

UNIVERSITY OF YAOUNDE II
SOA



UNIVERSITE DE YAOUNDE II – SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



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

INTERNSHIP REPORT

**Internship carried out at 'The Post' Yaounde
bureau, from Monday 11th July to Friday 14th
October 2022**

*Submitted in partial fulfillment of the requirements for the award
of Bachelor of Arts (BA) in information and communication studies*

Option: Journalism

By:

David ESUKA MAFANY

Level: 3

Matricule: 18C0040-J

Supervised by:

Mr YERIMA KINI NSOM

Yaounde bureau chief

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DEDICATION

This work is dedicated to my mother Comfort Enjema Mafany, my wife Celia Nanyongo Hannah, my kids for their encouragement, love, financial, spiritual and moral support .

ACKNOWLEDGEMENT

This work would not have been possible without the help of some persons and institutions. I am particularly thankful to The Director of the Advanced School of Mass Communication, Pr. Alice NGAH MINKALA and all the lecturers of the journalism department of ASMAC who have taught and guided me throughout my training as a student journalist. I would particularly mention Pr Nta a BITANG, Pr Jean Francoise NGUE GAN, Pr Marie Marcelle MPESSA, Pr Christian ABOLO MBITA, Dr Baba WAME for their professional guidance .

To Mr TEHWUI Lambiv, Mr Benn Meno PUFONG, Mr Wain Paul NGAM and Mr Richard KOMETA for the efforts and sacrifice they made to teach us in English.

The management and staff of **The Post** , **Yaounde** Bureau chief , Mr Yerima Kini Nsom, as well as Etienne Mainimo and Godfred Sackmu for mentorship

My three months long internship at **The Post** would not have been a success without the tremendous efforts of reporters to see that i skillfully practice the profession.

I remain humble and thankful to my family and friends . They have always been there to support me morally, spiritually and financially in my academic and professional pursuits.

And finally, to my, in-laws like Enanga Mokake Epse MAFANY and classmates at ASMAC, I thank you all for the knowledge and ideas we shared which were very instrumental in the realization of this work.

LIST OF ACRONYMS AND ABBREVIATIONS

ASMAC: Advanced School of Mass Communication

AIDS: Acquired Immune Deficiency Syndrome

CHRACERH: Gynecological Endoscopic Surgery and Human Reproductive Teaching Hospital

Dr: Doctor

FECAFOOT: Cameroon Football Federation

FENASCO: National Federation for College games

G C E: General Certificate of Education

HIV: Human Immune Virus

Mr : Mister

Rev: Reverend

WIFI: Wireless Fidelity

U.B: University of Buea

UBa: University of Bamenda

USB: Universal Serial Bus

INTRODUCTION

An academic internship is an integral part of training which students of the Advanced School of Mass Communication (ASMAC) are to undergo. For third year students, they are to have a participative internship for three months in a structure of their choice. This follows the official academic charter of ASMAC, regarding the internship module which is compulsory, as part of the training.

The internship permits the students to put into practice what they have acquired as theory throughout the course of the year. With that knowledge acquired, they can apply their skills in the professional milieu, get immersed with the different activities on the job, and learn from other experienced journalists.

After informing ourselves on the working environment, **The Post** was a favorable choice and a suitable place for me to carry out my internship. This is due to the fact that it was going to be easy for me to adapt to the working environment at this print media enterprise.

I choose this media organ because I wanted to contribute more to the information production process and to study professionalism in the print media. I also wanted to make use of the assets we have in the practice of print media journalism in Cameroon, by applying its rules, processes and methods of work through this organ.

Given the new techniques of information and communication technologies, and the advent of digitization, my choice was motivated by the zeal to carry out an internship that is up to standard, in a media organ which is gradually investing in these new techniques.

This report examines **The Post**, its structure, management, the internship proper, working environment, difficulties faced in the course of the program and some suggestions on how to improve on the performance of the print media within the media landscape in Cameroon.

**CHAPTER ONE:
GENERAL PRESENTATION OF 'THE POST '**

A) THE HISTORY AND EVOLUTION OF ‘THE POST’

The Post is a break-off from **Cameroon Post**, which was founded by Augustine Y Ngalim in 1955, when Victoria (today known as Limbe) was a fleet of newspaper in west Cameroon. Besides Cameroon Post, there were Cameroon Times and Cameroon Outlook just to name these few.

Before the historic year of 1990, Mr Ngalim gave the publishing franchise to Paddy Mbawa who became publisher and Ngalim stayed on the masthead as founder.

Around 1994, Paddy Mbawa had issues with Mr Mafany Musonge the then General Manager of the Cameroon Development Corporation (CDC) over an insurance scam on workers with Broking services international insurance outfit. Following the squabbles, Paddy Mbawa passed the publishing rights to Dr. Nfor N. Susungi, a banker based in Ivory Coast. Susungi's cousin, Polycarp Tarla was named publisher.

By June 1997, the staff of ‘Cameroon Times’ had gone for three months without stipends. Resources for printing were not coming. The editorial staff, Francise Wache as Executive Editor –in-Chief, Charly Ndi Chia as Editor-in-Chief, Juluis Afoni, Clovis Atatah and Bouddih Adams as copy Editors, sat together and agreed that they should obtain a loan and run the paper, until funds start coming in again from Ivory coast.

Mr Wache obtained a financial loan and after printing three editions, an envoy was sent to Bamenda that was selling the highest number of copies to collect sales, to continue printing while waiting. But A Y Ngalim who was controlling sales in Bamenda refused to hand over the proceeds.

At the same time, the management decided to relocate the editorial office in Douala and carted all the machines and other equipment's to Douala. Moving to Douala with the staff was like a betrayal because it was feared the paper might lose its Anglo-Saxon culture, virtue and values.

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Disappointed and desperate, the staff decided that as the finest squad (as they referred to themselves) they will not disperse but stick together. After many suggestions, they settled on the title **The Post** with headquarters and editorial office in Buea.

They borrowed computers and furniture's and went to work and on July 11, 1997, **The Post** hit the stands with a bang and splash and endless ripples that have continued to date. Sometimes the ripples snowball into a huge wave that rolls, bashes and breaks hot news, carefully researched findings or investigative report that have put the paper in the lead over all English language newspaper in Cameroon.

The Post, can be called (and rightly so) a child of circumstances. Unlike individuals or group of persons would plan to start a paper, no one had to start the news organ. It can also be said to have hit the road running, as a by-weekly. Yet, it can be termed a child born with teeth because it took on some of the burning issues, political, economic and social frontally without fear or favour.

