



**MINISTRY OF COMMUNICATION**  
**MINISTÈRE DE LA COMMUNICATION**

**2025 ANNUAL CONFERENCE OF HEADS OF CENTRAL,  
DEVOLVED AND EXTERNAL SERVICES, EXTENDED TO  
BODIES UNDER THE SUPERVISION OF THE MINISTRY OF  
COMMUNICATION**

**Opening Address**

**Of**

**H.E. Mr René Emmanuel SADI**

**MINISTER OF COMMUNICATION**

**GOVERNMENT SPOKESPERSON**

**Yaounde, 16 September 2025**

**The Secretary General of the Ministry of  
Communication,**

**The Inspector General,**

**Distinguished Directors General and Managers of  
Bodies under supervision,**

**Distinguished Heads of Communication Centres and  
Attachés at Diplomatic Missions Abroad,**

**Distinguished Regional Delegates for  
Communication;**

**Distinguished Divisional Delegates for  
Communication;**

**Invited Experts;**

**Dear Collaborators;**

**Distinguished Guests;**

**Ladies and Gentlemen,**

**It is a singular honour for me to warmly welcome you all to this newly renovated auditorium of the Ministry of Communication, which is hosting us today for the opening ceremony of the 2025 Annual Conference of Heads of Central, Devolved and External Services, extended to bodies under the supervision of the Ministry of Communication.**

**I am delighted that this meeting, whose importance is certainly well recognized, is being held against the backdrop of the presidential election on 12 October and the regional elections on 30 November 2025.**

**This conference of our Ministry is an opportunity for us to squarely examine the level of commitment and scope of intervention of the communication sector in the organisation and conduct of the elections that lie ahead.**

**It is therefore within the framework of this meeting that we will all work together to take stock of the level of our preparedness for this major event for**

**democracy and the rule of law in Cameroon, and to establish how to better coordinate all the structures within the public communication sector, in order to achieve appropriate synergy between the actions we will take or recommend to this end.**

**It is therefore fitting that the annual conference of heads of central, devolved and external services, extended to bodies under supervision, has been given the theme: *'Public communication service in the face of current electoral challenges'*.**

**I am therefore highly delighted to see so many of you here, both in person and those afar, who have responded to my invitation, which is a concrete translation of the great interest you have in achieving the tasks assigned to us, particularly in the context of this year's elections.**

**Distinguished Collaborators,**

**Distinguished Guest,**

**Ladies and Gentlemen**

**Elections are, as we know, moments of paramount importance in the life of a democratic country and a state governed by the rule of law.**

**In such circumstances, the public communication service is called upon to play a leading role in the organisation and management of this essential pillar of any democratic society.**

**As a matter of fact, in its general sense, public service which is in itself an activity of general interest, in terms of its importance in the governance of each State, must be provided by a legal person governed by public law, insofar as its primary objective is to satisfy, above all, the needs of the population as a whole.**

**In this same vein, public service has three main obligations, which are continuity, equal access, and adaptation to social innovation.**

**In the communication sector and the tasks assigned to it, the concept of public service serves, among other things, to guarantee transparency, citizen participation and the legitimacy of institutions during election periods.**

**From this perspective, it is a governmental instrument whose purpose is to ensure the provision of transparent and objective information to all citizens, to create fair and impartial conditions for the expression of the various actors involved in electoral competitions, and to enable all stakeholders to express their opinions on related current events.**

**Public service must also play a leading role in the fight against disinformation, the proliferation of fake news, the manipulation of public opinion, and hate speech.**

**Generally speaking, during election periods, public service broadcasting has a duty to act as a bulwark protecting the democratic process, ensuring transparency and credibility, and working towards maintaining a peaceful social climate.**

**It is in order to meet these requirements that this annual conference has set itself the overall objective of mobilising institutional players in the public communication service, in order to ensure optimal and effective participation in the upcoming elections, be it presidential or regional, with the specific objectives of strengthening the coordination of the State's media activities before, during and after the elections, defining a harmonised operational framework for media coverage and the production of graphic election material by State structures within the public communication sector, clarifying the legal and regulatory frameworks governing candidates' and political parties' access to public service media,**

**managing electoral advertising and regulating media activities in collaboration with the National Communication Council.**

**It will also be necessary to ensure that an appropriate and up-to-date framework is put in place to strengthen the capacity of media practitioners in the area of electoral communication and to combat all forms of hate speech in the national media.**

**To achieve this, thematic workshops have been included in the programme of work to serve as a platform for exchanges between heads of central services, regional and divisional delegates for communication, heads of centres and attachés in the communication structures attached to Cameroon's five diplomatic representations abroad, equipped for this purpose, and representatives of bodies under supervision.**

**It would be therefore appropriate to take this opportunity to commend the various topics selected**



**for the presentations and workshops on your agenda, and I hope that the discussions they generate will lead to relevant conclusions that will enable the public communication service to make a significant contribution to the smooth running of the upcoming elections.**

**By the same token, I am pleased to note the participation in this conference of our colleagues from the External Services, who, as usual for several years now, are taking an active part in these proceedings via videoconference.**

**I would also like to take this opportunity to welcome the senior officials from the bodies under our supervision, who will undoubtedly make significant contributions to the issues that will be discussed thanks to their proven expertise and experience.**

**As high-level players in the public communication service, you all represent a centre of excellence and proven competence.**

**As civil servants or public officials in the broadest sense of the term, you are, as such, and better than anyone else, sufficiently imbued with the imperatives of public service, which must guide your actions in the context of the upcoming elections.**

**I therefore urge each of you, in your respective capacities, to participate as much as possible and to give your full support to the success of this annual conference.**

**Ladies and Gentlemen, while wishing you every success in your work, I hereby declare open the 2025 Annual Conference of Heads of Central, Devolved and External Services, extended to bodies under the supervision of the Ministry of Communication.**

**Thank you for your kind attention.**