

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIS
SCHOOL OF JOURNALISM AND COMMUNICATION



**Opportunities and Challenges of female sports journalists in Ethiopian
media: A case study in Ethiopian Broadcasting Corporation, Fana
Broadcasting Corporation and Addis Media Network**

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Acronyms

AMN Addis Ababa Media Network

EBC Ethiopian Broadcasting Corporation

ERTA Ethiopian radio and television agency

FBC Fana Broadcasting corporate

EPRDF Ethiopian People's Revolutionary Democratic Front

ETV Ethiopian Television

GDP Gross National product

GPA Grade point Average

HD High definition

MA Master of Art

NTPE National committee for tradition practices eradication

R Respondents

SIDA Swedish International development Authority

UK United kingdom

UNESCO united Nations Educational, Scientific and Cultural Organization

USA United states America

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Abstract

The main objective of this study was to identify the challenges and opportunities of female Sports journalists while they are working sport news and programs in the three media organizations such as EBC, FBC and AMN. The researcher had conducted mixed research design and collected data from informants through questionnaire and in-depth interview. The data have been collected from 86 respondents using a closed ended and open ended questionnaire and which has been presented and interpreted using quantitative and quantitative methods. The research findings exhibited that female Sports journalists face more challenges in their fresh time than they became experienced. Female Sports journalists face challenges in career advancements and employment opportunities. They also face challenges in relation to the type of news or programs they cover, they are not given the prime time to anchor event. When compared to male sport journalists, the number of female Sports journalists in the three media organizations in Amharic sport department is insignificant. The research finds out that there is no female sport journalist in FBC at all. In addition having double responsibility, sexual harassments both in their organization as well as in working areas of news and programs were the major challenges which have been identified. In general female Sports journalists are working without enabling environment that impedes their contribution in the field of journalism. Moreover, female Sports journalists and other members of the three media organizations have also been interviewed and the in-depth interview data has been also analyzed. The study has identified the following findings with regard to the challenges and opportunities that female Sports journalists face in the three media organizations. Having special reporting that is focusing on sport issues and reporting, having few employment opportunities for female who would like to join in sport department, having few policies in the country which encourages female to join in different employment opportunities have been identified as an opportunity. The research concluded that as all the media organizations are a fairly male oriented representation. This will lead to female to be dominated by male sport journalists. Hence, more work is needed to reduce male controlled power and more affirmative action's should be given to female Sports journalists in order to increase their numbers in Amharic sport departments were given as some of the recommendations in this research.

CHAPTER ONE

1.1. Introduction

Written documents about the emergence of Ethiopian press such as The Survey of Culture and the Media conducted by Swedish International Development Authority (SIDA, 2003) indicated that Press in Ethiopia is believed to have started towards the end of the 19th century by missionaries and trade representatives who had set up weekly and monthly papers in French. La Semained' Ethiopie (The Ethiopian Weekly) appeared in French in 1905.

According to the survey, local language press began in the beginning of the 20th century when the weekly Aemero (literally means *Intelligence*) appeared in 24 hands written copies in Amharic in 1902. But the first official Amharic newspaper, called Berhanena Selam appeared in print following the establishment of Berhanena Selam printing house in 1923. Starting from this period, different media have been emerged and gained constitutional provision of the press in Ethiopia after the Ethiopian People's Revolutionary Democratic Front (EPRDF) held power by overthrowing the Dergue regime in 1991 (Mengistu, 2005). According to Ethiopian broadcast authority (EBA, 2019), having passed different stages, these days in Ethiopia there are about 111 counted broadcast agencies exist where they are publicly and privately owned. A few among the currently airing channels, Ethiopian Broadcasting Corporation (EBC), Fana Broadcasting Corporate (FBC), Addis Media Network (AMN) , Ethiopian Broadcasting Service (EBS), Walta, Asham TV, Arts TV, Kana, Nahoo and others could be cited.

All the above mentioned media have been broadcasting news, entertainment and programs dealing with different topics with distinct languages. Among different entertaining programs and news, sport news and program, grabs the attention of most viewers. These days it is an overt fact that sports have become concern and source of economy, brotherhood relationships among peoples, interest, wisdom, peacemaking, participation, entertainment and others for its audiences and beneficiaries. In this regard, (Kervin, 1997, p. 55) witness "People elsewhere want to read and watch about sports at leisure and at their own pace about their chosen sports."

Sports news writing began in 1926 on the first government newspaper called "Aemro". Since then sports news has been reported on the subsequent government newspapers (Commission for Physical Training and Sports, 1985, p.10), where it has never been clearly stated whether female or male Sports journalists wrote. Above all, the researcher witnessed that the most

pronounced increase in the number of private television stations which are broadcasting sport news and program packages and other different issues. Today, quite often, it is a commonplace to observe more people are interested in watching sport news and programs which are produced by both male and female reporters.

As literatures mention, the first Ethiopian woman program producer, Romane work Kassahun, had worked for more than 25 years starting her career in 1946 for both the print and electronic media. Later, female journalists such as Assgedech Yiberta, Elleni Mekuria, Bizu Wondimagegn and Abaynesh Birru became among the senior and well known female journalists who had been working while facing problematic working conditions (Mengistu, 2007).

In addition to this, different media publications have been and are still depicting female in traditional and more victimized way in existing different media. According to (Agaredech, 1994) female are victims of pigeon-holing than male, which are often held against them in order to disregard them from certain activities. Labeling people as this and that is done everywhere but it is resilient in media. The distortion in representation and lack of representation of female in the media has undesirable effects on development process. In general even in subjects that seem insignificant, the representation of female in the media fashion intentionally or otherwise project negative images. When it comes to EBC, FBC, and Addis Ababa Media Network female sport news and program journalists, things might be either worse or the other way. Hence this study assessed the challenges and opportunities that female Sports journalists in EBC, FBC, and Addis Ababa Media Network face and will also try to suggest ways to fill the gaps that female journalists facing problems in their job. Moreover, it will bring clear image on the challenges and opportunities of female in reporting sport news and programs and would have broader organizational and media policy implications in terms of the challenges and opportunities that the female are facing.

1.2. Statement of the Problem

There are many reasons which initiate the researcher to take this issue for the study. Among these, as the researcher is working in EBC sport news and programs department, she frequently hear and observe some female journalists complaining about and challenges they are facing. These observations prompted the researcher to an inquiry in to the states of identifying the challenges and opportunities that the female journalists handle.

In addition to this, the researcher has tried to assess research works done in the issue. Of course she has identified different researches on female. For instance (Alemseged, 1999) and (Agaredech, 1994) have done their researches on female. All the above mentioned studies have mapped and analyzed in ways in which female are portrayed in factual media showing a pattern of marginal presence on the one hand and stereotyping the gender issue on the other. Their research seems a little bit similar to this because of they take the issue female in their study. However, they did not see the challenges and opportunities where the female Sports journalists are facing. On the other hand still there are also different studies conducted on the then ETV. For instance (Frehiwot, 2014) conducted a research on “Work Allocation of Female Journalists in Amharic News Coverage: The Case of ETV”. According to the study there is no regular system in ETV in 2014 to help to assign journalists without discrimination and there was a dependency of few male journalists.

The study shows the problems female journalists were facing in ETV in story distribution in general. Frehiwot’s study lacks identifying the challenges and opportunities of female Sports journalists in EBC where it is government owned and as well as other media organizations which is going to be covered in this study. Hence, it would be very essential to know more about female reporters’ challenges they encounter and the opportunities that EBC, FBC and Addis Media Network set for female Sports journalists in reporting sport news stories and practical challenges female journalists facing in Amharic sport news and program department. Therefore, having seen these gaps, the researcher is motivated to examine and assess the actual situation of female sport reporters’ challenges and opportunities in reporting sport news stories taking the case of EBC FBC and Addis Media Network.

1.3. Objective of the Study

This study has both general and specific objectives where each of them is described below.

1.3.1 General objective

The main objective of this study was to find out the challenges and opportunities of female Sports journalists facing in reporting sport news stories and programs by taking the case of Amharic sport news and programs department of the three selected media organizations called EBC, FBC and Addis Ababa Media network.

1.3.2 Specific objective

The specific objective of this study is to:-

- Examine the challenges that female Sports journalists are facing in reporting sport news and programs
- Identify the opportunities that the media organizations set for female Sports journalists in reporting sport news and programs
- Examine the ways that the sport news reporting assignments made.
- Identify the involvement of female Sports journalists in editorial decision.

1.4. Research Questions

The study tried to answer the following questions

- What are the challenges that female Sports journalists are facing in reporting sport news and programs
- What are the opportunities that the media organizations set for female Sports journalists in reporting sport news and programs
- How are sport news reporting assignments made?
- How much females journalists involved in editorial decisions?

1.5. Significance of the Study

This study will have much significance. Above all the study will help for concerned stakeholders to understand and take actions in regarding the challenges and opportunities of female journalists in EBC, FBC and Addis Media Network sport news and programs department. Moreover, the findings of this study will contribute to the benefit of the above mentioned media organizations in considering that the more the role and importance of the female in reporting sport and news programs so that it could take measures like affirmative action. Additionally, the findings of this research will help the Media houses to take a better look from the advantage point of gender fairness and make a difference that may be observed among male and female in reporting sport news and programs. The finding of this research will also help to identify the gaps of female Sports journalists and the practice of the above mentioned media organizations so as to train and capacitate female Sports journalists in general. The last but not the least significance of this research is being a spring board for

other researchers who conduct a research on same area. As indicated in the statement of the problem section there is not enough research in the area so that this research paper would fill the gap that is scarce in literature for a research on female Sports journalists challenges and opportunities area.

1.6. Scope of the Study

Thematically, this research is limited to assess the challenges and opportunities of female Sports journalists in reporting sport news and programs in three selected media organizations. Geographically, this research is going to focus on female Sports journalists who are living in Head offices of the three selected media organizations. Hence, female Sports journalists who are living in regional office of the three organizations and other Medias will not be the subject of this research. The target data source of the study is Amharic sport news department of the above mentioned three selected media organizations. Here what it should be clear is that female Sports journalists who are working in the national radio service; FM radio stations and television are going to be the source of data. The study will also assess female sport journalists' participation in sport news and program coverage in six months i.e March to August 2019.

1.7 Limitations of the Study

As this research is focusing in three media organizations, it was difficult to assemble the respondents into one place. Moreover, each of the respondents were engaged on their own duties and they failed to pay due attention for their participation. However, the researcher overcame the above mentioned problems in as a setting appropriate time for female Sports journalists to get each of their idea. Moreover, because of governmental meetings, the key informants were not available in a fixed time. The researcher took schedule for them and did the interview with the key informants. The researcher also interviewed the respondents in a scheduled and comfortable time of the female Sports journalists in the three media organizations. This will be possible through conducting frequent phone calls to all participants until the researcher got confirmations.

1.8. Organization of the thesis

This research work has five chapters. The first chapter presents the introduction to the study which entails the purpose, objectives, research questions, the significance, the scope, limitation and organization of the study. Under the title of review of related literature, chapter two presents an analysis of the international and specific country research about female in the media including the situation of female journalists in Ethiopian media and the theoretical framework. Chapter three presents the methodology of data collection and analysis while chapter four presents and discusses the collected data. And chapter five gives the conclusions and recommendations.

CHAPTER TWO

2. Review of Related Literatures and Theoretical Framework

2.1 Review of Related Literatures

As indicated in the organization of the study section, this part mainly focuses on the literature written on female journalists in general and their participation in reporting sport news stories and programs in media. Moreover, the theory that the researcher applied which is called feminist theory has been clearly discussed in the next sections where it has direct relevance in identifying the challenges and opportunities that female participation in reporting sport news stories and programs and their representation in media.

2.1.1 Sport and the media

Sport and media have inextricably mutual relationship. Scholars in the field claim that sport form central part of the current media landscape. In the same way the media plays a key role in transforming, producing, and amplifying sports in the modern world. According to (Shultz, 2002, p.28), the media play a vital role in the process of realization sport into every part of the world, no matter how distant the territory in question.

When we see historical documents with regard to the development of sport in the world, they explained that since the end of the Second World War in 1945, sport have become important part of the spare time industry. A large number of people in the four corners of the world have been employed under it and also it accounts for a major part of the Gross National Product (GDP) of many countries.

In addition, (Hermales, 2005, p.49) also clearly stated that, “sports are among the most widely viewed and closely followed activities in the world.” The media and the sports world have created a pleasant-sounding connection because of the fact that each one of them contributes to the growth and development of the other. (Rowe, 2004, p. 2) also stated that sports, which have carry many everyday jobs and multiple messages, are almost no discernible from the media. Sports events and programs played and are playing a vital role in attracting a large number of audiences to media. With regard to the relationship between sport and media, (Elliot, 1994, p.15) added that, the media gets precious benefits from this mutual relationship. Highly rated, gainful, and year round available sport programs in the world are the responses from the sports world to the media. Broadcasting companies and stations gather major income from sports.

(Campbell, 2004, p.214) also asserts that worldwide sport competition events generate huge number of audiences and increase the income of the media industry.

These days, because of increasingly expanding presence in the mass media, sports have become the main product that is consumed by great number of people. The participation of female in reporting sport is also playing important role. In addition, the multifaceted relation of the media sports helped fans and female journalists to have access to live events, reports, and various kinds of productions.

The strong tie between sport and media played to have many journalists in the field. Female are also engaged in sport reporting. Sport media and female Sports journalists' relationship has played a vital role in the circulation battles among the press and competition for audiences in the electronic media. This issue has been explained by (Blain and Boyle, 2002, p.417) by pointing out that sports win many willing and unwilling audiences for the media. Widening the massive impact of media on the sporting world will also be vital in the institutionalization of sports. Nowadays, it is very important in any country to understand the dynamics of the relationship between sports, the media and employment of female journalists in the world. Increasing the quality of sports in the media and having female sport journalist helps to meet the never-ending. Hence, the emerging development of female participation in sport news and programs will be counted as a benefit for the media organization.

2.1.2. Female's Existence and Role in the Media

These days female are now 'present' as an important middle-level group of producers, directors, journalists and reporters in the media of many countries round the world. According to (Gallagher's, 1995) comparative study, approximately a third of radio and television producers in Southern Africa and in Latin America were female; in Europe the corresponding figure was 37%. On the other hand, Gallagher noted that the increased presence of female on the screen and in a few other high-profile positions almost certainly contributes to a sound between perceptions and reality.

Even though it is true that more female than ever before are entering media industries in almost all world regions, female still have are facing challenges. Such challenges have been warranted for years by the assumption that male workers have a family to support and female workers do not. Even if sex discrimination may result from different styles of communicating and working,

(Weidman, 2001, p.70) stated that ‘the root of all sex based discrimination against female is the ideology of patriarchy’.

