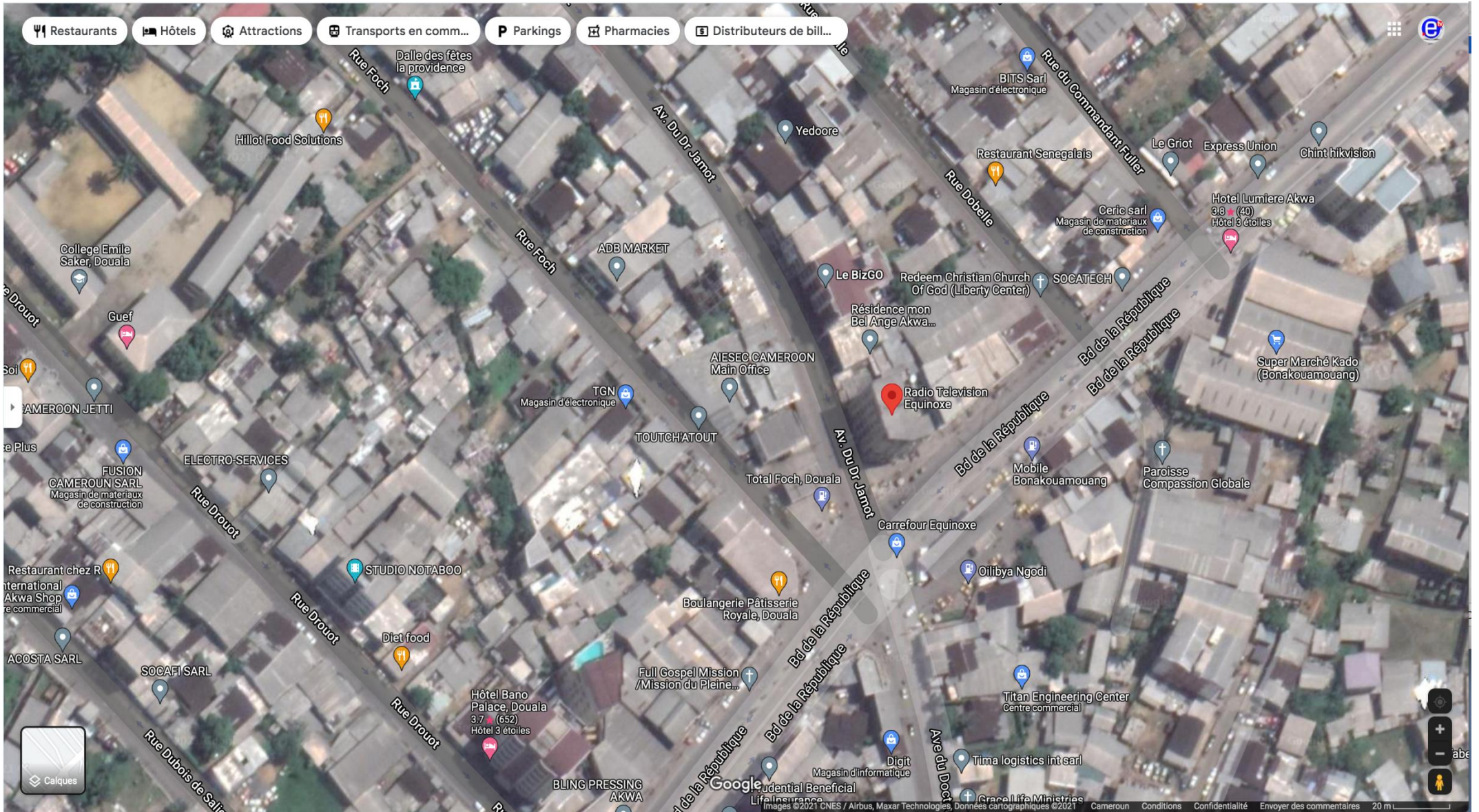
The personnel of Equinoxe TV are constituted thus:

LIST OF JOURNALISTS	LIST OF TECHNICIANS
Cedrick Noufele	Emmanuel Wappi
Babila Jonathan	Carlos Minoue
Marcelin Gansop	Francis Boyom
Serge Alain Ottou	Warren Nzeudeu
Julie Ngué	Eric Watat
Innocent Azeh	Marlyse Minkoumou
Achille Kamga	Ledoux Pone
Julienne Berthe Bissai	Mitterand Ndam
Jean Paul Choun Nyat	Theophile Tchoukeu
Smart Njikang Gabriel	Amos Fongho
Nformi Armstrong Sandah	Cedric Nya
Immaculate Forgwe	Derrek
Charles Ekome	Dalas Tchana
Martin Abanda	Innocent Abega
Cedrique Nding	Nadine Ngouanfo
Malah Glory	Zephirin Ngondi
Kate Djiaha Tchelibou	Pharrel Bounya
Nadine Yambou	Matilda Kemazou

Nana Paul Sabin	Raphael Dibanda
Gladys Sidje	Ephraim Ymele
Junior Ayissi	H.T.C
Higk Cyrille	Malyse Mifoumou
Ulrich Ngono Mmala	Jonathan B.
Donald Brice Kamgang	
Romeo Ngoula	
Vivien Tonfack	
Xavier Foka	
Derrick Jato	
Davidson Maimo	
Ben-Christi Modio	

III – B: THE PHYSICAL AND GEOGRAPHICAL LOCATION

Equinoxe Television is located within the Douala II municipality; that is in the Littoral region of Cameroon, Douala economic city. In precision, you can situate Equinoxe TV opposite the Mobile Bonakouamoung filling station, stone throw from Salle de fete d’Akwa and Vallee Besengue as clearly shown in the following location plan, taken from an aerial observation.



PART TWO:
THE INTERNSHIP PROPER

I. THE INTERNSHIP

My internship began on the 9th of August 2021 at Equinoxe radio and television. It was 6:53AM on our watch when I arrived at the premises of Equinoxe TV and Radio. At that time, the people I met were just a handful of journalists who met us in the newsroom. As we waited till 7:30 AM, the staff in a news conference began a news conference which generally runs every day from 8am to 10am, with the objectives of making observations on how the previous day news was and propositions are given, to what will constitute the news of that day. In the course of the news conference, they welcomed interns that we were and were asked to introduce and present ourselves. This was done accurately and appreciated by those present at the conference.

After the news conference, the Deputy Editor-in-Chief, in the person of Babila Johnathan had a talk with us where he explained how our stay would look like. He equally took out time to show us round the institution, briefing us about each office, studio and others.

On my first day, I was hence given the visa to freely ask questions and interact with personnel without any constraint. While waiting for my supervisor, whom at that time was still in meeting that holds every Monday with the CEO, I was given the opportunity to watch how the newscast goes on. And at the end of this exercise, I got a first responsibility to do a follow-up of the 9: AM and midday news and to produce a report which was to be deposited of the Deputy Editor-in-Chief's office before the 6pm news. Exercise, which was done; and equally appreciated. That is how I was given the duty of doing news follow-ups while working in hand with the other personal, so they could initiate me in the other programs for follow-up.

After a few days; I was sent out for a production exercise with Cedrique Nding and Dallas Tsana. This production exercise was intended for the 2pm Sunday program; (Dimanche avec vous) and that's equally how I got involved within the team. My responsibility here was equally to elaborate a questionnaire protocol that will serve us while with our guest to interact with them easily. That done, I equally had to do a proper follow-up respecting the stages and obligations of production process; that is from pre-production production and post-production.

Riding on with the internship, I was put on trial to mount a news article for the 8pm French news. This trial resulted from the quest I submitted, that was to understand how the mounting

process was done, since I didn't have a great opportunity to learn that back in school. This exercise really got me on a million directions because I didn't know how to use the application software they use (Vegas pro). It was during this trial that I had to pest Mr. Warren Nzeudeu, who was sited next to me, doing the same exercise. Though it was difficult to have him in the first contacts, but nonetheless, he granted me an ear and helped me out.

At the end of that process, he asked if I had ever done what I was trying to do, but I told him, naively no. this therefore pushed him to adopt me. Though the adoption wasn't the best because he always gave me assignments to do, as far as the mounting process was concerned till I was pushed to do far better than my first trials. This adoption laid a great trust between us because I became the one who usually mount the newspapers he were assigned to, then he comes later for corrections.

