

## NCC AND UPF CAMEROON PARTNER FOR MEDIA DEVELOPMENT

Écrit par yuh godlove timchia

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The National Communication Council (NCC) on Tuesday, 28, October 2014 held a meeting with members of the Cameroon chapter of the *Union de la Presse Francophone* (UPF) at the Council's headquarters in Yaounde.

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The meeting was held to discuss issues bogging down professionalism in the media.

NCC President Peter Essoka who chaired the meeting, said true media professionals don't compromise responsibility for indecent practice.

On its own, the Council's campaign against unprofessionalism will not yield fruit Mr Essoka said. Support from country's major journalism unions like the UPF was imperative, he added.

The visiting UPF Cameroon delegation led by its president Aimee Robert Bihina said it was partner to any initiative that works for the promotion of best practices in the media. This is because the UPF's activities are hinged mainly on continued training for professionals and the respect for ethics, Mr Bihina said.

The delegation also raised a number of suggestions, including the need for the NCC to lobby for a revision of Cameroon's media laws which it said no longer aptly reflects current realities, the need to be involved in the issuance of press cards so that unqualified persons are denied access to the profession and ensure its regulation pays more attention to flagship content in audiovisual media targeting minors.

The meeting ended with a tour of the NCC's monitoring and technology unit by the visiting UPF delegation.

{jcomments on}