“Male who discriminates against female is looking at the world through a patriarchal lens, which tells them those females are not as competent, capable, or valuable as male in the public sphere (i.e. the work place). Believing this as they do, they are tending to employ, trust, promote and give rises to a man before a woman”.

Sakr Noami in her article argued as “Seen and starting to be heard: female and the Arab media in a decade of change” indicated that female’s unequal access to the media is a universal concern. Such negative stereotyped of female and lack of encouragement for female editorial staff not only reflect wider disadvantages facing female but also help to continue and reproduce them. This dynamics led to the inclusion of representation in and through the media and new communication technologies as one of 12 "critical areas of concern" in the Beijing Platform for Action, the agenda for female's empowerment drawn up at the Fourth World Conference on Female in 1995 (FWCW, 2006, p.1).

There are also scholars such as Chambers, Steiner and Fleming, (2004) raised a point on how media ownership creates problems on female- media relationships. They stated that, critical political economic analysis of female’s position in media industries themselves, which recognizes the relationship between who owns media organizations and what is produced by them, is a point of debate in female-media relationship. Media organizations have been increasingly powerful in economic, political and cultural forums that constitute the public sphere and, if for no other reason; we must better understand how they work.

(Byerly and Ross, 2006) also indict that the ownership and control of media giants by a few males have implications for the macro-meso and micro-level realms of media. According to them, the macro-, meso-, and micro- concepts, they described, are strongly associated with media power and relations. Power relations at the micro level are further confirmed and combined at the macro level when ownership and control of news media are explored. Therefore, the macro-level is associated with finance and investment. The meso-level is associated with relations of production, including the day-to-day decision-making concerned with policy making and creation of products. The micro-level area of media is associated with media content, particularly the representation of female as subjects and the coverage of issues relevant to female’s lives. (Ellen, 2002, p.77) cited in (Byerly and Ross, 2006), accounted that feminist scholars have not projected into studies of media economics in order to look at how

matters of resources, labor, and content are never gender-neutral. Most scholars cited in the same book suggested that feminist scholarship must begin to involve female more actively both in the analysis of media structures and in the development of media policy.

(Chambers, Steiner and Fleming, 2004) also stated about the issue of female journalists. They argued as “it is not always one of being denied jobs on account of gender” but those females are refused most reporting jobs because of their gender. They make stronger their disagreement by exemplifying Liz Trotta, a woman journalist who was refused apposition by the New York Times editor saying exactly “It is no job for a woman” and was finally employed by a network executive who specifically wanted a ‘girl reporter’. According to Van Zoonen, “the masculine character of the news is also recognized in the choice of sources and spokes persons who are over whelming male, despite growing numbers of female politicians, public officials and other professionals.” She added that the choice of sources and spokespersons is seen as reflecting the personal networks of male journalists rather than being a representation of actual gender divisions.

The number of female in journalism is gradually rising: according to a (UNESCO, 2002) report on employment patterns in the media, female now make up the majority of journalism students, especially in Europe and the Americas (Gallagher, 1995). (Vanzoonen, 1994) took some countries’ profiles to give a general picture of female students entering journalism and communication indicated that the figure shows 50% in Netherlands, 55% in Norway, in 52% in UK, 49% in the USA. Yet, she found out that all these female students do not necessarily end up in news journalism because there are still many barriers between having graduated from journalism school and becoming a news journalist. Van Zoonen took recent European figures on the employment of female in television and print news to confirm this point. Another point that she made is even though these figures show improvements compared to fifty years ago, they are still not very impressive for most female journalists are young, leaving the profession in their early thirties when they decide to have children. It is nearly impossible for female in journalism to unite their career with children, whereas for male this is much easier (ibid). When it comes to Africa, the number of female journalists and reports is increasing in an unbelievable amount. The introduction of technology and establishment of new media organizations makes to increase the number female journalists in Africa.

2.1.3. Brief Review of Media in Ethiopia

Historical evidences indicated that press in Ethiopia is believed to have started towards the end of the 19th century by missionaries and trade representatives who had set up weekly and monthly papers in French where this has been indicated in the “Survey of Culture and the Media” conducted by Swedish International development Authority (SIDA,2003). *La Semained’ Ethiopie* (The Ethiopian Weekly) appeared in French in 1905. According to the survey, local language press began in the beginning of the 20th century when the weekly *Aemero* (Intelligence) appeared in 24 handwritten copies in Amharic in 1902. But the first official Amharic newspaper, called *Berhanena Selam* appeared in print following the establishment of *Berhanena Selamin* 1923. From 1923–1936, Ethiopia had six publications: *Aithiopicos Kosmos* (Ethiopian World) in Greek in 1925; *L’ Ethiopie Commerciale* in French in 1932, *Atbia Kokab* (The Morning Star) in Amharic in 1934, and from 1934–1936, *Ye-Ethiopia Demts* (Voice of Ethiopia) in Amharic which was silenced by the Italian violence on Ethiopia and was reissued in 1958 (ibid).

These historical documents also stated as about 14 newspapers and magazines were published in Amharic and other national languages and 13 others came out in English and other foreign languages such as Italian and French in the years between 1941 and 1974. Most of these magazines and newspapers stopped to be published during the previous Derg period, while others, mostly publications of government organizations and ministries, continued to appear. Local writers also made similar remarks that journalism in Ethiopia is believed to have started by the introduction of *Aemiro* newspaper in 1902, which was a handwritten at its beginning. Since then journalism has been expanding in both type of media and technology (Getachew and Metaferia, 2003) and (Mekuria, 2005).

(Getachew, 2003), also analyzed in terms of its role and ownership where he classified and characterized the historical development of Ethiopian press. Accordingly, the period from 1902 to 1935 is noted as the beginning period of newspapers in Ethiopia. The quantitative and qualitative improvement and modernization of newspapers were seen after the 1920s.

The history of Ethiopian press heralded the next phase in period of the Italian occupation (1936-1941). During this time, Ethiopian newspapers were terminated quickly and gave way to the Italian newspapers. The Italians used to publish newspapers whose contents were meant to advance their colonial ambition. However, underground newspapers of Ethiopian patriots existed, serving a voice of the people in their struggle against colonizers.

In the history of Ethiopian press, the third phase- post colonial occupation (1941-2002) is characterized as a period when some developments have been observed in three successive governments. For instance, broadcast media was started during the Imperial reign (1941-1974) although it was best known for its restrictive nature of controlling the contents of the mass media. The military regime (1974-1991) was also noted for its totalitarian control of the press. Several state -owned newspapers were launched with the aim of propagating socialist ideology.

According to written documents, press in Ethiopia gained constitutional provision after the Ethiopian People Revolutionary Democratic Front (EPRDF) held power by overthrowing Derg in 1991. Following the press proclamation in 1992, private newspapers and other journalistic outputs have been published for national and local circulations. But still, the present government is criticized for silence the media especially the private press. The history of mass media in Ethiopia exhibited that the role of journalism has been greatly shaped by the needs and interests of governments in power, which used the mass media to impose its ideological orientations. (Shimeles, 2000) and (Metaferia, 2003) also stated as freedom of the press has been put under question mark after dozens of private journalists were put to prison suspected with ‘treason and genocide’ following the May 2005 election. (Agaredech, 2003) also remarked that the introduction of Aemiro Newspaper in 1902, from church writers, is a long period compared to the history of many African countries. Agaredech mentioned two Ethiopian personnel: Merse Hazen Woldekiros and Yared Gebre Michael to have run the profession by taking it over from foreigners. The themes of the stories during that time focused on moral education, royal family members, international war news, and articles that deal with heroism and national issues.

2.1.4. The Presence of Female Journalists in Ethiopian Media

These days in Ethiopia, there are a number of broadcast agencies, public and privately owned, compared with the past broadcasters. The Ethiopian Broadcasting Corporation (EBC), Fana Broadcasting Corporate, Walta, EBS, Nahoo, Arts TV to mention a few are among the currently airing channels. Since its beginning, the media has been broadcasting news, entertainment and programs dealing with different topics with distinct languages. From the starting point of journalism in the country, the participation and the role female journalists underestimated. However, the situation is very significant. Despite the fact that the presence of female journalists in the industry isn’t visible as expected they have been playing an important role in the demanding media environment in Ethiopia.

In Ethiopian media history, the first woman program producer, Romanework Kassahun, had worked for more than 25 years starting her career in 1946 for both the print and electronic media. Afterwards, female journalists such as Assgedech Yiberta, Elleni Mekuria, Bizu Wondimagegn and Abaynesh Birru became among the senior and well known female journalists who had been working while facing problematic working conditions.

Historical documents about journalism in Ethiopia cited in (Alemseged, 1999) stated that, for centuries Ethiopian female have been brought up in settings that back the idea that ‘female should rather be seen than heard’. Alemseged further comments local and indigenous ways were used to carry out discussions and pass on information from the few to the majority. However, female remained abandoned in the general process.

(Alemseged, 1999) in his research emphasizes that; mass media is a form of power and often part of a power system designed in such a way to strengthen the status now supporting the economically and politically powerful. The current media ideologies that exist in government or private media organizations are male dominated where devastating collective social attitudes harmful to female are mirrored in the mass media and information industries.

Different media publications and research works have been and are still portraying as female in traditional and more victimized way. Among these, according to (Agaredech, 1994) female are victims of pigeon-holing than male, which are often held against them in order to ignore them from certain activities. Even though labeling people as this and that is done everywhere, it is elastic in media. The twist in representation and lack of representation of female in the media has unwelcome effects on development process. In general even in subjects that seem insignificant, the representation of female in the media fashion intentionally or otherwise project negative images.

Furthermore, the Ethiopian media has mostly shied away from representing female as a journalist in news coverage and overall media representations for a long time. Historically when it comes to the media there were various categories female were placed. Among these, female were needed for the presentation of their faces and voices rather than their professional competence. In this regard, (Tsehay and Frehiwot, 2006) clearly stated female’s images and voice they argued as female are still used in advertisement and entertainment programs for

sexual appeal while their success as professionals has been given and still given little attention, and is not taken as a subject that would sell, for the market oriented media of the present time.

In addition to the above mentioned research works, (Franks, 2013) also stated as journalism is changing, as is the role of female in the workplace, but the two are not always evolving in harmony. The study also indicated that female are better educated and encouraged to achieve at work – just as journalism strengthens, jobs become tougher, and the economic pressures become greater. This research also showed that the unbalanced female's involvement in journalism and the sector's development in the other side. (Franks, 2013) suggests if journalism is a reflection of the world it must show female's share. According to the researcher, since the newsroom is dominated by males and patriarchal structures, it is characterized by male values, culture, and norms. As (Beam and Di Cicco, 2010, p.403) show, this masculine bias cannot be corrected by simply bringing female into the newsroom and putting some of them in senior positions. The newsrooms took this and the news content is still not necessarily more gender sensitive or has changed largely; it is still produced according to masculine news values

2.2. Theoretical Framework

For the purpose of this research, feminism theory has been applied. According to (Khattak, 2011), feminism is a theory which strongly argues that male and female should be equal politically, economically and socially. The author added that, this is the core of all feminism theories. Sometimes this definition is also referred to as "core feminism" or "core feminist theory." Notice that this theory does not subscribe to differences between male and female or similarities between male and female, nor does it refer to excluding male or only furthering female's causes. One who believes in that male and female should be equal politically, economically and socially as defined above is called feminist. According to different literatures explanation, feminism is a diverse, challenging and often opposing collection of social theories, political movement and moral philosophies largely motivated by or concerning the experience of female especially in terms of their social, political and economic inequalities (Adawo, et al, 2011).

It is female that are harmed, oppressed and subordinated; female's consciousness changed to see oppression for what it was and to see, too, that it was not unavoidable or natural and that it could be challenged(Thompson, 2001).Feminist theories attempt to describe female's

oppression, explain its causes and consequences, and set down strategies for female's liberation (Tong, 2009). These theories, by paying close attention to structures of power and social context and by examining the real experiences of female living within these structures, suggest a method of theorizing that moves beyond the forms of individualism and abstraction that are prominent within liberalism (Schwartzman, 2006). On the basis of the root causes of female's oppression and subordination, different feminist groups have emerged indifferent times. Although their assumptions and interests vary, the main goal is to eschew female's oppression so as to achieve gender equality. Of the varieties of feminism, the researcher applied liberal feminism, which is the most dominant and the groundwork for other feminist groups.

2.2.1 Liberal Feminist Theory

Liberal feminist theory has been defined in many ways by different scholars. Among these, Giddens (2001) cited in (Bimer and Alemneh, 2018) defines liberal theory as a “feminist theory that believes gender inequality is created by lowering access for female and girls to civil rights and allocation of social resources such as education and employment”. This situation is mainly centered on the socially constructed ideology of patriarchy that brings about inequality between the two sexes. According to (Giddens, 2001) cited in (Bimer and Alemneh, 2018), liberal feminism is derived from the liberal political philosophy in the enlightenment period, and centers on the core ideas of autonomy, universal rights, equal citizenship, and democracy. It is characterized by an individualistic emphasis on equality (Khattak, 2011). It is depicted as focusing on individual rights and on the concepts of equality, justice and equal opportunities, where legal and social policy changes are seen as tools for engineering female's equality with male (ibid). Some aspects of feminist politics are shifting from autonomous forms of organization to increased engagement with the state. Female are just beginning to enter an era of liberal democracy (Walby, 2002). In its central assumption, liberal feminism maintains that differences between female and male are not based on biology, which basically represents reproduction differences. Hence, female should have the same rights as male, including the same educational as well as employment opportunities.

According to liberal feminists, female subordination is rooted in a set of customary and legal constraints that block female's entrance to success in the public sphere. Lack of opportunities in life chances and outcomes of female inspired liberal feminists to overcome the problem through education and law (Tong, 2009) cited in (Bimer and Alemneh, 2018). Therefore, as indicated in the introductory part this liberal feminist theory applied in this research.

2.2.2 The feminist media discourse

In the case of gender representation, (Govender et al, 2014) argued as the Feminist Media Theory focuses on gender issues, specifically the representation of female and its consequent. Impact (Van Zoonen, 1994) as cited in (Govender et al, 2014) states that the media have always been at the center of feminist critique. In addition, the media have been thought to act as socialization agents. Media are perceived as the main instruments in conveying, respectively, stereotypical, patriarchal and hegemonic values about female and femininity (Govender et al, 2014). (Borzekowski, Robinson and Killen, 2000) maintain that when female do get into media space a substantial proportion of it is actually diminishing or focused excessively on physical appearance.

According to (Kirby et al, 2000), when it comes to the media, Feminism is concerned with imbalance between how female are portrayed in the media and the real world. Feminists from different philosophical and theoretical scenes have tried to deal with female's problems and solutions with the media by trying to explain how the media is responsible and used to impart female's ideas, beliefs, attitudes and their status in the Society (Steeves, 1987) in (Kelta, 2003). Feminist scholarship is grounded in female's epistemological framework, which dictates that female have specialized knowledge to interpret experiences from their standpoint. The scholars such as (Carol and Aldoory, 2001, p.18) argued that traditional academic research and writing present knowledge from male's perspectives.