Since Mr. Warren Nzeudeu was the production director of Regard social, that is how I got initiated in his team. Within the team, I had to continue with the responsibility of production follow-up, while I equally propose a questionnaire protocol. Aside of that, and after a series of working with his team, I could propose cases to be aired, follow-up the cases which we had in hand under treatment, since Regard social is a societal TV program with objective of giving a helping hand to those viewers having health and or societal difficulties.

Meanwhile, I equally did follow-up for the news broadcast for Equinoxe television, I was privileged write the headlines of news articles as found in the news file. The elements already found in the news file help the presenter to come up with a control sheet, which is given to the production director, regarding the importance of the report for that day.

It was equally my responsibility to take the guest to the makeup room and later to the newsroom.

In addition, when doing news follow-up, we relate information between the news presenters and the production director.

I was often sent out to the field news gathering which I came back with reports and some of my reports were aired, others not.

In the course of doing field news gathering, I got the admiration of Julie Ngue. The presenter of Parole de femme heard the work I've been doing for the television, which didn't keep her indifferent. I was therefore the one to still elaborate a questionnaire protocol for the theme she had for her show, and I had to go down on the field either with Che Romanus or any

other employee of the company to do interviews and bring them to her; who considered the ones that match with her expectations and the essence she had to give for her show.

I was again tested on my credibility of news writing. This is usually done with the help of a press release to come up with a report. Sometimes, the documents given were in French. This process helped me to know the difference between an audio-visual and print reporting. And our work helped at times for La Revue des grandes Unes with Cedrique Nding.

I was thus taught that with audio-visual reporting, we attribute first before making the statement. Reasons being that we may encounter power shortage with audiovisual reporting while with print, we can read it repeatedly. Perhaps, the notion of KISS (Keeping It Short and Simple) is of great importance with audio-visual reporting.

I usually do the 1pm TV pidgin news with Sir. Smart Njikang Gabriel where I observed how the news is done primitively.

My stay at Equinoxe TV for this internship was stressful but educative as I was given less time for leisure. Work went clockwise and this kept me restless.

II. PRACTICALLY

Our internship was practiced in three dimensions; these which correspond to the three stage in the audiovisual production stages. We participated from the preparation to the post production stages. It is worth to highlight here that at the early days of our internship, we were given the responsibilities to follow-up the various programs broadcasted and write down the loopholes in our observations. As days and weeks passed by, we viewed all programs from 6:30 am till 11pm at times we spent all nights up trying to follow the programs coming back on rebroadcast, so as to complete our 24hours daily follow-up. After these follow up were done, we had to submit a daily report to our supervisor; who during the evaluation meeting will have to demand to the other team members to integrate the various angles of corrections and the aspects which were out of control, we tried to prevent such hindrances in our next displays. Some of the observations we noticed were the non-respect of timeframes, distractions while on air, computers that delayed because they were not rebooted earlier, unprepared preproduction, affecting the production process. After we succeed at this stage, we were later affected to carryout follow-ups in programs such as news preparations, parole des femmes, dimanche avec vous, regard social, versus, youths inside

The stages of any video production shows that planning and preparation is the most important part of creating a marketing audiovisual product as it determines the success of both the filming and editing stages. The stages in an audiovisual production aren't just comping up with an idea, getting a camera out and rolling. It is rather a detailed process and its stages contains numerous steps of their own. This is why it is called audiovisual production rather than just filming or videography and this activity has an incredible effect on engagement, brand recall and customer conversions for its ability to excite, keep people's attention and be remembered

The stages of video production shows that planning and preparation is the most important part of creating a marketing product. Most people are more likely to think of a brand negatively if that brand published a poor quality video experience. If a proper plannification is not done, or the goals and philosophy of that enterprise aren't respected, prior to start filming, the end product won't be successful, reason why we had to make sure all stakes are put in place we embark in the various stages of an audiovisual production

The pre-production stage is when the seed of our video is planted. It involves identifying our goals and audience, crafting the initial video concept and practical planning such as budget and actors set. Here, our goals were what we are trying to achieve with this video. Our audience were our target. We drew up a buyer persona and a profile of the exact type of audience. The message was what we want to communicate. And what we had to communicate had to be clear, direct and memorable. Concerning the time, we made sure we engaged our audience in the prime seconds of our broadcasts. Choosing to run the right run-time depending on what we had as content and who is our target.