Its first editorial office was located on CEREC building in Molyko , Buea University street, before it was transferred to souvenir car park at Great Soppo. Later, down to former GCE Board junction, then to Sandpit –Buea and now to its own building in Bonduma –Buea .

The Post Newspaper has offices in YAOUNDE covering the Center, South and East Regions, The Bamenda office covering the North west and west region, the Douala office covering the Littoral region and then the Kumba bureau covering Meme, Manyu ,Ndian , Kupe Muanenguba and Lebialem Divisions and the Limbe office covering Idenau, Limbe , Tiko and Moyuka towns.

In a nutshell, the editorial policy protects the Anglo-Saxon culture, virtues and values, a newspaper at the service of the people, a market place of ideas and a promoter of good democratic practices.

The founding editors, Julius Afon is no more Mr Clovis Atatah left for further studies in Europe, Charly Ndi Chia created his own paper called *The Rambler*. Hence, Francise Wache (now of late) and Bouddih Adams are still on boards , together with Yerima Kini Nsom as Yaoundé bureau chief , Joe Dinga Pefok as Douala bureau chief and Chris Mbumwe as Bamenda bureau chief.

B) ORGANISATION OF ‘THE POST’

i) ‘The Post’

The Post is a news time publication, with authorization No. 582/G.37/L9/Vol.T/T2AP. The headquarters of **The Post** is based in Buea , South West Region of Cameroon. It was first published on July 11, 1997. By Monday, October 17, 2022, it was at its 2302 edition.

The Post is a bi-weekly publication comprising twelve pages of A3 paper format. Her Monday edition is published every Monday and **The Post weekender** published on Friday though available on newsstands in Buea, Yaounde, Douala and nearby towns on Thursday morning. Different journalistic genres cover both editions; News reports, commentary, portraits, editorials, interviews, briefs, issues at stake (by the Yaoundé bureau chief), vox pops. The news pages cover issues of human interest, politics, economy, culture and sports. The Post is printed by JVGRAF Printing Press in Yaounde where it is distributed to other sales points across the country.

ii) Layout

The Post newspaper is dominated by two colours red and black. The name boldly written in red, bold red captions are visible on the front page while inner captions are written in black. The slogan, ‘**THE INDEPENDENT NEWSPAPER AT THE SERVICE OF THE PEOPLE** ‘ is inscribed in black above the name. An advert usually occupies the streamer. The edition, date and price is below the name and logo. Slightly below, a major story is announced on the cover page. a major picture on the front page usually illustrates the main news story.

Each publication of The Post has at least two stories per page. Major news articles have captions on the front page and the page numbers where the stories appear within the paper indicated beneath the captions. Each page contains four columns with pictures accompanying major stories.

The masthead appears on the right bottom of page two of each edition. On the top of each inner page appears the edition number, date, day month and year of the publication, rubric, page number and name of the media organ while on the bottom of the inner pages, we have the

website : www.thepostnp.com. The back page (12) is dedicated to sports news and international briefs .

iii) Management

The Post is managed by a Board of Directors. This comprises of editorialists, columnists, and senior journalists who have in the past served in various media organs in Cameroon. The Executive Editor of The Post is Mr Francise Wache (of late) and Bouddih Adams as the Editor-in- Chief. Desk editors is Andrew Nsoseka , the various bureau chiefs are , Yaoundé bureau chief , Yerima Kini Nsom, Daouala bureau chief , Joe Dinga Pefok, Bamenda Bureau chief , Chris Mbunwe .

When **The Post** is printed in Yaounde, distribution is done by individual distributors contracted by the post management. In Yaoundé for example, Etienne MAINIMO receives the Monday edition on Monday mornings and the Post weekender on Thursday for distribution. The papers are packaged into bundles of one hundred copies each and labeled according to the various vendors or regions. vendors in Yaoundé come and collect copies for sale while those for destinations outside the Centre Regional capital are sent through travelling agencies.

C) THE YAOUNDE BUREAU OF THE POST

i) Office location and personnel

The Yaounde office of **The Post** covers the Centre, South and East regions of the country. It is located in the Yaounde 6 Subdivision in the Polytechnic neighborhood precisely, directly opposite the National Advanced School of Engineering in Yaounde. It is made up of a conference room and the office of the bureau chief. Mr Yerima Kini Nsom, the bureau chief is assisted in the daily running of the office by Mr Nformi Sonde, Etienne Mainimo, Godfred Sackmu and Annie Babelle.

ii) Stationary

The Yaoundé bureau has two desktop computers, three tables, three chairs and two long sitting chairs. There are unsold copies of the post, books on journalism, synonym dictionary, and other stationary.

The bureau chief's office is separate from the newsroom. He occupies the inner section of the office, on the wall, are posters, almanacs, pictures, a wall clock.

iii) Former Yaounde bureau Heads

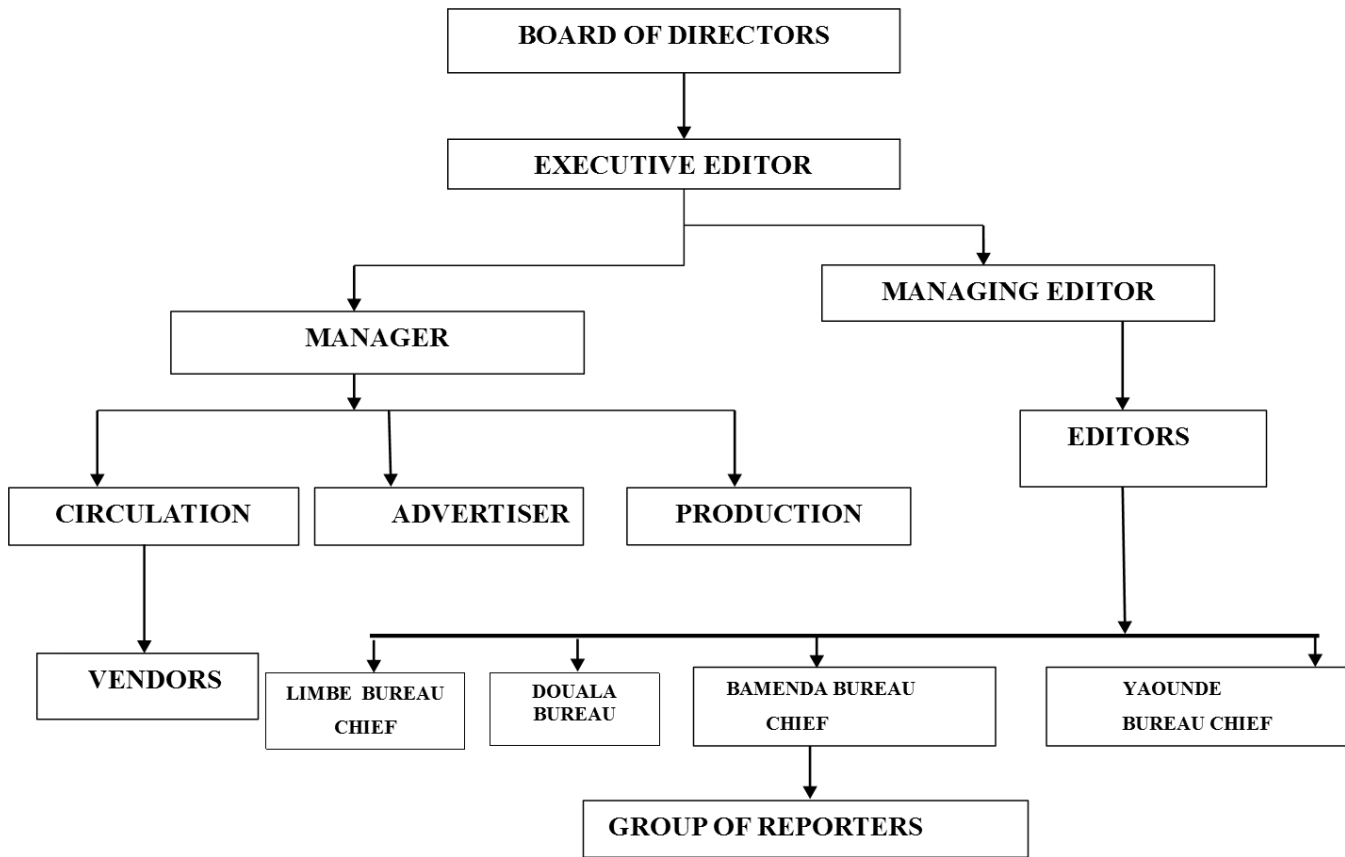
- a) Joe Dinga Pefok 1998-2002
- b) Clovis Atatah 2002-2006
- c) Yerima Kini Nsom 2006- present