Feminist epistemological perspectives recognize that all knowledge is partial and incomplete. No single individual's experience explains everyone else's. If one group's knowledge is primarily relied on, then other ways of knowing will be excluded and ignored. (ibid)Moreover, the theory applies to the field of mass communication, where bosses (e.g. editors, managers, executives etc.) usually come from traditional point of view or standpoint, and thus decide the newsworthiness of a story from that standpoint.

(Lindsey, 2005) also asserts that such female's subordinate and minimum influential positions within mass media industries have made worse the degrading portrayal of female by the media. Her argument goes on to say, 'As female gain positions of power and prestige, gender stereotyped images will be altered'. Inadequate representation of different groups in government, which is one of the basic principles of democracy, is argued to be highly applicable to the mass media.

(Creedon and Cramer, 2007, p.263) also added that feminists recognize media as powerful organizations that can help shape identities. Seen as the media through which messages are transmitted (through editorial content, images and adverts) about the gender roles of female and male in any society, feminists note that media messages can either reinforce, or challenge gender stereotypes and sex-based discrimination. As news and communications channels, they can put female's rights and gender equality on the agenda of public policymakers. As organizations that practice sex-based discrimination they are also sites where the struggle for gender equality must be confronted.

2.2.3 Gender

Feminist researchers and scholars such as (Creedon and Cramer, 2007, p. 262) and (Lorber, 2005) see gender as a basic organizing principle that shapes the conditions of female lives-a lens that brings into focus particular questions. As stated earlier in feminist theories male and female are accepted as biological terms that represent physical differences but feminine and masculine correspond to social, historical and cultural meanings that have been associated with these biological differences varying from culture to culture (Creedon and Cramer, 2007 p.262). (Lorber, 2005) wraps the term gender as:

Through the social processes of gendering, gender divisions and their accompanying norms and role expectations are built into the major social organizations of society, such as economy, the family, the state, culture, religion and the law.

This study focuses on gender as an issue for the media by highlighting the ways in which gender inequalities, biases and prejudices manifest themselves in the media. As defined by feminists, this study takes on gender as a way in which society assigns characteristics and social roles to female and male (Shivas, 2000). The roles, functions and characteristics of male according to feminists, have been given greater value than those of female, creating unequal gender power relations which perpetuate discrimination against female in both the public and private spheres.

Sex according to feminists such as (Shivas, 2000), is the basis for discrimination and the violation of the rights of female and girls in all societies Some of the gender biases and prejudices in the media would be analyzed through the choices media managers, advertisers, and media professionals (editors, journalists, co-editors, etc.) make each day. For example, decisions about who will be promoted; who will not; what will make news; what will not; who

will be interviewed; who will not; and so on are decisions affected by media professionals-beliefs about where female and male should be in society.

These analyses would reveal the extent to which differences-assumed to be rooted in biology are demonstrated to be cultural. From the wide variety of physical characteristics and personal attributes present or possible in humans, (Lorber, 2005) also argued, as cultural groups create order by designing simplifying category systems that are arbitrary assigned, socially enforced and ultimately taken for granted. These systems can be useful or harmful, rigid or flexible, egalitarian or stratified or binary. International and specific country studies have shown that more female have joined media organizations and also gained some ground to top editorial posts. Studies also show that the nature of journalism has changed impacting on the role of the media and female participation in them. However, there is persistent differential treatment between male and female in the media. Female are less participated in newsroom than male either as news reporters, are restricted to stories. The studies also indicate that female journalists still face problems with access, promotion and career development and they suffer from cultural, sexist attitudes from their communities, families, the media organizations and male colleagues.

Therefore, this study tried to suggest ways to fill the gaps that female journalist facing problems in the producing different sport news and programs. The above stated theory thus contributes a lot in showing the challenges female journalists facing in the newsroom specially in reporting hard news stories. Most importantly it contributes in predicting the findings of the study and in collecting data. Accordingly, this study will firstly assess the involvement of female in reporting hard news stories taking the case of Amharic News Department of the Ethiopian Broadcasting Corporation.

2.2.4 The Position of Female in Ethiopia

According to (Bimer and Alemneh, 2018), female in Ethiopia occupy low positions in the society. Despite their contributions to the well-being of their families and community affairs, female occupy lower socio-economic positions generally and therefore not allowed to make decisions at all levels. Female's low decision making power in Ethiopia is more pronounced at household level (ibid). Research conducted by the National Committee for Traditional Practices Eradication (NCTPE, 2003) depicted that female face multiple sorts of deprivation. Gender based discrimination, lack of protection of basic human rights, violence, lack of access to

productive resources, education and training, basic health services, and employment are widespread (ibid).Female's status is low as they are by and large poorer than male. This is because they procure less, are less taught, hardly become heads of family units, have no assets to help their wards, loath due affirmation for their work commitment, especially in agribusiness, and lack basic leadership control. The above mentioned study also asserts as Ethiopia is a male centric culture that keeps female at subordinate position, using religion and culture as excuses. These reasons have for a long time been encouraged by laws and enactment, that maintain man centric society and female's subordination. This has realized and kept up incompatibilities amongst people, in division of work, offer of advantages, in law and state, in how family units are composed, and how these are consistent (ibd).

2.2.5 Historical Establishment of EBC

Today Ethiopian Broadcasting Corporation, the then Ethiopian Television and Radio Agency, spends more than five decades and is the pioneer media organization in Ethiopia. According to historical documents depiction, the organization was established at the time of Emperor Hailesilassie. In 1931, the Ethiopian national radio began by transmitting the emperor Haileslassie speech for his inauguration. (Leykun, 1997, p.40) stated that Ethiopian Television also established during Emperor Hailesilassie in1964, in the first operated by British firm named Thomson. It was created to highlight the Organization of African Unity. In 2014 the channel changed its name from Ethiopian Television and Radio Agency (ERTA) to Ethiopian Broadcasting Corporation (EBC). As part of the reform process EBC upgraded its service such as broadcasting studios into a modern and digital one in a bid to meet its goal of becoming a “vibrant media house in East Africa by 2025”.

After it come EBC, it opens three television channels, namely ETV ZENA (news), ETV Quanquawoch (Languages), and ETV Meznagna (entertainment) under the shelter of the Ethiopian Broadcasting Corporation. The (editorial policy booklet, 2014) justifies as sport issues are covered in these three channels in different languages.

Moreover, EBC has three radio channels that are Ethiopian national radio, FM 97. 1 and Fm. 104.7. Ethiopian national radio is the first broadcasting media in Ethiopian has established in 1931 by emperor Hailesilase at Nifas silk. In 1935 the station building has finished On September 7, 1935: concerts by Ethiopian Military Band, traditional Ethiopian music, and news broadcasted. Emperor Haliesilase's first appeal to the world for assistance against the Fascist invasion was broadcasted on September 13,1935 (Tsigereda, 2019).

During the occupation fascist Italia the radio transmission was stopped and in 1961 reopened after worrier has gone according to Ethiopian broadcasting corporation editorial policy booklet which was published in 2014: 1. FM Addis 97. 1 other radio station in EBC which began broadcasting since 2000 and currently Fm. Addis 97.1 is transmitting for Addis Ababa and national. This pioneer government owned station a 24 hours broadcast (Brhanu, 2018).

While FM 97. 1 transmitted in Amharic, EBC has another station named EBC 104.7 that airs news and programs in foreign language to address diplomatic community in Addis Ababa as EBC editorial policy (EBC, 2014) stated.

2.2.6 Historical Establishment of FBC

Historical documents about the establishment of Fan Broadcasting corporate depicted that the corporate was established by the name of voice of Ethiopia people's peace, democracy and liberty organization, in 1980. Its first transmission language was Tigrigna. In 1981 the radio station started transmitting Amharic language. (Andarege, 2018) also stated as Fana Broadcasting Corporate is a private media company lunched on 1994 it focuses mostly on political, social and economic issues about Ethiopia. FBC has a vision to be a reliable source of public information by providing quality media service in Ethiopia and East Africa. In addition, FBC also aims to contribute its own share in the national effort to fostering development, promoting peace and building democracy in the country (FBC, 1995).

Fana Broadcast Corporate has radio and online services and has become pioneer in the country's media history by building a full HD Studio and commencing full HD television transmission in 2017. Fana Broadcasting Corporate, in radio broadcasting service, besides its national and Fana FM 98.1 transmission, it has opened FM stations out of Addis Ababa in 11 regional cities. It has 12 FM stations across the nation that providing broadcasting services. (Dawit, 2015)

2.2.7 Historical Establishment of Addis Media Network

The today Addis Media Network (AMN) the then Addis Ababa Media Agency is a metropolis city media based in Addis Ababa, Ethiopia. AMN owns Addis TV, FM 96.3 Radio, Addis Lisan newspaper and all New Media platforms. AMN was established 1991 under Addis Ababa culture and publicity office. The media motto was 'to provide information for the society' as the Media editorial policy stated. At the initial it was difficult to do the media work with full of skilled manpower. Because of skilled manpower scarcity Addis Ababa Mass media Agency

started television transmission via Ethiopian television by provide recorded production video casset. In addition to this the radio transmission started by transmitted 30 minutes production via Radio Fana. Moreover Addis Lisan newspaper also started at a time. In 1999, the television transmission stared by its transmitter. At the mean time the radio transmission also started in 2002 that is fm96.3 as the Medias' magazine stated. (1999).In 2010 the channel changed its name from Addis Ababa mass media to Addis Ababa Media network.

CHAPTER THREE

3.1 Research Methodology

For the purpose of this research, the researcher applied mixed research method. Mixed methods research has been described in a variety of ways which can make it a difficult concept to understand (Niglas, 2009). It has been referenced as “empirical research that involves the collection and analysis of both qualitative and quantitative data” (Allan, n.d., Slide 4), whereas (Burke et al, 2007, p. 123) define it as: “... the type of research in which a researcher or team of researchers combine elements of qualitative and quantitative research approaches (e.g., use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purposes of breadth and depth of understanding and corroboration.” (Greene, 2007: xiii; endorsed by Johnson and Onwuegbuzie, 2004) believes that this approach provides researchers with opportunities to “... compensate for inherent method weaknesses, on inherent method strengths, and offset inevitable method biases”. (Creswell and Clark ,2011), comment that this approach enables a greater degree of understanding to be formulated than if a single approach were adapted to specific studies. Furthermore, they also put forward a collection of core characteristics which highlight key elements within mixed methods research. They state that researchers collect and analyze both qualitative and quantitative data in a sequential and/or simultaneous and rigorous manner which integrates the two forms of data. Therefore, by taking the use of having the two kinds of data collection methods i.e. qualitative and quantitative, the researcher will apply the mixed methods of research.

Mixed method research employs both approaches iteratively or simultaneously to create a research outcome stronger than either method individually. Overall, combined quantitative and qualitative methods enable exploring more complex aspects and relations of the human and social world. Some of these aspects and relationships may be analyzed quantitatively and qualitatively. Qualitative research typically answers research questions that address “how” and “why” whereas quantitative research typically addresses “how often” and “how many” (Yin, 2004). The above reflections give reason to suggest that a mix of quantitative and qualitative methods can be fruitful for obtaining profoundly new empirical insights. As quantitative methods need valid conceptual grounding, qualitative methods are probably always a necessity to understand social phenomena (ibid). In addition to the above uses, it is possible to see the advantages of these research methods one by one.

(Howitt and Cramer, 2014, p.338) argued that qualitative research is concerned with analysis at the level of individual words, phrases or even sentences in a research and also analyses broader units of text. According to (Bryman, 2004), qualitative research is devoted to perception, opinion, and thoughts etc. from the perspectives of the people who are being studied. Similarly, Flick (2005) reported “qualitative study provides detailed information of people's points of view and the meaning they attribute to their experiences.” Therefore, applying qualitative research for it helps to investigate the subject matter in detail. As the above mentioned scholars clearly stated, the researcher will use this method to dig out the challenges and opportunities from the female reporters’ perspective. This is to mean that the research design will help to assess how female Sports journalists see their participation in doing sport news stories and programs. Moreover, it helps to know the challenges and opportunities that they face in their work place. Furthermore, in order to interact with female Sports journalists in a bid to get their perception and to identify the above issues, the researcher found qualitative case study research method as the most appropriate method for this study.

In addition, the researcher used quantitative research method which is also apply in a few cases to get quantify data to make a significant contribution to the existing situation regarding to female Sports journalists in three selected media in Ethiopia. So it examines female sport journalists, and find out their challenges and opportunities by taking three organizations that are EBC, Fana and Addis media network. The main reason for focusing in these three media organization is because of their time of establishment. That is EBC is the pioneer media, Fana is the second and Addis Media is the third media organization established in Ethiopian broadcast media history. Besides their proximity to the researcher makes to be selected the aforementioned media organizations. As indicated in the above, in this research quantitative research also is adopted in some cases. Quantitative research gathers information from existing customer using sampling method. The researcher used one of the quantitative methods that is surveying by preparing questioner. For the purpose of this research, about 86 questionnaires were distributed to both male and female sport and non-Sports journalists who are working in the three media organizations. According to Allan (Bryman, 1988, p.11), survey research is the most fundamental tool for quantitative research where the result could be stated with numbers. To sum up, a combination of quantitative and qualitative research methods which are mixed research method have been applied to get the challenges and opportunities of female Sports journalists in the three selected media organizations. Mostly, qualitative research method used with structured questionnaire composed in this research paper.

3.2 Methods of Data collection

There are different methods of data collection that the researcher used to apply in this research work. From qualitative and quantitative research methods data collections, the researcher tried to select those which are conducive to achieve the objective. Among those methods of data collection, interview and survey methods of data collection have been selected for this research. They are taken for their advantages for the research. Now let us see them one by one.

3.2.1 Interview

In order to get the data from primary resource doing interview with respondents is the main technique. There are different kinds of interviewing methods. Among these, the researcher applied in-depth interview method. Scholars in the field of research such as (Johnson, 2002, p.106) stated that in-depth interviewing begins with commonsense perceptions, explanations, and understandings of some lived cultural experience, etc. and aim to explore the contextual boundaries of that experience or perception, to uncover what is usually hidden from ordinary view or reflection or to penetrate to more reflective understandings about the nature of that experience. Moreover, (Marvasti, 2004) also elaborates that in depth interview allowed suppressed feelings through the interview process. Additionally the scholar argued that this in-depth interviewing technique is useful for the researcher to gain knowledge of his or her own respondents' hidden or conflicting emotions individually. (Crabtree and Miller, 1999, p.18) also stated that individual interviews often provide more depth about a topic. In addition they noted depth interview is a powerful qualitative research tool when the focus of inquiry is narrow'. The method would help to come out with depth of responses that is necessary to gain a detailed understanding of the challenges and opportunities of female Sports journalists when they practice their duty. In an in-depth interview, there will be a conversation between a researcher and a respondent to have detail information about the challenges that they face and the opportunities that female Sports journalists have in their respective media organizations. If the respondent gives unclear answer or not understand the questions the researcher has a chance to ask again. The interview questions aimed to find out the challenges and opportunities of female sport reporters. The questions forced to the editors what kind of assignment they tend to give to female sport reporters. So to understand female journalists' opinion towards challenges and opportunities of female Sports journalists in reporting sport news stories and programs based on their life experience and perceptions, applying semi structured format of in depth interview is appropriate and essential. Hence, by taking the above mentioned importance,

the researcher interviewed about eight female Sports journalists and three head of sport departments.

