



## Press Release No 008- 2019/2020/08

### SOBA America launches SOBA America TV Network

August 21, 2019

Fellow SOBANS,

The Fote Administration is proud to announce the launching of SOBA America Television Network. SOBA America TV will go on the air this Fall as a monthly broadcast. Each broadcast shall be between 60 to 90 minutes long, and will be streamed on the SOBA America's YouTube channel. It will be distributed widely through our different social media forums, with the goal of reaching 1000 viewers in the first broadcast, and growing exponentially. This is the first step towards our overall goal of one day having a traditional Television network.

SOBA America TV will serve three main purposes.

1. **Information, education and discussion:** It will be an avenue for information about SOBA America, SOBA and SJC Sasse news and events. It will also provide a forum for education and information on several socioeconomic, health and other topics that are relevant not just to SOBANS but to our Cameroonians, African and global communities in the diaspora. Our target audience is broad and goes far beyond our SOBA brotherhood.
2. **Revenue generation:** By reaching thousands of viewers monthly, SOBA America TV will provide a unique opportunity for business owners to reach thousands of potential new clients and customers. Consequently, business owners – both SOBANS, SOBANESE and the general public – will be able to advertise on SOBA

America TV to grow their business. It is a win win situation as business owners who choose to take advantage of this huge platform will be able to grow their businesses, while SOBA America will generate funds for the association by selling air time for commercials. President Fote has graciously put up his personal funds to enable SOBA America TV to get up and running with the first broadcast. He is confident that “*when viewers see the great content that we will produce, SOBA America TV will grow and will not only pay for itself but also be a significant revenue source for SOBA America.*”

3. **Branding:** SOBA America TV will help continue the rebranding of SOBA America and cement its place as the premier alumni association in the diaspora. A strong brand is great for our image. It will also facilitate implementation of SOBA America’s ambitious agenda that the Fote Administration has set forth. It will lay a foundation for success of future administrations.

In order to be successful, the SOBA America TV Task Team understands that good content is needed. As part of the administration’s inclusion philosophy, SOBANS are invited to participate in the growth and success of SOBA America TV by contributing their time and expertise with content. The following broad areas will be covered in SOBA America TV broadcasts.

**(1) Message from the President:** - Monthly updates from the President of SOBA America.

**(2) SOBA America News Roundup:** - Monthly news highlights, highlights of administration’s initiatives, announcements etc. News anchor will lead broadcast with support from field correspondents who will cover different stories.

**(3) Health Focus :** - Monthly focus on a health topic. Ideas include, weight loss, men's health topics like prostate cancer, general health topics like diabetes, HTN, mental health etc. Impact on community, health tips etc.

**(4) Our Community, Our World:** - General socioeconomic topics that affect Cameroonians in the diaspora. Things that can appeal to SOBANS and NON-SOBANS alike.

**(5) Yes You Can:** - Do it yourself topics and tips/workshops/education/information on basic good to have skills like Social media skills, handyman skills, interesting household chores/skills that will be nice to have.

**(6) Celebrate Each Other Spotlight:** Spotlight on a SOBAN doing something good/excelling in their field etc, best practice initiative by a chapter etc.

**(7) SJC Sasse Corner:** - Campus updates, Sasse College trivia - terms we used in Sasse, class names and their origins etc., understanding Sasse etc

**(8) Career spotlight:** Deeper look on less common careers, path to getting there etc.

**(9) The Arts and Culture:** Short film, skits, poetry other arts and culture topics.

**(10) Comic view:** Comedy.

**(11) Feature Presentation:** Special programing on a major topic. Could be a documentary.

If you'd like to be a part of SOBA America TV by contributing content in any of these areas, please call 1 (888) 504 SOBA (7622) Ext 3 to reach our public relations office for details. We'd love to see as many SOBANS as possible get involved.

President Fote wishes to thank members of the SOBA America TV Task Team who have worked hard behind the scenes to make this possible. They are PRO Njukang Asong, Tony Mbuagbaw, Fidelis Chibili Nkeze, Bendrix Tabu, Emeritus Mafany Itoe, Pascal Bahbit, Emmanuel Takusi and Asonglefac Nkemleke. Thank you for your service to SOBA America. Many thanks also go to Zonetak Studios led by SOBAN Emmanuel Takusi and his team for putting in countless hours in the studios to produce SOBA America TV broadcasts.

The work of the task team is now complete but the team members have agreed to stay on and serve in the newly minted SOBA America TV Network managing team. PRO Njukang who heads the communications department shall help select the new director of SOBA America TV.

SOBANLY  
Njukang Asong  
Liaison Office for Media and Protocol  
National Publicity Secretary  
SOBA America.