D) THE EDITORIAL POLICY OF ‘THE POST’

In order to guide the practice of journalism profession at the post newspaper, the management board has put in place an editorial policy which is posted in all its offices. This is enacted in the eleven points outlined below.

- News information concerning the interest of English speaking Cameroonians should be given coverage and prominent attention in the newspaper.
- The editorial line should be seen as being totally professional and having a cutting edge from a journalistic point of view.
- The paper should not be used for promoting the public image of any body
- The newspaper should not in any way be perceived as pro-government or going soft on government shortcomings.
- The newspaper should avoid criticism against individuals who could initiate litigations against the publication. However, any activity carried out by individuals where the public interest is at stake should be given the most informative coverage possible.
- Where possible, controversial issues concerning individuals should be handled through personal interviews of the persons concerned.
- Cultural events in the country should be given the widest possible coverage.
- The publication should be more pictured –oriented than the existing newspaper and should as much as possible use picture of the events as opposed to picture drawn from archives
- The publication shall run with 12 pages and will carry a price of cfa 400.
- The publication shall appear twice a week except other wise
- For no reasons what so ever, should any write up degenerate into criticism.

E-) THE ORGANIZATIONAL CHART OF THE POST NEWSPAPER



F) MISSION OF ‘THE POST’

‘THE INDEPENDENT NEWSPAPER AT THE SERVICE OF THE PEOPLE’

Like any other media organ in Cameroon, The Post was created with the aim of educating, entertaining and information the public. It does this through hard copy publication and soft copy through the website. www.thepost.com. It was also created with the purpose of earning money as it has some space for people willing to advertise their businesses and announcements of all types, employment to some persons in the field of journalism and to impact the media world through the training of student journalists who usually come from both journalism and communication schools nationwide.

Since its creation, the management of the post has been very present in the media landscape in Cameroon. It stands out as one of the most prominent English language newspaper west of the Mungo with plenty of credibility in its content and style

Despite the rapid presence of the social media in the country. ‘The Post’ has maintained its standard with the total respect of human rights and deontology of the profession by its journalists and the entire management as a whole. The bi-weekly nature has remained stable with minor absence which might be linked to ghost towns or power shortage.

During his visit to the headquarters of the post in Buea in the month of August 2021, the President of the National Communication Council, Joe Chebongkeng congratulated the management and staff for maintaining quality content in the media landscape in Cameroon.

With a drastic drop in the production of newspaper from about eight thousand copies in each edition to about three thousand copies today because of the ongoing Anglophone crises, the media organ has stayed true to its mission.

The Anglophone crises have seriously affected the production capacity of the post newspaper.

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Before the crises, it use to produce in between 1500 to 2000 copies in each edition, but since the crises started and the rapid evolution of social media, production varies between 300 to 500 copies per edition.

These, they say has greatly affected the income of the media organ. it also has commercial and advertising services. Their commercial service is charged with the distribution of papers in the different parts of the country like Ebolowa, Bertoua , Limbe.

G-) IDENTITY OF ‘THE POST’

| | |
|------------------------|--|
| Colours used | Black and red |
| Format | Tabloid |
| Post box | 91 Buea |
| Authorization number | 582/G.3/L.9/VOL.T/T/2AP |
| Nature | A newstime publication |
| E-mail | www.thepostnp@yahoo.com |
| Website | www.thepostnp.com |
| Name of newspaper | The Post |
| Motto /slogan | ‘The Independent Newspaper at the service of the people ‘ |
| Periodicity | bi-weekly |
| Number of pages | 12 pages |
| Founder | Francise Wache (of late) |
| Graphic editor /layout | Victor Ndimai |
| Date of creation | 11th July 1997 |
| Price per copy | 400 fcfa |

H)- SOURCES OF INCOME FOR ‘THE POST’

Contrary to other media organs like ‘Cameroon Tribune’ that receives huge amount of money from the states to enable it carry on with her functions, private media organs in Cameroon like The Post resorts to other means to enable them have money to run the institution. The 400 frs per copy is very insignificant to enable it run all it activities. In most cases, the subvention they get from the State is a total insult to the media landscape.

To enable it stay on the newspaper business, The Post has other sources to enable it pays its staff, pays electricity and water bills, pays rents for their offices in Yaoundé and Douala.

To realize this, the media organ supply newspaper to certain institutions like the National Commission for the Promotion of Bilingualism and Multiculturalism, Ministry of Scientific

Research and Innovation. Though insignificant, they equally receive state subventions to enable it run the institution. Below are some of the advertising rates done by the post newspaper.