3.2.2 Survey

The survey is a flexible research approach used to investigate a wide range of topics where it often employs the questionnaire as a tool for data collection. According to (Isaac & Michael, 1997, p.169) survey research is used:

To answer questions that have been raised, to solve problems that have been posed or observed, to assess needs and set goals, to determine whether or not specific objectives have been met, to establish baselines against which future comparisons can be made, to analyze trends across time, and generally, to describe what exists, in what amount, and in what context.

As indicated in the above survey most of the time uses questionnaire as a tool for data collection. Therefore, for the purpose of this research questionnaire was distributed to both female and male Sports journalists in order to have data with regard to the challenges and opportunities that female Sports journalists are facing. Both male and female sport reporters, who were selected by purposive sampling technique, were provided with self-completion questionnaire because questionnaire is the basic tool for collecting data in survey research. More than 30 questions had been constructed of which 20 were close ended and 10 were open ended where the researcher tried to construct questions as short, clear and unambiguous as possible.

The questions will be presented in four thematic categories. The first category deals with demographic information. The second category of questions will deal with the challenges female Sports journalists face in relation to employment and promotion. The third category deals with problems associated with assignments given to female journalists. The last category deals with harassment and discrimination. A total of 86 female and male sport and non-Sports journalists completed the questionnaire. Out of 86 respondents, 65 of them were male and 21 were female. Among the 21 female respondents 8 of them were female sport journalists.

3.3 Population, Sampling and Sample size

With regard to drawing sample non probability sampling was employed. (Frankfort and Nachmias, 1996) state that in the case of non-probability sampling there is no way of specifying the probability of each unit inclusion in the sample and there is no assurance that

every unit has some chance of being included. This implies that the sample size is restricted to a limited number. Here one of the types of non-probability sampling known as purposive sampling was applied. According to (Howitt and Cramer, 2014 p.271) the purposive sampling is used in drafting specified types of consultants. According to, (Frankfort and Nachmias, 1996, p.36) stated "Researchers select sampling units subjectively in an attempt to obtain a sample that appears to be representative of the population." This type of sampling gives an absolute freedom for the researcher to choose subjects that are knowledgeable about the research issue. Purposive sampling allows the researcher to get in depth and informative data. Among the purposive sampling techniques, the researcher applied maximum variation or heterogeneous purposive sampling where it was used to provide as much insight as possible in to the event or phenomenon under examination Based on this argument; the respondents were selected from diversified groups. In terms of age, position, years of experience and educational status from college diploma to MA degrees were included.

The samples size was about 86 employees from the Amharic Sport news department who were working in the three selected media organizations both Radio and television Sport news and programs. Even though this research is focusing on identifying the challenges and opportunities of female Sports journalists in EBC, FBC and Addis Media Network; male Sports journalists who were working together with female and editors, producers and senior producers were included in the sample.

3.4 Data analysis Technique

The data which was collected by using the above mentioned methods has been analyzed in content analysis method. This content analysis helped the researcher to make sense of the data collected and to highlight the important messages, features or findings. According to literatures Content analysis is a procedure for the categorization of verbal or behavioral data, for purposes of classification, summarization and tabulation. Mostly it is used to make replicable and valid inferences by interpreting and coding textual material. Content analysis is divided as formal, thematic, textual and audience analysis. The researcher relied on thematic analysis guided by (Boyatzis, 1998).Thematic analysis is a method for identifying, analyzing, and reporting patterns (Themes) within data. It minimally organizes and describes your data set in rich detail. However, it also often goes further than this, and interprets various aspects of the research topic". Based on the thematic analysis procedure, the collected data will be coded and categorized. Then it would be analyzed in interpretative way.

3.5. Reliability and Validity

With regard to reliability in a research, scholars such as (Deacon et al, 1999, p.103), argued as credence to particular statistical findings has to be rooted initially in an evaluation of the research procedures to estimate the likelihood that apparent relationships revealed between variables in a sample are likely to exist in the population as a whole (hypothesis testing). The classical approach presented by (Hammersley and Atkinson, 1983, p.190) is one seeking convergence or confirmation of results across different methods by triangulation.

What is involved in triangulation is not the combination of different kinds of data, but rather an attempt to relate different sorts of data in such a way as to counteract various possible threats to the validity of (their) analysis (Hammersley and Atkinson, 1983, p.199).

In effect, the researcher has conduct two studies with the hope of arriving at the same conclusions. Triangulation has therefore been seen as a way of ensuring comprehensiveness and encouraging a more reflexive analysis of the data than as a pure test of validity.

3.5.1 Quantitative data Reliability

For ensuring the consistency of the research findings and the accuracy with which a method measures what it is intended to measure; the study tested the reliability and validity of the measurement scales. Before beginning the full-scale data coding, appropriate training was given to two data coders. These data coders were degree holders in journalism and communication department. The coders piloted samples which were 10% of the 86 questionnaires.

This pilot test helped the researcher to reveal inconsistency and inadequacies in the category construction. The two coders first discussed on the coding instruction carefully and coded 8 questionnaires which were collected data related to challenges and opportunities that female sport journalists' face in from the three media organizations to check inters coder reliabilities. When the researcher tries to check the reliability and validity of this research, it has been tried to apply the inter coder reliability formula suggested by (Holsti, 1969), cited in (Wimmer and Dominick, 2011). This formula suggests a method of computing inter coder reliability by calculating a coefficient of reliability. It is calculated by dividing the number of stories placed in the same category by dividing the number of units coded.

Accordingly,

$$\text{Coefficient of reliability} = \frac{\text{Number of Units in the Same Category}}{\text{Total Number of Units Coded}}$$

$$R = \frac{2M}{N_1 + N_2}$$

Where M is the number of coding decisions, on which the two coders agree, and N1 and N2 are the total number of coding decisions made by the first and the second coder respectively. Thus, the two coders judged a sample of 8 questionnaires about the challenges and opportunities of female Sports journalists in the three media organizations and agreed on 6 of them. Hence the calculation is,

$$\frac{2*6}{8+8} = 0.75$$

As indicated in the above, the inter coder reliability is 75%. This means, according to (Holsti, 1969), cited in (Wimmer and Dominick, 2011) it is reliable and acceptable. Also, the researcher has come up with his critical dimension, saving statistical consistency and logical reasoning as much as possible. According to (Berg, 2001) though there is wide and very deep discrepancy between qualitative and quantitative research methods, using both of them is very important to check the accuracy of the data gathered by each method.

3.5.2. Qualitative data Reliability

As this research uses mixed approach, the qualitative data gained through the key interview items trustworthiness was assured by avoiding double barreled, long and complex questions. More efforts were made to avoid leading questions and false premises. In line to this, two peers were invited to comment and debrief on the prepared questions. Triangulation by method and data source was held to keep the trustworthiness of the data. In other words, different methods were used to collect the qualitative data. To validate the genuineness of data, the researcher was established good understanding relationship between study participants. Moreover, content validity or inter judge validity was conducted to find out if the questions were representing what they were intended to measure in a comparative way. The questionnaires were translated in to Amharic for ease of communication to get genuine information. For the clarity of the instrument and to avoid contradiction of the instruments it has been tried to cross check the response. As a result, some questions found to be similar were removed.

3.6. Ethical consideration

First the official letter written from Addis Ababa University to collect data was taken. The respondents were asked respectfully to receive the required information based on their willingness. The researcher respected the privacy of all questionnaire respondents and data gained through in-depth interview promised them that it was not to be revealed and not exposed to anyone. It has been told to them as it will only be for the purpose of the research and there will not be names on the questionnaires and other unique identity of the participants will not be revealed. Besides, they were informed that, if they were not comfortable to answer some of the questions they are not forced to answer. Even during interview, the researcher asked their willingness to tape record the information and after that they became interviewed. Moreover, every sources used for this thesis accredited so as avoided plagiarism in any form.

CHAPTER FOUR

4. Presentation and Data Analysis

4.1 Introduction

This chapter presents and analyses the data collected from the three media organizations namely, Ethiopian Broadcasting Corporation, Addis Media Network and Fana Broadcasting Corporation focusing on identifying challenges and opportunities of female sport journalist face in working sport reporting. To achieve this aim, few research questions were developed and presented for respondents who are working on sport and other issues. In order to answer these few research questions, mixed method was used. Both quantitative and qualitative content analyses were used to analyses the challenges and opportunities of female Sports journalists in the aforementioned media organizations. The study analyzed a total of 86 questionnaires and 10 in-depth interviews with an aim of identifying the challenges and opportunities that female Sports journalists face in doing sport reporting. The discussion of qualitative data gathered from key informants from the three media organizations is also be presented side by side in each title under this chapter. The first part discusses the quantitative analysis and the second part deals with the qualitative analysis. Let us begin from the quantitative data.

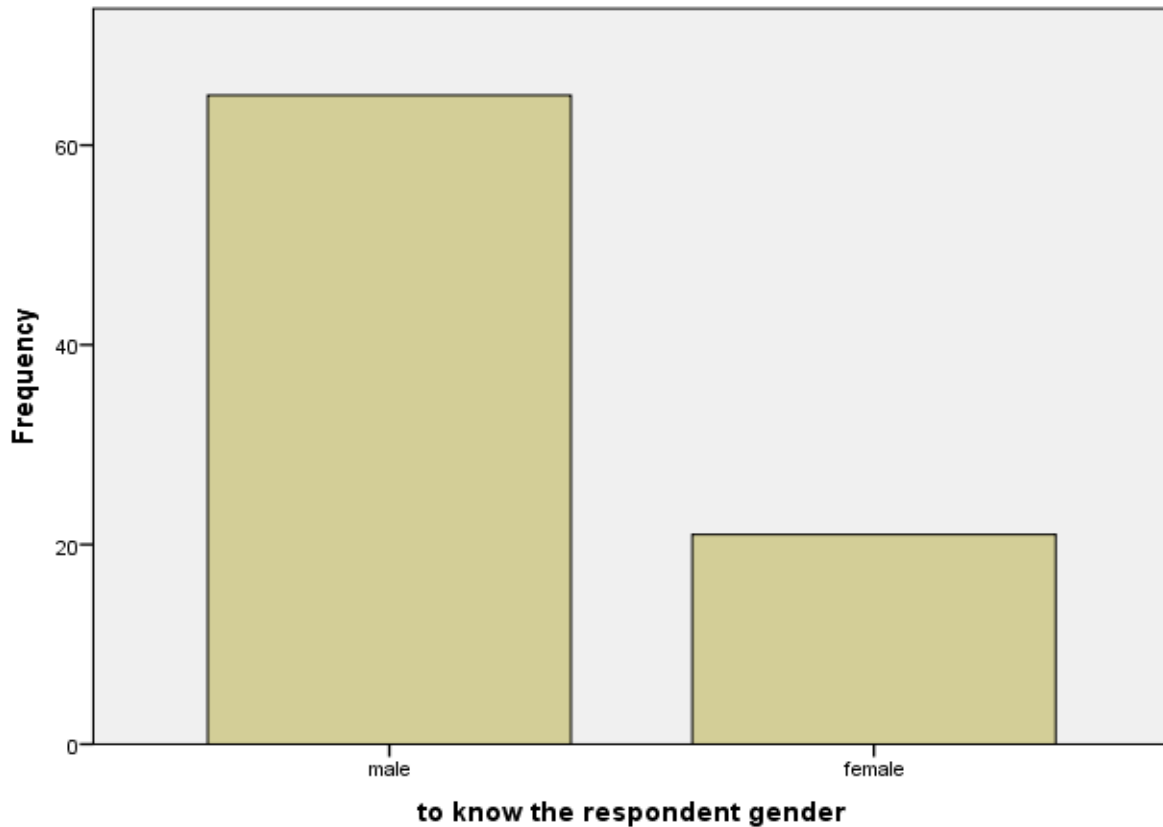
4.2. Quantitative Data Presentation, Analysis, and Discussion

4.2.1 Quantitative Data Presentation

4.2.1.1 Demographic Representation

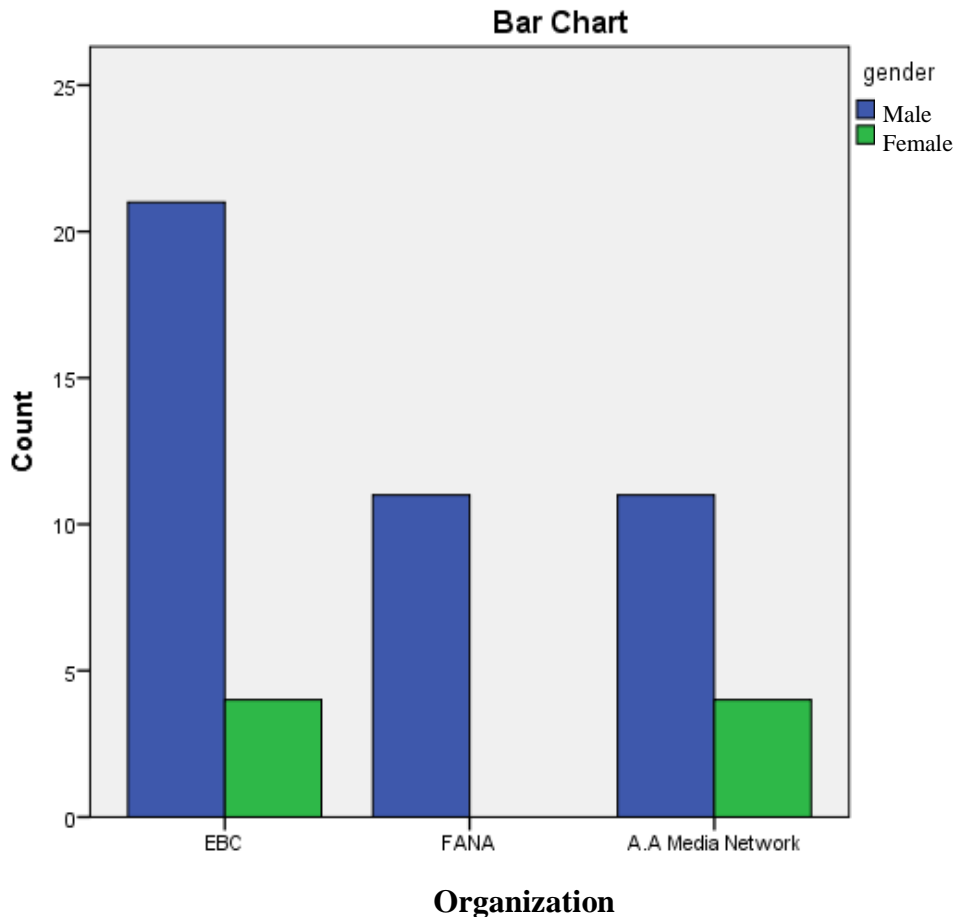
There were about 90 questionnaires prepared and distributed to the respondents of the total number of questionnaires, 86 of them were filled and returned. Hence, 86 properly filled and collected questionnaires were considered for the study. In this part, demographic information of respondents has been presented.