At the script and storyboard level, it was a better area where we got ideas down on a paper to facilitate rolling and production. At this level, we outlined our narration, dialogue or voiceover which helped editors during with the footage because the storyboard outlined what we envisaged each shot of our video to look like. Before embarking onto the terrain, we equally made sure our logistics were okay. These logistics comprised of, the budget; knowing if the finance at hand would favor our production, displacements and other expenses. The set, for live productions. In this, we had to ensure ourselves if the studio or shooting location is arranged, while thinking about props, lighting and sound equipment needed. At the end of the preparation stage, we go in quest of actors, panelist and contributors. Our top tip is to secure the best actors who can greatly contribute in branding. All these mechanisms are taken down at the pre-production stage because the more planning is properly done, the smoother filming will be and the better our end product will turn out to be

At the production stage, this is where you finally get to make the content that's been in your teams head for days or weeks. However, we remember the following: time, personnel and health and safety. Under time, we ensured ourselves if we had enough time to set up, film and pack up again. Leading on, everyone on the set's contact details safe so we could know they are apt. under safety and health, we had to keep filming environment as safe for everyone as possible. Beside, we were responsible for our actors' safety and health guarantee.

At the level of post-production, this stage of production begins after filming is wrapped and editing begins on our material. Post-production usually involves picture editing, sound editing, adding music, visual effects, words and graphics, and the creation of various shorter videos such as trailers or a version for social media.

For post-production, it is a stage immediately after filming is done and wrapped. Back then in the studio, editing begins on the data collected. Post-production usually involves picture

editing, sound editing, adding music, visual effects, words and graphics, then the creation of various shorter videos such as a trailer or a version for social media page. The system software we used for editing was Vegas pro.

The editing process is highly collaborative because it entails the participation of a lot of back and forth with the company's production obligations. Hence, this point in the stages of video production requires trust between us and the company's recommendations.

After editing has been done, we sign it off from our computer to the central machine, where it could be easily used for the course. As earlier mentioned, post-production may involve creating additional versions optimized for the public's consumption.

PART THREE:

**EVALAUTION OF THE
INTERNSHIP**

After our days spent at Equinox TV, which have been of great importance to our training and insertion into the professional world, we were given the opportunity to master the production and broadcasting chain of TV programs, passing through the functionalities that a media can contribute in nation building. In other words, being within this media enterprise, we equally gained more as we flirted with persons and personalities with great talents in so far as talent is concerned. And as earlier mentioned, our stay, within the premises of Equinox television, much was gained both in the academic as well as in the professional experience: who are enumerated in the following lines.

I. BENEFITS OF THE INTERNSHIP

- We had an added value in the professionalization of our training because we were given the opportunity to participate in the company's daily activities starting from the stages of pre-production to post-production, passing through the preparation stages; for programs done within and out of studios
- We equally gained in professionalization because we learned how to manipulate software used for the mounting news articles and other programs such as Vegas Pro, Adobe Premier Pro, added to that, Vmix and OBS
- During our stay at Equinox TV, we evaluated our technical abilities on a scale of permanent increase because every day, equaled another opportunity to learn something new
- Working facilities were made available for the work and learning process of everyone because the priority of Equinox TV was to be at the helm of information delivery, contributing to nation building.
- The always jovial atmosphere contributed in reducing working pressure and stress. One thing we noticed about the personnel of Equinox TV, is that they are very open, welcoming and fun being with.
- The urge to have a product of good quality, created some sense of competition at the level of ones work.
- The personnel at Equinox TV are well experienced and dynamic, assisting each other mutually without any constraint. We can't exempt the aspect that being at Equinox TV, entails being multidimensional and polyvalent because you must be

able to do more than just one or two things, eligible to replace your neighbor in case it comes a time he or she is absent.