A- Advertising rates with the post newspaper

| | |
|---|---------------|
| Full inner page | 400.000 fcfa |
| Full back page..... | 500.000 fcfa |
| ½ page | 250.0000 fcfa |
| ¼ page | 125.000 fcfa |
| 1/8 page | 75.000 fcfa |
| Front page banner..... | 150.000 fcfa |
| Write ups | 500.000 fcfa |
| A copy of <i>The Post Newspaper</i> | 400 fcfa |
| Soft copy | 250 fcfa |

b-) COLUMNS OF ‘THE POST’

The post has several columns that are informative, educative and entertaining. Women and youths have become fervent readers of the post because of the diversification of its content. There are regular columns like

- Issues At Stake
- Sports News
- Stars Info
- Love Stories
- Political News
- Business News

The above columns have made the media outlet a must read and keep for posterity newspaper

I)- THE GRAPHIC CHART

It is possible to identify a copy of The Post simply by looking at it from a distance. The layout and the colors contribute to give an identity to the paper. During my three months internship period, journalism students had the opportunity to appreciate the specificity of the paper that is the form and the content. With regards to the form, the post has its style of writing out the captions, headlines and leads.

Generally, times new roman is used for the text, size 12 or exceptionally size 10 to get more space. The cover page is red and it is printed in black and white. The soft copy is in color. The PDF version is sold to online subscribers.

The post uses leads and headlines in writing articles. The by-line is done in between the headline and the lead. That is to say, articles are by-line at the top of the articles. The first letter of each word on the headline begins with a capital letter. The text is justified on the right. Page layout is done on each page. Each page gets two or three articles. Their photos are treated in Photoshop before they are added to the articles while interns by-line their stories at the bottom of the article.

J)- THE NEWSROOM /ACTORS OF ‘THE POST’

The newsroom of ‘The Post’, Yaoundé bureau is made up of a reporters, columnists, editorialist and commentator. It is not very big. It measures about 2 meters width and about 5 meters long. There is also the office of the bureau head. With one computer at the disposal of the reporters.

1- Reporters

The Post has four permanent reporters in Yaoundé. These same reporters cover the South and East Regions of the country. Amongst this reporters are Etienne Mainimo , Nformi Sonde and Sackmu Godfred.

2- Editorials

The Yaoundé bureau Head, Mr Yerima Kini Nsom , doubles as the editorialist, he makes sure the paper has a steady supply of weekly editorials relating to current and trending issues previously handle by the paper . Editorials handle crucial societal issues.

3) Commentators

Some issues of the paper are dedicated to commentaries and opinions. This genre is handle by Nformi Sonde .

K)- THE MASTHEAD OF ‘The Post’

➤ ‘The Post’

A NEWSTIME PUBLICATION

Authorisation No :582/G.37/L9/1/vol.T/T/2AP

Editorial office

[Tel:233.324.206](tel:233.324.206)

P.O BOX 91,Buea

Website:www.thepostnp.com

Email:thepostnp@yahoo.com

| Post of responsibility | Name | Phone number |
|-------------------------------|---------------------------|---------------------|
| Publisher / Executive officer | Francise Wache(of late) | |
| Editor-in-Chief | Bouddih Adams | 677.75.15.75 |
| Administration and finance | Innocent Mbunwe | 675.19.04.46 |
| Desk Editors | Andrew Nsoseka | 678.41.55.84 |
| Yaoundé bureau Head | Yerima Kini Nsom | 677.79.99.69 |
| Douala bureau Head | Joe Dinga Pefok | 699.71.83.92 |
| Bamenda bureau Head | Chris Mbunwe | 677.66.96.99 |
| Limbe bureau Head | Francise Tim Mbom | 677.91.17.79 |
| Layout | Victor Ndimai | 674.80.81.34 |
| Printers | JVGRAF Yaounde | 670.24.78.91 |



**CHAPTER TWO:
EVOLUTION OF MY INTERNSHIP**

I- AN OVERVIEW OF THE INTERNSHIP EVOLUTION

I was programme to do my internship at ‘**The Post**’ from Monday 11th July, to Monday 10th October 2022 (three months). During this period, I effectively applied the classroom knowledge I had acquired during the academic year. I contributed professionally to the newspaper and also observed and learned a lot from the institution. But this was not without challenges. For better comprehension and presentation, I have divided my activities during the internship as seen below.

A- My First day at the structure.

B- My Internship Proper at ‘The Post’

C-News Room Activities

D- Newsroom Functions

E- My Internship Dairy

F- My Publications during my three months internship

G- What I Learned during my internship

H-My Observations

A- FIRST DAY AT THE STRUCTURE

The first day of my internship as a level three journalism student was on Monday 11th July, 2022. It was an emotional demanding moment for me as i was excited and anxious. At around 8.15 am, we walked into **The Post**, Yaounde branch were i was to do my three months internship. I got there when the office was still to be open. In the company of interns from other higher institutions. We waited patiently at the door steps. At about 8.35 am, one of the reporters Mr. Etienne opened the door and we went in.

At around 10.30 am, the bureau Head for Yaounde Mr Yerima kini NSOM, arrived the office. After a brief presentation, he called us in his office. With other interns, he asked us certain questions concerning the journalism profession like what is journalism. Why did we choose journalism? And equally told us that if we think journalist has money, it's high time we leave the profession because journalists don't have money. The bureau Head said , we shall be having news conference every day. The news conference will comprise the following .A student journalist will play the rule of the editor in chief during the news conference.

During the news conference, each intern will present five news items to be divided as follows. Three, national news, one from sports and one foreign news item. In a friendly and relax tone, the bureau Head guided us on some key element in journalistic writing. He told us to define the inverted pyramid and to always make use of it when writing in journalism. He went on to explain to us in details the importance of the inverted pyramid.

He encouraged us that, we should consider ourselves as journalists and not interns, that we should be curious enough to write good stories that might be corrected and published. At the end of this 45 minutes chat with the chief, he gave us assignments. I was assigned to visit the Miniferme –Chappelle Elig-effa stretch and write a feature story on it.

Discussions in the newsroom were friendly and full of humour with other interns from the University of Buea and Siantou institute. The atmosphere was relaxing and professional. We were later asked by Mr Etienne if somebody had any story. He later on encouraged us to write very often. We sat in the conference room reading past copies of the newspaper that were available and brainstorming on idea to write on

B- MY INTERNSHIP PROPER

Work starts at 'The Post' Yaoundé bureau as early as 8:30 am and ends by 6:00 pm from Monday to Friday. Interns usually go to the office as early as possible, do some clean up before the arrival of the staff and the bureau chief. Each intern had a schedule within the week to clean the office, dust the chairs, computers, and empty the dustbin and other stationary.

At the beginning of my internship, the bureau Head asked me to know how often we read the post newspaper. After a brief contact with the bureau chief, each intern was given copies of the paper's most recent publication. We were equally drilled on '**The Post**' editorial policy and advised to always have it at the back of our minds when writing articles.