Figure 1: Demographic profile of the Respondents



The graph in the above figure 1 summarizes the total number of respondents. There are about 51 Sports journalists where it counts 59.3% and 35 other journalists where it counts 40.7% included in this research. Among those, 65 of them were male and 21 were female. In addition, 51 total number of Sports journalists were taken where 43 of them were male and 8 of them were female sport journalists. Thus, as indicated in the figure, male journalists make up 75.6 percent of the total respondents and the rest 24.4 percent of the respondents were female. Therefore, from the above data it is possible to say that the three media houses sports as well as other issues are done in a male dominated environment. This distribution is worse in FBC when we see organizationally. See the following graph.

Figure 2: Distribution of Female Sports journalists in three media organizations



As indicated in Figure 2, the distribution of Female Sports journalists in EBC and Addis Media Network are by far better than Fana broadcasting corporation where it does not have female sport journalists. As can be seen from the figure there are about four female Sports journalists in EBC and four female Sports journalists in Addis Media Network. No female sport journalist has been seen in Fana broadcasting corporation. However, this does not mean that the number of female Sports journalists employed in both EBC and Addis Ababa Media Network is adequate. Their number is insignificant when compared to male Sports journalists in both media organizations. Hence, from the above figure, it is possible to say that gender inequality exists and male dominated environment exists in Fana Broadcasting Corporation where it is the worst when compared with the rest of the two media organizations. Job titles are also occupied by male journalists also. See the following table.

Table 1. Total respondents job title

journalist who are working sport issue or not			to know the respondent gender		Total
			male	Female	
sport journalist	the respondents job title	department head	3	0	3
		senior producer	6	2	8
		producer	13	3	16
		senior reporter	5	2	7
		reporter	16	1	17
	Total		43	8	51
other journalist	the respondents job title	senior producer	8	2	10
		producer	4	4	8
		senior reporter	5	3	8
		reporter	5	4	9
	Total		22	13	35
Total	the respondents job title	department head	3	0	3
		senior producer	14	4	18
		producer	17	7	24
		senior reporter	10	5	15
		reporter	21	5	26
	Total		65	21	86

As indicated in the above table, among 51 of the total number of Sports journalists included in this study, 43 of them which count around 84.3% have been identified as male and 8 of them which count around 15.68% were female. Having seen their demographics this way let us see their job title in detail. In the three media organizations, sport department head titles are occupied by male. No woman has been identified as the head of sport department in the three media organizations. All the positions of the department head are filled with male. Above all, the number of male Sports journalists in reporter level 16 which counts 94.1% is greater than that of the insignificant number of woman number at reporter level 1, which counts 5.9%. As can be seen from the above table, the senior producer position also dominated by male which is 6 to 2 or 75% of them are male and 25% of them were female. Moreover, when we see the producer position or title, 13 of them which count about 81.25% are male and 3 of them which count around 18.75% of them are female. The senior reporter positions have been also dominated by male Sports journalists where their number is 5 which is 71.43% and 2 which is 28.7% respectively presented as male and female. Relatively when we see other journalists' composition of job title, it is by far better than

sport journalists. Especially the producer and the reporter positions are almost occupied equally. Below it is tried to show specifically the job participation of female sport journalist on their department.

Table 2. Female Sport Journalists’ composition job title/position on their department

		The respondents job title				Total
		Department head	producer	senior reporter	reporter	
job participation of female sport journalist on their department	AMN	0	1	2	1	4
	EBC	0	2	1	1	4
	FBC	0	0	0	0	0
Total		0	3	3	2	8

As could be seen from table 2, there is no department head position at all in the three media organizations. Moreover, less number of producer position exist in Addis Media Network than EBC. Moreover, indicated in the above table 1 also, if we see the senior producer position, the number of female Sports journalists is less than that of male. Their composition is 6 to 2. In addition if we see the producer position, 13 of them were occupied by male and 3 of them are female. The senior reporter position is the same. Above all the reporter position is the worst in terms of female composition. It is 16 to 1 male and female respectively. This indicates that there is no attention given for female Sports journalists in the three media organizations. To this end, the observed level of inclusion in the sport department in the three media organizations will be questioned in the representativeness in their job positions.

Table 3. The respondents work experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	4	50.0	50.0	50.0
	6-10 years	2	25.0	25.0	75.0
	11-15 years	2	25.0	25.0	100.0
	Total	8	100.0	100.0	

As indicated in the above table3of the female Sports journalists who count 50% of the total respondents are under 1–5 years’ work experience while 2 of the respondents were fall under 6-10 years’ work experience. The rest of the respondents that is 2 of them fall under 11-15

years' work experience. Hence, this indicates that the number of experienced female Sports journalists is less than that of the fresh female sport journalists.

4.2.1.2 Respondents work experience and challenges of female sport journalist on the work

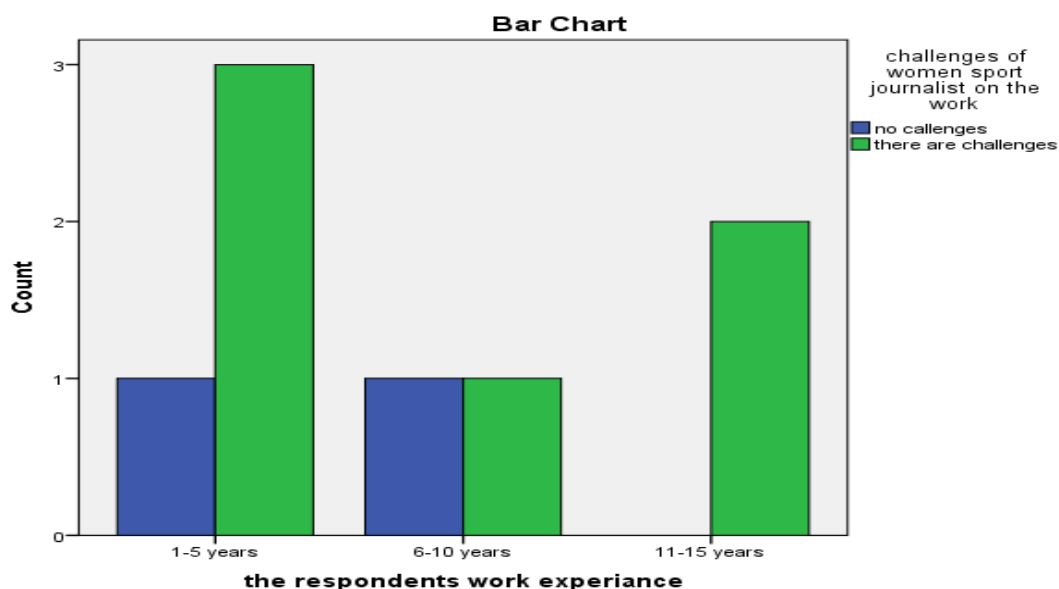
The following table shows the challenges of female sport journalist on the work when it compared with the respondents work experience. Here also female Sports journalists who are working in EBC and AMN are included.

Table 4. Respondents work experience and challenges of female sport journalist on the work

		challenges of female sport journalist on the work		Total
		no challenges	there are challenges	
The respondents work experience	1-5 years	1	3	4
	6-10 years	1	1	2
	11-15 years	0	2	2
Total		2	6	8

As can be seen from the above table, female Sports journalists face more challenges in their fresh time which is in 1 to 5 years work experience than the rest. Moreover, though it is not compared as fresh workers, challenges are also in multiple when female Sports journalists get more experience. This implies that when they know and understand the situations and get more experience, they by fare face better challenges than in their fresh employment time. Let us see these in graphs.

Figure 3: Respondents work experience and challenges of female sport journalist on the work



As can be seen from the above graph and has been tried to mention in the above table, most of the challenges in female Sports journalists arise in the 1-5 years' work experience. In addition, challenges occur also when they get experience. However, challenges are better when female Sports journalists get more experience compared to their fresh time. Relatively female Sports journalists equally face challenges in the work experience between 6-10 years.

4.2.1.2 Challenges of female Sports journalists when they report Ethiopian football issue

In the following table, the researcher has tried to show the challenges of female Sports journalists when they produce to report Ethiopian football issues.

Table 5. Challenges of female Sports journalists when they produce to report Ethiopian football issue.

		the respondents job title				Total
		senior producer	producer	senior reporter	reporter	
female sport journalist are not encouraged to report or write on Ethiopian football issues	very agree	0	2	2	1	5
	Agree	2	1	0	0	3
Total		2	3	2	1	8

As indicated in the above table 4 and 5, of the respondents which are equal to 62.5% of female Sports journalists face different challenges when they cover Ethiopian football reports. Even the rest of 3 which is equivalent to 37.5% also agreed as they face different challenges. Female Sports journalists who have the position of producer, senior reporter and reporter have agreed strongly as they face challenges in reporting Ethiopian football issue. Though there are so many reasons they explain and discussed in the qualitative data analysis part, bosses biased looking towards them and lack of trust on them to produce such a kind of reports have been identified. Because of the above mentioned reason, female are not entertained in the production of Ethiopian football reporting. Moreover, they added as they entertain insults from the supporters as a challenge. Hence, the above table indicates that reporting Ethiopian football issues is the challenge that the researcher has explored from the data collected.

4.2.1.3. Challenges of female Sports journalists when they report athletics

Table 6. female sport journalist get challenges when they doing athletics

		female sport journalist get challenges when they doing athletics				Total
		agree	Neutral	not agree	absolutely not agree for all	
the respondents job title	senior producer	2	0	0	0	2
	producer	1	1	0	1	3
	senior reporter	0	0	2	0	2
	reporter	0	1	0	0	1
Total		3	2	2	1	8

From the above table 6 one can understand that female Sports journalists face challenges less when they produce athletics issues. Even though in the senior producer 2 and producer position 1 argued as they face challenges when they do athletics issues, female Sports journalists under senior reporter and reporter positions 5 of them which is equivalent to 62.5% argued that they do not face any challenge when they report on athletics issues. Female Sports journalists face less challenge when they work basketball, Volleyball, box and tennis sport issues.

4.2.1.4 Challenges of Female Sports journalists when they report foreign football issues.

Table 7. Challenges of female Sports journalists when they report foreign football issues.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	2	25.0	25.0	25.0
	Do not agree	3	37.5	37.5	62.5
	absolutely not agree	3	37.5	37.5	100.0
	Total	8	100.0	100.0	

As indicated in the above table, female Sports journalists which are equivalent to 75% of the total population do not face challenges when they produce foreign football issues. The rest 2

of them agreed as they face challenges when they cover foreign football issues. Among the respondents three of them absolutely do not agree as they face challenges when they report foreign football issues. As the respondents clearly pointed out in the in-depth interview, it is the translation work so that we do not have a problem to do it they argued.

4.2.2 Opportunities of female Sports journalists on the work

In the previous sections it has been tried to show the challenges of female Sports journalists at work quantitatively. Now the opportunities that female Sports journalists explained are presented quantitatively.

Table 8. Opportunities of female Sports journalists on the work

		opportunities of female Sports journalists on the work		Total
		there are	there are no	
the respondents job title	senior producer	0	2	2
	producer	0	3	3
	senior reporter	2	0	2
	reporter	0	1	1
Total		2	6	8

As can be seen from the table 8 of the respondents agreed as there is opportunity for female Sports journalists and on the other hand 6 of the respondents agreed as there is no opportunity given for them. These respondents agreed as opportunities such as trainings or other positions given for female have never been seen in both senior producer as well as producer positions. In contrast female Sports journalists who work at the senior reporter level agreed as there is an opportunity given. Their response in the in-depth interview has been clearly explained in the qualitative analysis part. Now let us see female sport journalists' challenges when they do Ethiopian football issues.

4.3 Qualitative Data Analysis

This section consists of analysis of qualitative data. In this section it has been tried to show the qualitative data result by first coding of all the interviews and analyzing them. Interviews with key informants from the three media organizations, editors and journalists were done to come up with the challenges and opportunities of female sport journalists. Data from semi

structured interview questions were prepared in line with the research questions. Hence, this section presents the in-depth interview conducted with reporters, editors and department head.

4.3.1 Challenges and opportunities of Female Sport Journalists

In this section the researcher presents and analysis the challenges and opportunities that the respondents gave in an in-depth interview. The total number of journalists interviewed was eight female and three male. All respondents who were included in the interview varied in terms of sex, age, positions held, experience in journalism, and duration of their stay in the three media organizations such as EBC, FBC and AMN Amharic sport department. Moreover, other male and female journalists were interviewed in accordance with the above varieties. During interview, the researcher has found that all the informants were permanent employees of the three media organization. As indicated in the quantitative data description section, the informants have been taken from different positions. All the informants had an experience in journalism of at least one year with the most experienced having fifteen years. The least experienced woman reported two years while the most experienced woman reported eleven years. For the males, the least experienced was three years and the most experienced was twelve years. All female sport journalist informants had their experiences in Amharic Sport News and programs Department.

4.3.1.1 Challenges of Female Sports journalists collected in In-depth Individual Interviews

As indicated in the above section, there are both female and male Sports journalists included in an in-depth interview. The research findings from the interview data reveals that male are greater in number than female in the sport department. In addition when we see their experience, male had more job experiences than female sport journalists. This has been attributed to (Creedon, 1989, p.188) idea which states as female are more likely to drop out of journalism and return, or they drop out of journalism more often than male.

With regard to the educational background, all the female journalists had acquired university degree in journalism and other related fields from different universities in Ethiopia. Many of them have only first degree where male journalists learned MA degree too.

4.3.1.1.1. Challenges of female Sports journalists in relation to Employment process

The number of experienced female Sports journalists is less when compared to female in the three media organizations. From the literature review such as (Nardos, 2005) and findings, we can say that this is a common trend illustrated by a very small percentage of female journalists with ten or more years of experience and the existence of an age gap between male and female involved in active journalism.