A. ACADEMICALLY

The very first gain of this internship is that, we were able to bridge the gap between theory and practical; that is from theoretical lectures we received from our classrooms to what we received while being in the professional world.

- We were able to concretize the duties of an audiovisual editor in a media institution, under the responsibilities of program conceptions, live and rebroadcasting.
- We learnt how to mount spots, news articles, documentaries and other audiovisual products which were to be consumed in short and or long run.

B. PERSONALLY

We had the privilege to meet persons who contributed positively in our intellectual and human growth, because we didn't only learned what we had to learn from the profession we are in, we were equally taught human strategies on how to live with the other human (humanitarianly). Respect, understanding, meekness, forgiveness, perseverance, hard work, mutual assistance, humility, empathy, intuitive, creativity, passion, life-long learner, be a good listener, persuasive, responsible and kind, leadership, honesty and integrity, courage, self-aware and being wholeheartedly are some of the human aspects we learned added to professional competences during our internship.

II. DIFFICULTIES

- The aspect of coming ASMAC was the first limitation to our internship. This is so because when we got to the premise for internship, we were considered to be journalists but while we tried to convince them of the contrary, it was difficult for them to assimilate the role of a Publisher or an Editor there while he or she is said to rather be in a Publishing company. It therefore became a challenge for us to make the hierarchy alongside our supervisors to understand our role in a TV station, which later convinced them in accepting us after a week and two of staying there.
- The period at which we did our internship was the mid rainy season in the nation's economic capital Douala and knowing Douala to be a very wet town, going to work and back was under the rain. This even resulted to the damage of our computer and other belongings and the distance from home to Akwa equally contributed in influencing negatively the learning process, because we had to cover long distances to go as to return from work
- Another limitation is on working hours. The television opens to the public by 6:30AM with the live broadcast of Cadence Matinale and closes by 11:30pm or midnight daily, depending on the day and the program on air. And we couldn't leave without haven't participated in the last TV program and at the time, we had to cover a long distance to get home to leave after a few hours. This therefore kept us restless. Equally, we had almost no weekend because the TV station has neither weekend nor break.
- Working conditions were at most very tedious and tiring under the canopy of competitiveness and quality.
- The personnel is limited according to the rate of work available

III. SUGGESTION

In a bite of suggestions and contribution, we define them in the following lines;

- Encourage and lay more emphasis on internal and external communication.
- Put at the disposable of the personnel a printing machine and the sufficient and current availability of papers.
- Arrange completely and more beautifully the uncompleted studios.
- Put at the disposable of the personnel office supplies such as books, pens, rulers and other requirements that facilitate work in the news rooms.
- Revise and update the company's documents such as the history of the company, the organizational chart, paper duck, stamps, news files etc.

CONCLUSION

This academic internship report is the fruit of a three month stay within the premises of Equinoxe TV, as we tried possibly hard to bridge theory and the practical of audiovisual production and editing/publishing to be more precise.

It is important to note here that, students in the Advanced School of Mass Communication from their first year are called upon to carry out an internship, which will go a long way to complete their learning process, in the various fields they choose; in the sectors of information and communication. Perhaps, we equally note that ASMAC trains in the five fields of communication which are: Journalism, Corporate Communication, Advertising, Publishing and graphic arts, and lastly, Information and Library sciences.

Following our field of specialization; Publishing and graphic arts, we bent towards audiovisual publishing which equally influenced our interest of carrying our internship at Equinoxe TV which lasted from Monday 9th of August 2021 to the 31st of October 2021

After examining the objectives, the functioning and importance of this TV station, presenting its different activities and those we had to carry out as earlier stated, we came to realize that, the intentions we had before embarking on the journey of our internship, accompanied by our open spirit of curiosity played a very good role in concretizing the theories we learnt in school.

This therefore, we can conclude that the outcome of this internship added to those pre-done and the lessons gained from school, we have developed professional instincts and apt to face the job market (professional environment) with all confidence.

It will be of great joy to us that the suggestions and the writings within this piece of work be taken in consideration to serve the purpose for which it is due.

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- ❖ Equinoxe TV and Radio's archives
- ❖ Asmac's archives

ANNEXES