Yerima Kini Nsom explained to us how the paper functions. The periodicity, format, production process, personnel and how they handle interns.

The bureau Head or some of the journalists held regular news conference with us. We did individual presentation on news items gathered from the neighborhood and beyond. They always advised us to read newspapers, listen to other radio stations, watch press review daily.

i) News gathering

The process of news gathering was either done individually or collectively depending on the events. The bureau chief or Etienne Mainimo gave us guidelines and commands, what to focus on, who to talk to during coverage. I equally received orientations on questions to ask on the field and how to snap good pictures for the print.

On the scene of events, we had to work with local journalists and took strategic positions to capture the best sounds and images for the paper. I recorded speeches, comments, and interviews and took pictures of the main actors of the event.

At the end of the event, all sounds, jottings and pictures were brought to the office. Work continued with transcribing the sounds from the recorders or phones to paper copies .I wrote the stories and submitted to the journalists for editing. They will cross check the whole story to ensure that the editorial policy of the paper and angle of treatment were respected. After typing,

the articles were sent to head office in Buea either by email or Whatsapp for re-editing, layout and eventual publication.

When no major event were organized around town, Mr Kini or his collaborators sent us out in pairs or individually to observe happenings around the city and write feature stories. We went through the markets, schools, hospitals, travelling agencies, government offices and police stations to gather information for the stories we were assigned to write.

During my internship, I was equally guided on what to do on the field especially how to approach people for interviews.

In situations where the bureau chief considered a story wanting, he asks the intern to go back to the field and complete the details. This time with new directives to contact the main actors of the event for more facts and to get a balanced story or equally contact other journalists to get certain facts right. News gathering for the post in Yaoundé entails a lot of physical exercise.

On certain occasions, we had to trek for several kilometers to get facts. In gathering facts for feature stories within the Yaounde. We generally had to trek. We were told it would permit us to meet people, observe within a broader scope and be able to appreciate the contexts within which we worked. With our booklets in hand, we had to jot whatever we found relevant for the success of our stories. We used personal phones to arrange for interviews and other appointments.

ii-News reporting

One of my main tasks during my three months internship with 'The Post' was to listen to various radio stations within the city to note news worthy events. I listened to CRTV National station, 6:30 am news, 3:00 pm news, 5 to 6 pm bilingual radio newscast, watch press review on Canal 2 international at 7:30 am.

I took down notes which permitted me to actively take part in the news conference. From my presentation, the bureau chief had to assign me to task he believed I could successfully carry out. In major events or conferences held around Yaoundé, I represented the Post, this was testified by some of the stories I wrote and which were published in the newspaper.

For the other stories i was charged to cover, I had to type after coverage and submit to the bureau chief, Etienne or Sackmu for appreciation. After going through the stories, they usually called me up for possible corrections. Starting with the headline and the lead. I was drilled on how to write a catchy headline that will tie with the lead and the story. I really learned a lot in this domain of print media. After reading through a story, i was guided on how to bring out a good headline and a lead from a press release.

C- NEWSROOM ACTIVITIES

Most of my time at The Post was spent in the newsroom. When i was not on the field collecting information, reactions from citizens or covering an event. I was in the news room assisting reporters among other activities.

I also help in the transcription of audio recordings of interviews carried out by reporters, printed and transported files from one reporter to another. Once in a while, some interns trusted me with proofreading their articles despite the fact I was equally an intern. I also had the opportunity to notice how far the paper has come, from the writing style, to the colors and the nature of publication.

Other activities in the newsroom included the daily writing of five headlines and leads (three national, one on sports and one on foreign news) in my news book and the writing of ten new words and their meaning. The writing of these new words compelled me to be reading the newspaper daily, because the new words were to be gotten from the articles.

Other activities in the newsroom included the writing of articles with other interns, in most cases the bureau chief jointly gave us collective assignments. Example I was assigned with an intern from ASMAC to write on the reasons for rampant sexual obsessions this day. We equally did a joint story on the graduation ceremony of 100 conscripts in the Center Region

D) MY NEWSROOM FUNCTIONS

i) As Editor-in-Chief.

During my three months internship at ‘The Post’, the traditional news conference was chaired by interns under the strict supervision of the bureau chief Yerima kini Nsom or Sackmu Godfred, one of the reporters who were in charge of following up interns. It was made up all student journalists who did their internship with the post. Some of the students came from ASMAC, UB, UBa, Siantou higher institute as well as other interns from the Deumaga Royal Higher Institute.

I was made editor in chief for the week that ran from Monday August 15 to Friday 19. During this same period, Ndum Claudine from UBa was in charge of discipline in the newsroom.

As editor in chief, I organized the news room as follows; each intern had the opportunity to present five news brief, sub divided as follows,

- Three national news stories
- One sports news story
- One foreign news story

Added to the above, i equally ensured that, each intern, presented ten new words with their meaning to the entire news room.

- After each presentation, i gave the floor to the entire news room to make comments on the presentation done by their colleagues with respect to his or her manner of presentation; if the journalist respected the 5. W.H questions during his or her presentation.
- If the news was actually news worthy and make proposals
- If the journalist could do a follow up story depending on the pertinent of the news brief.

Contrary to the duration of any news conference in any media organ that will last for a very short time, the one I coordinated lasted for about 1hour 30 minutes to two hours daily. This was because after each presentation, the bureau chief and those present made corrections.

At the end of each news conference, I assigned individual students or paired them in groups to do a story that will be edited and sent to Buea for publication.

ii) As newsroom secretary

During My three months internship at ‘The Post’, out of thirteen student journalists in the month of September, four of us were assigned to be editing the stories of other interns. For the week that ran from Monday September 5 to Friday 9th 2022.

I was assisted in reading through stories by Ndum Claudine, Laura Ambendah from the University of Bamenda , and Pearly NDI from the University of Buea.

As a newsroom secretary. We did the following

- Proposing a catchy headline for each story.
- Ensure that, the headline in each story ties with the lead.
- Ensure that the angle of treatment in each story was well covered.
- Correct the sense in each story
- Correct the grammar in each story.
- Ensure that each story had a quotation.
- Make that each story was balance.

It was a challenging exercise to me as an intern, but after each exercise, the stories were forwarded again to the bureau chief of other reporters for final correction before sending them to Buea for publication.

iii) My experience at ‘The Post’

During my three months internship with ‘The Post’, i worked in a general manner. Because the media organ did not want to limit the practice of interns, the Yaounde bureau chief and his internship coordinator allowed interns to write articles in any service. Interns were not limited to one service. We were very much concern with politics, economy and the society. This was a wonderful experience as it already exposed the interns to the different challenges and techniques of writing for the different services and print in particular.