This can be explained by what (Creedon and Cramer, 2007) observed-the diminishing sense of prize, work- family balance and unsuitable newsroom conditions lack of opportunity to choose their need for female. Some female Sports journalists expressed the challenges they face in working sport news as well as programs in their social life. One of my respondents is a sport news and program producer in Amharic sport department and worked for five years from EBC.

R1. I have joined the department without interest. I sacrifice a lot of my social life to be a sport journalist. I have never attended social gatherings. Because I usually reach home late and get out from home early. Of course there are some days that I off but they are not enough to have social meetings as well as time with my family. (Personal interview, May 2020)

The same narration has been taken from AMN. Hence, female Sports journalists who are not interested but forced to join sport department face a lot of problems with regard to their social life. They scarify their time and energy a lot but they are not satisfied. Instead they face many challenges such as alienation from social meetings.

R2. Before I join in this media organization (i.e. AMN), I used to work in Economy news department with my interest while I was in Reporter Newspaper. After I see the announcement, I applied and get employed here. The management leaders ordered me to join sport department without my interest. Because of this I do not become effective in producing sport news and programs when I compare it with my previous experience. It is not only ineffective in my work but also I could not get time to attend in social meetings. (Personal interview, May 2020)

On the other hand, there are also female journalists who had joined the sport department who are facing challenges in relation to employment. This is to mean that as how female and male

Sports journalists are employed into the media organization. Results showed that there is a direct employment through interviews and written exams. According to the respondent 3 they are employed as like as male competing equally. This respondent has six years' experience in EBC. The respondent taken from AMN R4 also asserts as there has never been done affirmative action while she employed. As indicated in section 2.2 in the theoretical framework, where affirmative action was supposed by the liberal feminist theory to make male and female equal did not applied the media organization that the respondent argued. According to her, she took exams given for male equally and employed.

R3. It is with my interest that I joined sport department. The way I took the exam was horrible. There were so many exams I took competing with male. No affirmative action has been given for me. It is with my strength I got best result and join.

R4. I took both written and oral exams in different times. As a result I got best result without any affirmative action. The exam was given equally as male examinees. (Personal interview, May 2020)

During the interview, the heads of sport department in EBC, FBC and AMN asserted as there is equal opportunity to both genders; even sometimes affirmative actions are given for female Sports journalists if they have same result with male journalists. Yet they argued when it comes to employment female Sports journalists are few in number:

Respondent 1: EBC

There is equal employment opportunity for male and female journalists. The editorial policy does not bias for one gender. However, the problem arises from the stage of application when the notice announced, few female journalists apply for sport journalism positions. Hence, their number decreases because of this.

Respondent 2: FBC

In our media organization, equal opportunity is given for male and female journalists. Even if both get the same result, female candidates are given priority. Nonetheless, we do not have female sport journalists.

Respondent 3 AMN

AMN gives equal opportunity to female and male journalists but if female and male journalist marks, few points are given for female as an affirmative action. (Personal interview, May 2020)

Some also argued that, during the employment process there is a problem of attitude which emanates as female could not perform in sport journalists. Moreover, the employment approach is problematic as it depended on personal connections and emotions. R5 from AMN and R6 from EBC argued as follows.

R5. There is a process of selecting shortlisted applicants who are going to pass for the next exam. During this, questions are become subjected to oral and written. Especially when we took the oral exam, the examiners' committee will evaluate you subjectively. To my understanding there is a big gap in giving points with our works. I think they simply give with their personal connections.

R6. There is a headache of not giving equal job employment opportunities for both male and female. Sometimes for a certain job position such as sport, the application favors male. There is prejudice in the employment process. (Personal interview, May 2020)

Likewise, R6 has said the following with regard to female journalists' encouragement in employment EBC workers journalists. She said:

Of course I haven't read it in detail. But I feel that the editorial policy doesn't encourage female Sports journalists and push them forward be it an Editor, Senior Editor, Deputy and Head of the department. As the rest of the organizations, when there is an internal or external vacancy, I listened to the phrase 'female are encouraged to apply'. However, I am not sure how much they really practice it. In few of the positions in I am working on, rumors were happened in giving the position for male. (Personal interview, May 2020)

From the above interview one can understand that female Sports journalists are not promoted. Moreover, when internal and external vacancies open, the phrase 'female are encouraged to apply' is for the sake of saying that they included it.

There are also few Sports journalists who joined the sport department by chance and working there where the researcher took it as a challenge. This is to mean that if journalists are not

interested in joining the department, they will never be effective. There are so many complaints that the researcher collected from the respondents.

R4 has 5 years' experience and working in EBC and R5 has 4 years' experience each and have also the same idea too. Let us see their interview.

R4. It is immediately after I successfully completed my university education that I joined in EBC. After working some days, it was needed female to join Amharic sport department. Everyone was not willing to go there. As a result it is with lotto's drawn I joined the department. There was no written and oral exam that we took that I remembered but with lotto drawn. No trainings had been given for us.

R5. After I successfully passed the entrance exam, I was assigned to join an entertainment program. Unfortunately, female were needed to establish the sport department and given the chance to join. Without any training, I begin working there till now. (Personal interview, May 2020)

As indicated in the above, few female Sports journalists joined the department without their interest. It is with unfortunate given chances they become a sport journalists. For some of them, this is good opportunity to deliver their interest. Though this chance given still female's number is few. There are so many reasons arise from the media organizations' sport department heads. The heads of sport department argued as there are few applicants for the position and lack of confidence among female Sports journalists they observe. As a result male dominate them. The head of sport department in FBC argued in the following way.

When there is a vacancy announcement which requests female to join in sport department to get the job, the applicants' number is few. For this reason, you can't find at least one female sport journalist in our organization. Really this is a male dominant department. We have tried to give the opportunity to female journalists to join section. Finally we could not get any female journalist to apply for a position. I think this is lack of confidence to apply though there is enabling environment in the employment process. (Personal interview, May 2020)

Respondents also argued as attention doesn't give to such provisions and intentionally and unintentionally the human resource excludes potential female applicants. According to the

findings, informal recruitment procedures based on GPA also plays a vital role for the decreasing number of female journalists' employment.

As argued by (Creedon, 1993) and (Van Zoonen, 1994) in a system where, recruitment can be based on personal judgment and contacts, females are more exposed than male to manipulations by those in power and decision-making post as they can decide who is to be recruited. Female as they asserted are more vulnerable than male to suffer from societal discrimination because of sex role socialization in homes and workforce that perpetuate the belief that some work is appropriate for females irrespective of their productivity and qualification. Having discrimination arising from personal judgments and manipulations towards female Sports journalists are the one which could be taken as the trait or the challenge in the three media organizations Amharic sport department.

4.3.1.1.2 Challenges of female Sports journalists in relation to career advancement or Promotions in the three media organizations.

As indicated in the above in this chapter, because FBC does not have at least one female sport Journalist, the interview was taken from EBC and AMN. According to the data collected from the two media organizations, career advancements depended on personal decisions on the top hierarchy and workers closeness with those on top where this has been mentioned as a challenge by respondents.

R1. I have worked here for 11 years. During my stay, I have never seen any promotion done without complains. So many problems are told to the head of the human resources. There is no clear promotional criteria overtook to promote us from one level to another. It is with their willingness and proximity they are giving positions.

R2. No promotion is given special to female. Because of I am female, they never given me any kind of promotion at all. Instead, my being woman is becoming a challenge to be promoted from one position to another. The misperception bosses having towards our gender, does not allow us to promote the next step. It is in proximity and being a member of politics they are giving positions. (Personal interview, May 2020)

From the above interview it is possible to say that promotions are done in accordance with proximity as well as in personal decisions. Hence, to alleviate female sport journalists'

problems with regard to career advancement; each post should be made accordingly with the merits. If female have the capacity and competent in the exams they should be given the chance to get the post in addition to giving priority for their gender where it is a professional way of career advancement in any company. As far as the researcher is concerned, the two media organizations had not exert their effort in career advancement of female sport journalists. If we look at the three media organizations sport departments, they are a male dominated and female are not encouraged following career advancement. Though female are more responsible and hard working in their works, opportunities weren't given them. Rather the trend that the media organizations follow which is proximity and political affections are have been seen as a challenge for female Sports journalists career advancement. Hence, female Sports journalists hadn't been given the chance to involve in the decision-making process. The stereotypes perception about female as weaker, incompetent and lack managerial skill which has been explained in (Nardos, 2005) is still affecting female sport journalists' involvement in top posts in the aforementioned media organizations.

4.3.1.1.3 Challenges of Female Sports journalists in arose from the negative Perception of the society.

Starting from the perception that female are incapable of doing sport news to they are sex objects are the negative perception that the community having the negative attitudes towards their ability. Among the respondents both of them from AMN and EBC argued as there is a prejudice and stereotype aroused from the community. The community believes as female cannot manage all the works they are given. It asserts as there are so many female who are managing all loaded works. R6 and R7 are female Sports journalists giving their views from EBC and AMN respectively.

R6. The society believes female can't manage sport issues. I totally disagree with people who say female can't anything. Because, I strongly believe female can do anything. Female can do things in a very responsible manner. We can do better when it comes to leading a position or whatever we are given as a work to complete. Female are good at making decisions. We should be given the opportunity. (Personal interview, May 2020)

R7 is a reporter. She said there is wrong perception towards female's managerial skill in the society but the reality is female are better than male.

R7. Regarding managerial skills female are better than male because they are gifted in nature. For example, in family the woman is the leader. So, the stereotypical perception people have towards female's management skill as incompetent is wrong. When it comes to our department context female are creative and strong in leading the groups they manage. (Personal interview, May 2020)

In the same tone, many respondents believe that female do best in managerial positions than male. The problem was having not given opportunities to them. The respondents assert as the media organizations have reservation about female's capacity in general and they didn't allow female to take over higher positions. The findings showed that even though inclusion of female in sport journalism in the two media organizations is a good start with regard to female empowerment is not addressed adequately and needs attention in EBC and AMN. Moreover, the society's perception towards female Sports journalists is wrong and should be corrected and the media organizations should also avoid this perception and include female in their employment. Research works conducted by (Creedon and Cramer, 2007, p.36) advised that media have a responsibility to address diversity and discrimination because diversity in those companies helps to ensure that news content is more relevant to viewers and that companies have more innovative and adaptive norms.

4.3.1.1.4 Challenges in relation to the types of News or Programs that sports female journalists cover

In this section interviews which were taken in relation to the type of sports female covering in sport department and the challenges they encounter in doing so have been covered. The result shown that most of the time female are occupied in the production of soft sport news and programs. Most of the informants argued as they are given soft news and programs which are easily done such as Ethiopian female premier league, both male and female Volleyball, basketball games and the like. Here what it should be taken in to consideration is as hard news in their context is production of news and programs related to Ethiopian male premier league, Athletics and foreign Sports which are produced using an internet such as laliga, Bundusliga, premier league, etc. Editors as well as head of the department of sport are giving news reporting or program production in accordance with their gender not in related to female's capacity. R1 has about 6 years work experience in EBC and R2 has seven years' experience in AMN and said:

R1. In the organization that I am working in, most of the time female Sports journalists are given to cover volleyball, Ethiopian female football and basketball game news and programs which they think those as soft news and programs. They do not give us Ethiopian male premier league news as well as programs. It is not only this but also foreign Sports which are produced using an internet such as Laliga, Bundusliga, premier league.

R2. Most of the time Ethiopian male football games news and programs which are related to investigative in the area of sport are not given for us (female). All these are covered by male. (Personal interview, May 2020)

As indicated in the above, Ethiopian male football games news and programs as well as foreign sports are a male dominated works where they are not given for female sport journalists. The findings showed that the media organizations didn't believe in female capacity. Thus, female journalists are associated with 'soft' and entertainment stories such as female football games, basketball competitions and the like.

Because of there is no enabling environment to allot female Sports journalists in those above mentioned news stories and programs, their performance is diminutive. The head of sport department in EBC also argued as there are few female Sports journalists do some Ethiopian football and athletics news and programs. However, when it compared with male their number is insignificant. Of course sometimes we deliberately not give them these hard programs and news. It is from the kindness we do this. There are so many challenges they face when they report these two sports. Among these, defamation of the fans by calling our female Sports journalists by calling their name that the problem also supported by R1 who is working in AMN.

As I told you I have worked here (i.e. AMN) for six years. During these years, I have produced few Ethiopian premier league news and programs. I remember before covering the derby between Ethiopian coffee and Saint George, I had produced news separately while they were playing with another team. During my report, both teams were defeated by their counterparts. When I assigned to cover this derby, their fans abuses me by calling my name and creating poem. I am not sure whether it happened in male sport journalists. (Personal interview, May 2020)

4.3.1.1.5 Challenges in Relation to Anchoring

The finding of this research revealed that there are also insignificant number of anchors is there in the three media organizations. In FBC sport department, asking about female anchoring is a luxury. As indicated in the quantitative part, there are no female Sports journalists who are working in sport department. The rest media organizations, EBC and AMN have insignificant number of female anchors. As indicated in the above, the number of female Sports journalists is not only low in reporting but also in presenting and anchoring news, male journalists dominated the sport department. R5 and R6 are one of the female anchors in EBC and AMN sport department respectively. They remembered how they became an anchor.

R5. It has a long story as how I become anchor today. The then head of the department had not believed in me and could not allow me to do so. However, I have tried to train repeatedly. Finally I ask them to test me and became selected to present. For male presenters, it is not difficult as like as female. Had it been not me, it would be very difficult.

R6. It was difficult for me to be an anchor. Priority was given to male. The number of male anchors in our media organization is incomparable with those female anchors' number in sport department. The problem is not only being an anchor. If you see the distribution of time to present, prime time news casting and breaking news is given for male presenters. (Personal interview, May 2020)

As indicated in the above, there are so many challenges female Sports journalists face to be an anchor. Among these, not giving opportunity for them, heads' wrong perception about female Sports journalists and not giving prim time to present news. The main reason for not having more anchors in sport from the above discourse is that the negative perception of the head of sport journalists. That is the perception of female can't do. However, when they present on television, the assigned female Sports journalists perform well in live coverage even. Hence, it is possible to say that gender determined the time of anchors presenting female sport journalists.

R7 The head of the sport department sometimes come and gives jobs to complete for journalists. In assigning the jobs, the boss does not considered female journalists in his lists. He simply picks up male to assign.

R8 Sometimes our boss comes to our office to allocate jobs. Unfortunately, he selects male and ignores female be it for presentation on TV or any other jobs. Hence, I can say that jobs are allocated in terms of gender. (Personal interview, May 2020)

Therefore, assignment distribution is not reasonable because male journalists always given priority. They have the capacity to do everything, but bosses haven't given them opportunities to present news as well as to produce programs in which the situation they think is difficult. With regard to giving equal opportunity, the departments do not treat female and male Sports journalists equally. It is also possible to say that gender has a big role in job distribution than ability, preference and performance in the aforementioned media organizations. Generally, lack of opportunities and bosses' negative attitude towards female's capacity has been seen as the basic problems for their number to decrease in anchoring.