OTHER ACTIVITIES

IV) Distribution of 'The Post'.

Contrary to other media organs like the radio and television where news gets to their audience at their home, it is not the same situation with the print media. With newspaper, there is need for the publisher to ensure that the newspaper is distributed for it to get to the target audience.

On Thursday 14th October 2022, I did the distribution of the paper publication 02301 in the absence of the main distribution agent Mr Etienne MAINIMO who is currently attending a conference on photo journalism in the United States of America. I must say it is a very tedious activity. At around 8:30 am, one of the reporters, Annie Babelle gave me 5000 CFAF to be used in the process. I went to the printing press at the Elig-Essono neighborhood where the printing is done.

While there, I collected 500 copies of newspaper that were printed for the day. This number was supposed to be distributed to the different regions as follows.

1) 200 copies in the Centre Region

2) 100 copies in the North West Region, sent to Chris Mbunwe through the Vatican travel agency in the Biscuterie-Obili neighborhood

3) 100 copies in the Littoral Region which I sent to main distribution agent, Mr Dosi Ignatius Landji through the General travel agency at the Mvan neighborhood

4) 100 copies in Limbe, Buea and Kumba, sent to Francise Tim Mbom through the Musango bus agency at the Mvan neighborhood, he will facilitate the distribution to the other towns like Buea and Kumba.

While in Yaoundé, I distributed the copies of the paper to some kiosks of the main distribution organ MESSAPRESSE at the Melen round about, Lycee de Ngoa-Ekelle kiosks, the Finance kiosk and the Ministry of Education round about. In each kiosk, I gave 10 copies while in some, I gave 5 copies.

Internship Report

I equally went to the Ministries of Scientific Research and Innovation were I handed 10 copies, the National Commission for the Promotion of Bilingualism and Multiculturalism were I handed 10 copies, the American embassy were I handed 10 copies. The post equally has individuals who subscribe, we either go to their offices or they come to the office to get the papers.

It is a very good experience during my three months internship. I had to see what publishers go through to please their audience.

It was a very tedious activity. All this is done with the help of a taxi which is not very easy. And the 5000 frs that is been allocated for the distribution of the newspaper is almost insufficient. This distribution took me about 5 hours.

E) MY INTERNSHIP DAIRY

- On Tuesday 12th of July 2022, i was assigned to write an article on the impact of holiday classes to pupils and students.
- On Wednesday 20th July 2022, i was assigned to cover a security meeting that was chaired by the Divisional officer for Yaounde 1. Mr Harouna Nyandji.
- On Thursday July 28th 2022, i was assigned by the bureau chief to write an article from a press release that was issued by the Cameroon Human Rights Commission on the launched of a toll free number 1523 to denounce human right abuses.
- On Friday 29th July 2022, I was assigned by Mr Etienne MAINIMO to transcribe an 18 minutes interview that was granted by a tomatoes farmer on the cultivation of cash crops in the Northwest Region.
- On Friday 2nd August, we jointly did a story with Etienne MAINIMO on the shortlist of 36 players including two homes based that were shortlisted by the indomitable lions head coach Rigobert SONG.
- On Saturday, 6th August, I was assigned to cover the finals of the 22nd edition of the FENASCO A games that took place in Mvomeka.
- On Tuesday August 9th, I was assigned by the bureau chief to write an article about Dr Richard MUNANG, environment and development policy expert who was appointed as the new Deputy Director of the United Nations Environment Program Regional office for Africa.
- On Wednesday 10th August 2022t, I attended a ceremony to launched the 2022 edition of the AIDS free holiday campaign against HIV and AIDS at the Chantal Biya Research Center at Melen
- On Thursday 18th August 2022, we were jointly assigned with Marius to cover the graduation and award of end of course attestations to some 100 conscripts, at the Government Technical High School Yaounde.
- On Monday 22nd August 2022, I was assigned to do a story on the macabre incident that happened at the acacia neighborhood in which a 57-year-old lady decapitated her sister in-law in a hotel.

Internship Report

- On Tuesday 23rd August 2022, I was asked to do a story on the fight against corruption in the school milieu. The nationwide campaign against corruption was launched in Bertoua by Rev Dr Dieudonne MASSI Gams
- On Friday 26 August 2022, while in Bamenda on a private visit, the bureau chief assigned me to attend the sectorial conference in preparation of the 2022-2023 school year.
- On Saturday 27 August 2022, we jointly did a story with Etienne MAINIMO from a press release on the FECAFOOT general assembly that held in the littoral region
- On Tuesday 30th August 2022, I was sent on coverage at CHRACERH hospital, at Ngoussou, Yaounde to witness the delivery of triplets through in-vitro fertilization by a 43 years old woman.
- On Wednesday 31st August, I was sent to the Ahala, Barrier neighborhood to witness the demolition of roadside structures that do not respect the 15 meters distance. The operation was led by the Yaounde City Mayor Mr Luc Messi ATANGANA
- On Sunday 4th September, we attended the ceremony to donate didactic materials to pupils and students in Bokwaongo, Buea by a youth association .
- On Thursday 8 September 2022, the bureau chief jointly assigned I and NDUM Claudine to write an article from a press release from the Bishop of Buea which condemned the killings of innocent civilians.
- On Thursday 22 September 2022, I was assigned by the bureau chief to cover a fire incident that happened in the Biscuterie neighborhood in the Yaounde Six subdivision in which three bars, a restaurant a provision store were all consumed by the flames.
- On Wednesday 5th October 2022, the bureau chief asked me to write an article from a press release from the National Assembly, on the donation of didactic materials to schools in the Mayo-Sava Division by Honourable Cavaye YEGUIE Djibril.
- On Tuesday 11th October 2022, the bureau Head assigned me to interview the Director of Communication and Public Relations at the Ministry of Decentralization and Local Development on the origin and content of the special status, the appointment and functions of public independent conciliators differences between the Regional Councils in the Northwest and South west and those of the eight other regions.

- On Saturday 15th October, the bureau chief asked me to write an article from a press release from the National Assembly, on the activities of the parliamentary network for the diaspora, decentralization and cross border cooperation in partnering with local administration.

F) MY PUBLICATIONS.

My three months internship at ‘**The Post**’ was a great success. Within this period, I wrote several articles, a few were published and a good number of them were kept in stock for future use considering they were feature stories and are not time-based.

The following are some of the events I was assigned to cover independently, sometimes jointly with reporters and other interns from ASMAC, UB, and UBa, and the resulting reports were published.