4.3.1.1.6 Challenges in relation to having no special support in the editorial policy

There is no special support provided in the editorial policy that boosts female Sports journalists to take in sport news reporting. In addition, most of the informants said that female journalists lose more than getting support the aforementioned media organizations.

There is no any phrase which could benefit female Sports journalists alone. Even my informants responded me that their bosses have no idea as what issue is there in the editorial policy with regard to gender. The higher level managers don't know the details of the editorial policy; not only the editorial policy but the professional discipline is being used unlawfully. She added:

R3. I don't think the editorial policy encourages female and push them forward. I sometimes see the phrase 'female are encouraged to apply' whenever there is an internal or external vacancy but I doubt the really mean it. At the end of the day it's the male that are going through the tests and filling the position. No one had encouraged me to be strong and I never gained anything because I am woman at ETV, rather I lost so many things.

R4. Our editorial policy is there but we're not using it properly or it's not being employed. I don't think the editorial policy by itself has a space for female to shine out. We have to give opportunities for female and let them prove it to everybody. And female should prove everyone wrong that they can't do.

R6. There is no support for female journalists' the editorial policy to upgrade their capacity or encourage them to cover certain news. She added she has never witnessed any support for female journalists to involve in reporting sport news stories.

R7. R7 is editor in the department. She is well experienced. And she said since she joined the organization there is no special support provided for female journalists. And mostly female journalists lose something than getting extra support. As she said: There is no supporting policy in the editorial policy particularly to female journalists in EBC; no prior opportunity is given to female journalists rather they consider as second employee. (Personal interview, May 2020)

Hence, the result of this research shown that there is no policy in the three media organizations which appreciates female Sports journalists to assert their ability in working sport news and programs. Consequently, the numbers of female Sports journalists become unseen in the three media organizations of sport departments.

4.3.1.1.7 Challenges Female Sports journalists face in Amharic Sport Department having double responsibility

Another challenge that female Sports journalists as well as journalists in general face is having double responsibility. This has been clearly explained in (Creedon, 1989) and (Van Zoonen, 1994) and (Ross and Byerly, 2004), where one of the continuing challenges for female in journalism like their counterparts in other fields is the struggle to reconcile the conflicting demands of work and family, a clearly universal and existential reality. Though the challenge is difficult, few of the respondents also feel proud in working under this pressure and performing well in the department.

R5. Being a female journalist in Sport Department is very challenging because you need to work late or come early. If you are a mother it is so challenging and is a double job. Thus working in this department as female journalists and a mother is a success and a sign of strength for me.

R8. Female journalists have double responsibility, they take care of their family and at the same time do their job. In both works female are very much effective. However, because of bosses' negative attitude, female are not that much encouraged. (Personal interview, May 2020)

From the findings of this study, being mother and worker at the same time in the journalism world particularly in the media organizations that this research conducted makes female journalists hidden. Hence, the media organizations should support female by giving opportunity them to cover all kinds of news by arranging suitable times for them.

4.3.1.1.8 Challenges related to Sexual harassment

The finding of this research revealed that female Sports journalists are vulnerable for sexual harassment. Researches did in relation to female journalists facing challenges in Ethiopian Media such (Nardos, 2005). The researcher has argued as both male and female journalists acknowledged as female face sexual harassment both at the work place and in the course of their journalistic work from news sources. The researcher has also added that, the harassment they face in the course of their journalistic work is bigger than the one they face in EBC. When we see this problem, in the media organizations that this research done, the problem is worse. My respondents argued as the sexual harassment exists in the media organizations.

R3. I was assigned to produce project news in relation to athletics. I remember when I produce the project news; the person that I was supposed to interview has harassed me. First, he was not willing to give me the interview. Then I ask him why? Finally he said if you need to interview me, first let us invite dinner each other and spend at least a single night. I disappointed and leave him. It is shame an interviewee understands a female journalist as a sex object. (Personal interview, May 2020)

Sexual harassment at work was an important issue for female in the media organizations. The personal suffering and injury resulting from harassment was an aspect of working life that female in the media organizations hardly shared with male or fellow female. There was increasing concern not only about ways of tackling individual cases when they arise, but also over how to challenge traditional working relationships which foster sexism and harassment of female.

Sexual harassment reinforces a view of female as playthings and sex objects, creatures which neither the employer nor male worker takes seriously (Hadjifotiou, 1983, p.2) pointed out that unless these attitudes change demands from female for better pay, equal opportunities and positive action programs may fall on deaf ears.

R5 said sexual harassment usually don't get attention in the department because of ignorance. I remembered an incident that female journalists sexually harassed by an

interviewee while doing sport news. I was her editor. She amazingly challenged him and done her job. It was an outstanding performance. I am sure mostly female journalists face harassments and disrespecting approach in doing their job particularly hard news stories. But what I would like to say is fighting back with strength is very important to avoid such challenges and to perform well and I know females are strong. (Personal interview, May 2020)

4.3.1.2. Opportunities of Female Sports journalists collected in an In-depth Individual Interviews

As it can be noted from previous data presentation, there are so many challenges that female sport journalist's face. In all media organizations little attention was given to them. However, there are also some opportunities where respondents explained. The findings of this study shows as there are so many opportunities which encourage female Sports journalists as well as female journalists as a whole. However, because of the fact on the ground and the blue print is different, female are exposed for the above mentioned challenges.

4.3.1.2.1. Opportunities of Female Sports journalists Related to having higher number of female students in the University

As a country Ethiopia works hard to have more females in the universities, the number of female who are learning in the country's existing universities in journalism and mass communication organizations is increasing. The platform called Affirmative Action plan which helped female to join universities with a lower point than male's is an added reason for the increasing number of females in higher organizations. However, female are not encouraged to perform in sport news and programs as well as increase in number in Amharic sport news and program department. This is worse in Fana broadcasting corporate. No female sport journalist found in this media organization but all of them male. However, Media organizations should take this opportunity i.e. having higher number of female students in the country's University to increase their number of female sport journalists. As argued by (Creedon, 1993, p.94), it seems likely that many of the new female majority in journalism choose for public relations instead of acquiring new editorial skills.

4.3.1.2.2. Opportunities of Female Sports journalists Related to the country's policy

The country's policy obliges the media organizations to encourage female. This is an opportunity seen. They argued the opportunity of for both female and male journalists are equivalent. In Ethiopia, equal employment opportunities are a constitutional provision, but it does not spell out the percentage of male and female to be employed besides lack of enforcement mechanism to follow up what is happening in different organizations (Ethiopia Constitution 1995).

In other departments, there is a chance to be employed by taking all the employment procedures that are oral and written exams. However, few of female Sports journalists have been given the chance to join the sport department with their interest. See some of the interview:

R1. I took all the written and oral exams and join sport department. It is with my interest I joined the department. In my organization what good thing is there is sometimes the direct employment from the university. I have been employed directly from universities with my high grade. According to the findings, since 2008 the organization recruited journalists with high grade from well-known universities in the country. I3 is one of the journalists who were enrolled directly to the company with his high point. He said:

R2. I had 3.5 GPA which was the second highest point in the university and I directly joined the organization. Soon they asked me my interest and directly employed in sport department.

R3. When we were employed, I remember one of the female candidates has the same GPA with a male student and because of her gender she directly got the priority. (Personal interview, May 2020)

As indicated in the above interview in all media organizations, female Sports journalists argued as there is good opportunity for female who are having good GPA to join in sport department. Even though, hard to have best GPA in the university, female are highly employed and can join the sport department. The above interview asserts that as if they even get the same result with male, female will be given priority in the competition.

4.3.2. Other Journalists' view towards female Sports journalists participation

There are so many sport news and programs which are done in field reporting. When it comes such a kind of things, female Sports journalists are supposed to travel and they are required to have an extra commitment. Because of they fear traveling Most of the time they are restricted in office works.

I don't think them to have equal opportunity in reporting all kinds of sport reporting. The cultural thought where female are incapable of all things may be the reason why the department does not give opportunity them.

I prefer if female present news. Because they are attractive and do not make mistakes in live reporting. I have never seen them. However, because of they did not get the opportunity, their number become insignificant. There is clear a biased view of gender equality in sport departments. (Personal interview, May 2020)

According to the informants, though female usually involves in easy sport news stories. They have asserted that female are doing well in the work they were assigned. According to them female Sports journalists have a capacity to do every kind of story but the problem is they have never given opportunities.

Information got from the informants revealed that they wish to hear News and programs from female sport journalists. Because they considered female journalists as they are honest and credible. Generally female are considered as honest and credible, creative and decision makers, disciplined, responsible, committed, good in team work, meet deadline, technically rich and free from corruption.

I believe female are competent enough as male. I can name female who defeated the hardship and proved they can do anything male can do. They did amazing documentaries, shows and are still doing it. And audiences' feedback is good for female journalists work. And this is why I say we need more female in the sport department. Not only where I work but also in the country's media arena. I strongly believe female are more responsible than male, what they need is the opportunity. (Personal interview, May 2020)

Most of the respondents pointed out that it is opportunity that needed to see female journalists' capacity at the higher level; because they have the capacity that sport journalism needs at large.

As indicated in the above, other journalists who are working in different departments also asserts as there is lack of opportunity for female Sports journalists in all aspects. Department heads as well as editors in narrow sense and all higher officials in the aforementioned media organizations do not give them opportunity. So when female go out for sport news reporting, even the society do not accept or give respect them as like as male reporters. As it has been asserted in the above interview, female can do all kinds of sport news and program items with a better content.

CHAPTER FIVE

5. SUMMARY, CONCLUSITONS AND RECOMMEDATIONS

5.1. Summary of the Findings

The main objective of this study was identifying the challenges and opportunities of female Sports journalists while they are working sport news and programs in the three media organizations such as EBC, FBC and AMN. To achieve this study, the researcher had conducted mixed research design and tried to collect data from informants through questionnaire and in-depth interview. The study has tried to point out a scientific findings and possible solutions to the challenges and opportunities that female Sports journalists face in working in Amharic sport departments of EBC, FBC and AMN. The data have been collected from 86 respondents using a closed ended and open ended questionnaires and which has been presented and interpreted using quantitative and quantitative methods in chapter 4 above. Moreover, female Sports journalists and other members of the three media organizations have also been interviewed and the in-depth interview data has been also analyzed in the aforementioned chapter. Hence, the study in the analysis part has identified the following findings with regard to the challenges and opportunities that female Sports journalists face in the three media organizations. First let us see the challenges that this research identified that female sport journalist's face in the three media organizations.

- The number of female Sports journalists in the three media organizations Amharic sport department is insignificant when compared to male sport journalists. The research indicated that there is no female sport journalist in FBC at all.
- In the quantitative analysis part it has been tried to show the level of challenges that female Sports journalists face more. That is female Sports journalists face more challenges in their fresh time than they became experienced.
- Most of the time female Sports journalists face challenges when they report Ethiopian football issues than athletics as well as other kinds of sports.
- Female Sports journalists face challenges in career advancements and employment opportunities.
- They also face challenges in relation to the type of news or programs cover. They are not given the prime time to anchor even.

- Having double responsibility and sexual harassments both in their organization as well as in working news and programs are the major challenges which have been identified in this research that female Sports journalists face.

As indicated in chapter four in the analysis part, there are few opportunities that respondents gave while conducting this research. The challenges that respondents informed is greater than that of the opportunities. The opportunities that female Sports journalists responded and analyses in the above chapter four are

- Having special reporting that is focusing on sport issues and reporting are among the opportunities that female Sports journalists explain.
- There are also employment opportunities for female who would like to join in sport department in the three media organizations.
- The number of female joining in the county's universities has been also explained as an opportunity.
- Having few policies in the country which encourages female to join in different employment opportunities. These policies encourages female by giving affirmative action an employment have been also discussed by respondents.
- In addition to the above mentioned challenges and opportunities expressed by respondents and analyzed in this research, other journalists view also been included and examined. The research revealed that female Sports journalists face more challenges than other journalists in the three media organizations.

5.2. Conclusions

This study attempted to look at the challenges and opportunities of female Sports journalists in the three selected media organizations. Looking the major findings of the study explained above, the study has made the following conclusions regarding the challenges and opportunities of female sport journalists. As far as the research is concerned, the findings of this study indicated that the all the media organizations are a fairly male oriented representation. This will lead to female to be dominated by male sport journalists. Hence, more work is needed to reduce male controlled power Amharic sport departments of all the three media organizations. As indicated in the analysis part, the challenges that female Sports journalists face are more than the opportunities they gain as female. The number of female Sports journalists in the three media organizations Amharic sport department is insignificant when compared to male sport journalists. Female Sports journalists face more challenges in their fresh time than they became experienced in reporting Ethiopian football issues than athletics as well as other kinds of sports. Challenges in relation to career advancements and employment are also series problems that female sport journalists' face where it has been analyzed in this research. Having double responsibility and sexual harassments both in their organization as well as in working news and programs are also the major challenges which have been identified in this research that female Sports journalists face.

Therefore, from the data collected and analyzed, it is possible to conclude that there are few opportunities in the three media organizations. The challenges that respondents informed are found to be greater than that of the opportunities. Having special reporting that is focusing on sport issues, employment opportunities for female who would like to join in sport department, the number of female joining in the county's universities, having few policies in the country which encourages female to join in different employment opportunities have been identified as an opportunity in this research. In addition, other journalists also believe as female Sports journalists face more challenges than other journalists in the three media organizations.

5.3 Recommendation

As it is discussed in the analysis, the following recommendations have been given in accordance with the finding of the study.

- The first step towards equality men and women sport department of the three media institutions is giving opportunity to join and doing an affirmative action in entrance exams. The second step is that encouraging journalists to join sport department. Hence, the head of the sport departments of the three media institutions should be conscious of the inequalities and take measures accordingly.
- More affirmative actions should be given to women sport journalists in order to increase their numbers in Amharic sport departments.
- Educating media practitioners and other communities about the roles that women play in media to avoid the stereotypical construction of gender role and to make them gender conscious.
- They have to be given equal opportunity for all types of news or program coverage in sport departments. This will help to have responsive media institutions with regard to gender where women's ideas and opinions included in the news and program coverage. Moreover, it will encourage equal treatment of women and men sport journalists and balanced representation of women and men.
- As indicated in the above, in the three media institutions' Amharic sport department, men dominate women. Hence, considering the composition is very important in order to the imbalance that one group would lead to the production of non-diversified and less accurate news content.
- The three media institutions' Amharic sport department should think about career advancements and seriously come up with strategies of putting women in editorial and managerial positions.