- 1) The first article I published was on, Divisional officer challenges Yaounde 1 traditional rulers, population to report all illicit activities in his area of command.
- 2) The second article that was published was on the 2022 FENASCO ‘A’ games that held in Mvomeka, South Region. Centre Region emerges biggest winner of the 22nd edition of the games with 63 medals, including 29 in Gold.
- 3) The third article was on the 2022 Qatar world cup, Eto’o optimistic Cameroon will bring home the trophy (jointly done with Etienne Mainimo)
- 4) The fourth article was on the 2022 world cup preparations, Nkoulou and Bassogog return to lions den. Ahead of the FIFA world cup expected to take place in Qatar, Rigobert song, coach of the lions has called up 36 players (jointly done with Etienne Mainimo)
- 5) The fifth article was on; Yaoundé City Mayor demolishes roadside structures. Houses constructed without respecting the 15-meter distance from the road were destroyed.
- 6) The sixth article was on; woman gives birth to triplets through in-vitro fertilization. 42 years old woman gives birth to triplets at CHRACERH.
- 7) The seventh article was on, Bokwaongo youths association offers didactic materials to school going children. The venue was the Chiefs Palace in Bokwaongo –Buea.

8) My eight articles that was published, was an interview I granted to the Director of Communication and public Relation at the Ministry of Decentralization and Local Development. He spoke on the origin, functions and content of the special status.

G- THINGS I LEARNED DURING MY INTERNSHIP

During the internship, Mr kini and Etienne had regular meetings with interns. This was in some way a news conference as in sometimes had to criticize the content of the paper on while some of our articles were left out. However, most of the time, we spent time learning as Mr kini taught us on certain issues in the practice of journalism which are quite different from the theory we learn in classroom. Some of the things I learned during these meetings will be highlighted below

1- Offences in Journalism

Journalism offences, Mr kini drilled us on journalism offences. He talked on defamation, which could be libel, that is written in print or slander, which could be spoken by mouth. He asked us to be very careful when we start practicing because most often, journalists are often arrested for these offences. Defamation as he said is punishable by the Cameroon penal code in its article 305 with both prison terms and fine.

2- Journalism laws

He went on citing the 1990 liberty laws; he told us journalism practice in the country has been boosted. Also, UNESCO has made the 3rd of May each year world press freedom day, he said journalists now have an avenue where they can meet and discuss pertinent issues affecting the professions.

He cautioned us to be careful with sensitive stories and always have records of our interviews. He reminded us that there is no story worth dying for, looking at the precarious nature of journalism practice in the country. He said “a journalist can stay safe if they stick to the cannons and principles of journalism”

3- Balance reporting

Balance reporting means presenting both sides of the story. He also told us about the key tools of a journalist. Which are a laptop, camera, recorder, and at the end, went on to say that no story will be welcome without a picture, all stories should have quotes of a witness or actor. He told us that we must not write very long stories and insisted that we should always balance our stories, “no good journalistic story should be one sided” he Said.

4-Importance and types of leads

The bureau chief lectured us on the importance of a lead. He told us that the lead is the introductory part of a story. We should always quote our stories in order to avoid hanging statements.

He gave us the different types of leads such as, information lead which is like a summary of the entire story, delayed lead, to create suspense; it is not use at the beginning of the story. Direct address lead, you are addressing a person or addressing your audience. Quotation lead, you quote a source directly or an official and lastly the contrast lead. Speech leads, to pick a statement and capitalized on it to write your lead.

5- Principles of good reporting,

This was another lesson that was delivered to us by the bureau Head Mr Kini Nsom. He went on to say that in reporting, we should get the facts by respecting the 5W. Accuracy, that is getting the facts right. Check and double check your facts by verifying from multiple sources. As journalists, we should be fair, get both sides of a story. He equally said, controversial stories should be reported with quotation of the persons or actors.

We equally learned on how to high light the human right aspects of a story. That is causes and consequences of a story by interviewing people. I should always quote people to give more credibility to my story.

He also taught us how to be responsible in reporting, try to balance a story and above all be fair in reporting. I also learn that, we should give the facts as they are.

6- Practical interview skills.

On interview, Mr. Kini NSOM told us that as journalists it will be a good experience for us to do an interview before the end of our internship. He gave us some techniques such as sending the questions to the person for him to answer. That it is not appropriate to send questions ahead of time. We should not panic when doing an interview. We should be courageous enough and look the person on the face.

H- MY OBSERVATION

The Yaounde bureau of 'The Post' is very organized as far as work is concerned. With news rooms, an office for the Bureau Chief. As an intern, I spent most of my time in the news room either writing an article or reading articles from other interns.

I was equally given the opportunity to write as many stories as possible. The news room has three long chairs of about two meters each with two tables at the disposal of interns to enable them do their work easily.

As far as articles writing, corrections and publication is concerned, we wrote and submitted them to either Etienne, the Bureau Chief or to Sackmu for corrections. Articles were usually submitted either through Whatsapp messages or through universal serial Bus (USB) keys

Interesting enough is the fact that, reporters are always ready and willing to help interns, and they made the work place lively and more professional. There is a lot of professionalism with The Post in the treatment and publication of their articles. As an intern, I was encouraged to write as many articles as possible.

**CHAPTER THREE:
APPRAISAL OF MY INTERNSHIP**

I- POSITIVE ASPECTS

1- Academically enriching

My two months internship at ‘**The Post**’ was academically enriching. Not only did we learn the processes and stages involved in collection, treatment of information, we equally got a chance to be in a professional environment and worked with future colleagues and classmates. Being able to professionally apply my classroom knowledge affectively, gave me a chance to witness the difference between classroom skills and on the job skills

2- Professional mastery

Professionally, I published six independent articles and two co-signed. Through this, I learned the writing style and format of ‘**The Post**’ in particular and the print media in general. Before my papers were published, they passed through a rigorous and efficient editing. My classmates, colleagues, to the bureau chief and then editors in Buea. After every editing, while doing the corrections, I learned a thing or two about writing for the print.

3- Intellectual creativity

My three months internship obliged me to be intellectually creative. Interns were mostly asked to come with news worthy topics on the things happening around us, in other words feature stories, rather than institutional news events. We were told it will be difficult for us to be sent on coverage because we have not yet mastered the profession well and we lacked the required skills. So, as an intern, I had to think critically, and decide on which occurrences around me was news worthy. It is in this regard that I proposed several topics. Some of this articles were published .

4- Managing pressure

Through this internship, I also learned to work under pressure especially time pressure. During my stay at The Post, Etienne always reminded interns that working for a print requires us to be swift and speedy with our work. That we should equally write good stories that will be published. He always reminded us that, we are competing with other journalism students from University of Buea , University of Bamenda , Siantou institutes and Deumaga Royal Higher Institute Yaounde.