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Appendix 1-

Addis Ababa University Graduate School of Journalism and Communication

Dear Respondents,

The purpose of this questionnaire is to find out the challenges and opportunities of females sport reporters facing in reporting sport news stories and programs by taking the case of Amharic Sport News and Programs Department of the three selected media organizations called EBC, FBC and Addis Media Network. Your genuine and accurate answers have great contribution to the outcomes of the research. Therefore, you are kindly requested to give genuine responses to the questions below. The researcher would like to remind you that the answers you give to these questions are going to be used for research purposes only. Thank you in advance.

Part One: Demographic Information

Instruction: Answer the following questions by putting an 'X' sign in the boxes given below.

1. **Age:** From 15-24 From 25-34 From 35-54 From 55 and above

2. **Gender :** Male Female

3. **Position:** CEO Department head Senior editor Senior Reporter

Reporter Other. Mention it here please _____

4. Educational Background

Read and write Grade 10 complete Grade 12 complete

Vocationally trained Diploma BA degree MA. PhD and above

5. Marital status

Married Single Divorced Widowed

PART TWO

1. For how many years do you work as a sport reporter? _____
2. What challenges do you think that female reporters are facing?

3. What opportunities are there in your media organization for female sport reporters?

4. For how long do you produce sport news per day and in the week?

5. Which of the following sports do you produce most in your news? Answer by circling the numbers given on the right side of the questions. The numbers represent: **1 = strongly agree 3 = Neutral 5 = strongly disagree 2 = Agree 4 = disagree**

- a. When I produce Ethiopian football News 1 2 3 4 5
- b. When I produce Ethiopian Athletics News 1 2 3 4 5
- c. When I produce Ethiopian volleyball News 1 2 3 4 5
- d. When I produce Ethiopian basketball News 1 2 3 4 5
- e. When I produce world football News 1 2 3 4 5
- f. When I produce English premier league News 1 2 3 4 5
- g. When I produce English Spain Laliga News 1 2 3 4 5
- h. When I produce German Bundesliga News 1 2 3 4 5
- i. When I produce Italy Seri A News 1 2 3 4 5

6. To what extent do you agree or disagree with the following statements in relation to the challenges that you encounter in producing sport news. Answer by circling the numbers given on the right side of the questions. The numbers represent: **1 = strongly agree 3 = Neutral 5 = strongly disagree 2 = Agree 4 = disagree**

I face challenges

- 1. When I produce Ethiopian football News 1 2 3 4 5
- 2. When I produce Ethiopian Athletics News 1 2 3 4 5
- 3. When I produce Ethiopian volleyball News 1 2 3 4 5

- | | | | | | |
|-----------------------------------------------|---|---|---|---|---|
| 4. When I produce Ethiopian basketball News | 1 | 2 | 3 | 4 | 5 |
| 5. When I produce world football News | 1 | 2 | 3 | 4 | 5 |
| 6. When I produce English premier league News | 1 | 2 | 3 | 4 | 5 |
| 7. When I produce English Spain Laliga News | 1 | 2 | 3 | 4 | 5 |
| 8. When I produce German Bundesliga News | 1 | 2 | 3 | 4 | 5 |
| 9. When I produce Italy Seri A News | 1 | 2 | 3 | 4 | 5 |

10.

7. Is there any fair distribution of sport news for female as like as male?

Yes No

8. If no what is the reason you think?

9. Do your Editors and directors rely on you in producing sport news?

Yes No

10. If no what is the reason you think?

11. Which of the following do you think the sources of challenges of female sport reporters in your organization? Put them in rank.

A. Internal

- a. Lack of fair job distribution
- b. Bosses negative attitude towards female sport reporters
- c. Lack of training

B. External

- a. Supporters of sport and viewers of the news
- b. Social media

12. What do you think your organization should do to have positive environment for female sport reporters in the future?

28. Are women Sports journalists socially acceptable towards their profession?
29. What challenges or positive actions that you gain from your peers other than sport Journalists?

ለሴት የስፖርት ጋዜጠኞች የተዘጋጀ የመነሻ ጥያቄዎች

1. በስፖርት ጋዜጠኝነት ለምን ያህል አመት ሰራሽ?
2. የስፖርት ጋዜጠኛ ለመሆን ምን አነሳሳሽ?
3. የስፖርት ጋዜጠኛ ሆነሽ ስራ እንደጀመርሽ አካባቢ የነበረው አቀባበል ምን ይመስል ነበር?
4. ዜናወይም ፕሮግራም ስትሪ ምን አይነት ፈታኝ ሁኔታዎች ይገጥሙሻል?
5. በምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች ምን የተመቻቸ ሁኔታ አለ?
6. የስፖርት ዜና እና ፕሮግራም ለስፖርተሮች ሲሰጥ ለወንዶች እና ለሴቶች እኩል የስራ ክፍፍል አለ?
7. የስፖርት ኤዲተሮች አሊያም ፕሮግራም ኤዲተሮች ዜና እንድትሰራ ሲሰጡሽ እንደምተሰራው ይተማመኑብሻል?
8. በኤዲቶሪያል ውሳኔዎች ላይ ያንቺን ተሳትፎ እንዴት ትገልጫለሽ?
9. የሴት ስፖርት ጋዜጠኞች የተግዳሮት ምንጮች ምንድን ናቸው?
10. በምትሰራበት የሚዲያ ተቋም ሴት ስፖርት ጋዜጠኞችን የሚያበረታታ ምን አለ?
11. የምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች የተመቻ የሠራ ድባብ እንዲፈጠር ምን ማድረግ አለበት?
12. ሴት ስፖርት ጋዜጠኞች በማህበረሰቡ ዘንድ ተቀባይነት አላቸው ?
13. የስፖርት ጋዜጠኛ ከሆኑት ውጭ ካሉ አቻ ጋዜጠኞች ምን ተግዳሮቶችና መልካም ነገሮችን ታገኜያለሽ?

Guidelines for in-depth interview for men sport journalists

1. For how many years do you work as a sport journalist?
2. What challenges do you think that women reporters are facing?
3. Did you observe women sport journalist being treated badly by players or sport men?
4. Did you observe women sport journalist being treated badly by editors?
5. What opportunities are there in your media institution for women sport journalist?
6. Do you think as there is any fair distribution of sport news for women as like as men?
7. Do you think as Editors and directors do rely on women sport journalist in producing sport news and programs?
8. Are women sport journalist involved on editorial decisions?
9. What are the sources of challenges of women sport journalist do you think?
10. In your institution, do you think as there is an encouraging atmosphere for women sport journalists?

11. What do you think your institution should do to have positive environment for women sport journalist in the future?
12. Do you think women Sports journalists are capable for the profession?
13. Are women Sports journalists socially acceptable towards their profession?

ለወንድ የስፖርት ጋዜጠኞች የሴት ስፖርት ጋዜጠኞችን በተመለከተ የተዘጋጀ የመነሻ ጥያቄዎች ጥያቄዎች

1. በስፖርት ጋዜጠኝነት ለምን ያህል አመት ሰራህ?
2. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ ምን ፈታኝ ሁኔታ ይገጥማቸዋል ብለህ ታስባለህ?
3. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ እያሉ በተጫዋቾች ወይም በወንድ ስፖርተኞች ጥሩ ባልሆነ መንገድ ሲስተናገዱ ያየህበት ሁኔታ አለ ?
4. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ በአርታኪዎች ጥሩ ባልሆነ መንገድ ሲስተናገዱ ያየህበት ሁኔታ አለ ?
5. በምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች ምን የተመቻቸ ነገር አለ ?
6. በሥራ ክፍፍል ላይ ሴቶች ከወንዶች እኩል ሠራ ይታደላሉ ብለህ ታስባለህ?
7. አርታኪዎች እና ዳይሬክተሮች ዜናም ሆነ ፕሮግራም ለሴት ስፖርት ጋዜጠኞች ሲሰጡ ስራውን በራሳቸው ይወጣሉ በሚል ይተማመኑባቸዋል ብለህ ታስባለህ?
8. የሴት ስፖርት ጋዜጠኞች በኢዲዮሪያል ውሳኔዎች ላይ ያላቸውን ተሳትፎ እንዴት ትገልፀዋለህ?
9. የሴት ስፖርት ጋዜጠኞች የተግዳሮት ምንጭ ምንድናቸው ብለህ ታስባለህ?
10. በምትሰራበት የሚዲያ ተቋም ሴት ስፖርት ጋዜጠኞችን የሚያበረታታ ነገር አለ ብለህ ታስባለህ?
11. የምትሰራበት የሚዲያ ተቋም ለሴት ለስፖርት ጋዜጠኞች የተመቻ የሥራ ድባብ እንዲኖረው ምን ማድረግ አለበት ብለህ ታስባለህ?
12. ሴት ስፖርት ጋዜጠኞች ለሙያው ብቁ ናቸው ብለህ ታስባለህ ?
13. ሴት ስፖርት ጋዜጠኞች በማህበረሰቡ ዘንድ ተቀባይነት አላቸው ?

Guidelines for in-depth interview for women Sports journalists

30. For how many years do you work as a sport journalist?
31. What makes you to be interested in becoming sport journalists?
32. How were you treated in the early days of your career?
33. What challenges do you face when you are working news or program?
34. What opportunities are there in your media institution for women sport journalist?

35. Do you think as there is any fair distribution of sport news or program for women as like as men?
36. Do your Editors and directors rely on you in producing sport news program?
37. How do you express your participation on editorial decisions?
38. What are the sources of challenges of women sport journalist?
39. In your institution, is there any encouraging atmosphere for women sport journalists?
40. What do you think your institution should do to have positive environment for women sport reporters in the future?
41. Are women Sports journalists socially acceptable towards their profession?
42. What challenges or positive actions that you gain from your peers other than sport Journalists?

ለሴት የስፖርት ጋዜጠኞች የተዘጋጀ የመነሻ ጥያቄዎች

14. በስፖርት ጋዜጠኝነት ለምን ያህል አመት ሰራሽ?
15. የስፖርት ጋዜጠኛ ለመሆን ምን አነሳሳሽ?
16. የስፖርት ጋዜጠኛ ሆነሽ ስራ እንደጀመርሽ አካባቢ የነበረው አቀባበል ምን ይመስል ነበር?
17. ዜናወይም ፕሮግራም ስትሪ ምን አይነት ፈታኝ ሁኔታዎች ይገጥሙሻል?
18. በምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች ምን የተመቻቸ ሁኔታ አለ?
19. የስፖርት ዜና እና ፕሮግራም ለሪፖርተሮች ሲሰጥ ለወንዶች እና ለሴቶች እኩል የሰራ ክፍፍል አለ?
20. የስፖርት ኤዲተሮች አሊያም ፕሮግራም ኤዲተሮች ዜና እንድትሰራ ሲሰጡሽ እንደምትሰራው ይተማመኑብሻል?
21. በኤዲቶሪያል ውሳኔዎች ላይ ያንቺን ተሳትፎ እንዴት ትገልጫለሽ?
22. የሴት ስፖርት ጋዜጠኞች የተግዳሮት ምንጮች ምንድን ናቸው?
23. በምትሰራበት የሚዲያ ተቋም ሴት ስፖርት ጋዜጠኞችን የሚያበረታታ ምን አለ?
24. የምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች የተመቻ የሠራ ድባብ እንዲፈጠር ምን ማድረግ አለበት?
25. ሴት ስፖርት ጋዜጠኞች በማህበረሰቡ ዘንድ ተቀባይነት አላቸው ?
26. የስፖርት ጋዜጠኛ ከሆኑት ውጭ ካሉ አቻ ጋዜጠኞች ምን ተግዳሮቶችና መልካም ነገሮችን ታገኜያለሽ?

Guidelines for in-depth interview for men sport journalists

14. For how many years do you work as a sport journalist?
15. What challenges do you think that women reporters are facing?
16. Did you observe women sport journalist being treated badly by players or sport men?
17. Did you observe women sport journalist being treated badly by editors?

18. What opportunities are there in your media institution for women sport journalist?
19. Do you think as there is any fair distribution of sport news for women as like as men?
20. Do you think as Editors and directors do rely on women sport journalist in producing sport news and programs?
21. Are women sport journalist involved on editorial decisions?
22. What are the sources of challenges of women sport journalist do you think?
23. In your institution, do you think as there is an encouraging atmosphere for women sport journalists?
24. What do you think your institution should do to have positive environment for women sport journalist in the future?
25. Do you think women Sports journalists are capable for the profession?
26. Are women Sports journalists socially acceptable towards their profession?

ለወንድ የስፖርት ጋዜጠኞች የሴት ስፖርት ጋዜጠኞችን በተመለከተ የተዘጋጀ የመነሻ ጥያቄዎች ጥያቄዎች

14. በስፖርት ጋዜጠኝነት ለምን ያህል አመት ስራህ?
15. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ ምን ፈታኝ ሁኔታ ይገጥማቸዋል ብለህ ታስባለህ?
16. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ እያሉ በተጫዋቾቻች ወይም በወንድ ስፖርተኞች ጥሩ ባልሆነ መንገድ ሲስተናገዱ ያየህበት ሁኔታ አለ ?
17. የሴት ስፖርት ጋዜጠኞች በስራቸው ላይ በአርታኪዎች ጥሩ ባልሆነ መንገድ ሲስተናገዱ ያየህበት ሁኔታ አለ ?
18. በምትሰራበት የሚዲያ ተቋም ለሴት ስፖርት ጋዜጠኞች ምን የተመቻቸ ነገር አለ ?
19. በሥራ ክፍፍል ላይ ሴቶች ከወንዶች እኩል ሠራ ይታደላሉ ብለህ ታስባለህ?
20. አርታኪዎች እና ዳይሬክተሮች ዜናም ሆነ ፕሮግራም ለሴት ስፖርት ጋዜጠኞች ሲሰጡ ስራውን በራሳቸው ይወጣሉ በሚል ይተማመኑባቸዋል ብለህ ታስባለህ?
21. የሴት ስፖርት ጋዜጠኞች በኤዲቶሪያል ውሳኔዎች ላይ ያላቸውን ተሳትፎ እንዴት ትገልጹለህ?
22. የሴት ስፖርት ጋዜጠኞች የተግዳሮት ምንጭ ምንድናቸው ብለህ ታስባለህ?
23. በምትሰራበት የሚዲያ ተቋም ሴት ስፖርት ጋዜጠኞችን የሚያበረታታ ነገር አለ ብለህ ታስባለህ?
24. የምትሰራበት የሚዲያ ተቋም ለሴት ለስፖርት ጋዜጠኞች የተመቻ የሥራ ድባብ እንዲኖረው ምን ማድረግ አለበት ብለህ ታስባለህ?
25. ሴት ስፖርት ጋዜጠኞች ለሙያው ብቁ ናቸው ብለህ ታስባለህ ?
26. ሴት ስፖርት ጋዜጠኞች በማህበረሰቡ ዘንድ ተቀባይነት አላቸው ?