5- Experience

Thanks to this internship, I got the chance, as a growing journalist to learn from some of the best in the profession. In the likes of the Yaoundé bureau chief, Mr kini Nsom, Etienne and Mr Nformi Sonde. I was able to make new acquaintances thanks to these senior colleagues who carefully followed me up and ensured that I effectively practice what I learned in the class room. I also had the opportunity to enrich my address book thanks to the contacts I made through my field work. I was able to get in touch with the Hon Malomba Esembe of the Buea urban constituency on phone for an interview.

6- Intellectual fulfillment

Through this internship, I was also chance to enrich my intellectual know how on Cameroon thanks to my daily readings of the newspaper. The three months stay at The Post was a memorable one. Being in the midst of such talent and professionalism was overwhelming. It enables me see another side of the journalism profession, the other side of which i have only seen in the class room.

II- NAGATIVE ASPECTS

Like in all human endeavors, there was also a downside of my internship at the post.

1- Lack of trust

First of all, there is lack of trust in the potentials and capabilities of interns, especially when it comes to writing and publishing articles. It was very common for my articles to be sideline in favour of that of a reporter. Interns are always left to write lesser articles such as briefs and obtain reactions from the public or do vox pops.

2- Fear

Integrating at the work place was a little difficult at the beginning. Being in the midst of seasoned professionals and senior colleagues was intimidating. Also, due to the nature of the job, reporters, as well as the top staff, were always busy. This gave them little time to spend in grooming interns. Hence, interns were most often left on their own. Some of my articles could not be corrected as such they were not published.

3- lack of inspiration,

Another problem I faced was coming up with news worthy topic. There were about sixty interns in Yaoundé and Buea offices. Meaning I needed to come out with a good and convincing story for it to be corrected and published. There was also the fear that most of my choice of stories will be handled by the reports.

4- Lack of good working equipment

Another aspect that made the internship not too pleasant was the absence of good working tools. My telephone is of poor quality. The pictures are of poor qualities and I cannot download pictures with the phone. In most cases, I had to use my wife's phone to download pictures or snap good pictures. My phone does not have a recorder to enable me do interviews

5- Socializing

Working in a social setup such as a newsroom is very challenging. One is obliged to deal with different types of people, with different ways of reasoning and attitudes. Interacting with

colleagues and class mates was not also easy. Some were very slow when we had to work together while others were not really interested in the work or not willing to collaborate at all.

6- Uncooperative resource persons

Another difficulty I faced was getting information from the public. As an intern, I had little or no credibility when going to the field on coverage. The public always looked at me with hidden doubts if truly I was a journalist.

Example, I failed to investigate a corruption story between a member of parliament and a sawyer vendor. The sawyer vendor took me for a police officer and so refused to show up for the interview. People vehemently refused to give information for lack of trust.

7- Lack of transportation means.

I needed to use my personal finances to pay for my transportation. This was a major handicapped for a family man with a wife and children. In some cases, i got to the office sweating, my dresses wet after trekking from Obili to the office. It also made me to arrive the office late.

8) The absence of a television set and internet connection made working difficult for reporters and interns at the Yaoundé bureau.

9) It was frustrating on the path of interns in Yaoundé. The stories of interns in Buea were published while those of us in Yaoundé were hardly published. The reason was that they wrote better stories than those of us in Yaoundé, which was not really the case. They were privileged in all we did as interns.

III- RECOMMENDATIONS

There is hardly any problem without a solution. If there is no solution, then it is not a problem. That is why as solutions to the above listed problems, some recommendations are proposed below

- 1) Interns should be provided with temporary badges that will enable the public trust us more. In so doing, interns will work better and be more efficient.
- 2) Each intern should be assessed on his /her potentials. In this way, those who can write articles that meet the standards of the media house should be allowed to sign their articles individually or to co-sign them with seasoned reporters of the post.
- 3) Interns at the headquarters in Buea and Yaounde should be given equal treatment. They should be followed up equally and their articles should be published contrary to what we have now were 70% of intern articles published are from those in Buea.
- 4) Yaoundé bureau covers three regions, namely the Center, South and East Regions, there is absolute need for the media organ to have a service car to facilitate the transportation of reporters during coverage.
- 5) The management of **'The Post'** should provide a television set for the Yaounde Bureau. It not normal for a media organ in the 21st century to be without a television set .
- 6) Access to free internet connection, in a modern era were information circulation is very fast, with the introduction of the social media, the management of **'The Post'** should do everything possible to install WIFI for its reporters and intern. It will greatly improve on the quality of their work.

To the best of my knowledge, I believe if the above mentioned recommendations are taken into consideration, it will improve the working and learning conditions of interns and staff of the structure, and enable them provide excellent services to the institution that receive them.

CONCLUSION

When i choose ‘**The Post**’ as my place of internship, little did i know the extent to which I was going to be empowered and be transformed professionally and socially. It turned out to be a real avenue for me to acquire new skills both on the field and the office. I equally had the opportunity to sharpen my writing skills, which is the most valuable asset of a journalist. From the articles I wrote, I was highly encouraged by the bureau Head and some senior staff of **The Post**. This has helped to boost my confidence and esteem. Beyond this, lot of professional experience gathered, i equally learned so much on workplace social cohesion and friendship building.

I got to learn a little faster and given that practice makes perfect, I have mastered so many techniques. Working with the professionals of this media house has helped me gain more intellect as concerns news reporting. This participative internship opened more doors for me.

ASMAC should be lauded for giving us such an opportunity which enable us to practice the profession while in school, thus deepening and fine-turning our knowledge in the field of journalism.

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- 4) Internship report , ENANGA MOKAKE , ASMAC , 2013
- 5) Internship report , ENJEH FORBOH, 2021

LIST OF APPENDIX

1. Copy of internship letter from ASMAC.
2. Copy of end of internship attestation from **The Post** Newspaper.
3. Cover page of **The Post** newspaper.
4. Photocopy of my first article published on, “Divisional officer for Yaoundé 1 challenges traditional rulers, population to report all illicit activities in his area of command”.
5. Copy of my second article published on, 2022 FENASCO ‘A’ games that held in Mvomeka , South Region. “Centre Region emerges biggest winner of the 22nd edition of the games with 63 medals, including 29 in Gold”.
6. Copy of my third article co-published on, 2022 Qatar World cup, “Eto’o optimistic Cameroon will bring home the trophy. (jointly done with Etienne Mainimo)”
7. The fourth article that was published on the 2022 world cup preparations, “Nkoulou and Bassogog return to the lions den, ahead of the FIFA world cup expected to take place in Qatar”.
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