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**ADDIS ABABA UNIVERSITY GRADUATE PROGRAM SCHOOL OF
JOURNALISM AND COMMUNICATION**

**CHALLENGES OF JOURNALISTS TO CONDUCT INVESTIGATIVE REPORTING: THE
CASE OF OROMIA BROADCASTING NETWORKS**

BY

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A THESIS SUBMITTED TO SCHOOL OF JOURNALISM AND COMMUNICATION
PRESENTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE
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This is to certify that the thesis prepared by Chala Bareke entitled: challenges of journalist in investigative reporting the case of Oromia Broadcasting Network: and submitted in partial fulfillment of the requirement for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ACRONYMS

ACHPR -African Charter on Human and Peoples' Rights

AU -African Union

ETV -Ethiopian Television

EBA- Ethiopian Broadcast Authority

ENA- Ethiopian News Agency.

EPA- Ethiopian Press Agency.

FDRE- Federal Democratic Republic of Ethiopia

FAIR- Forum for African Investigative Reporting.

MD-Media Manager

ME-Media Expertise

NPD- News and program directors.

NGOs- Non-Governmental Organizations

OBN -Oromia Broadcasting Network

UDHR- Universal Declaration of Human Rights

UNESCO- United Nation's Educations Science and Cultural Organizations.

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Declaration

I declare that this research report is my own unaided work. It is submitted for the degree of Masters of Arts by coursework and research report in the Department of Journalism and Communication, at Addis Ababa University, Ethiopia.

It has not been submitted before for any other degree or examination at any other University.

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Dedication

I dedicate this thesis to my mother Yeshe Asfaw and my father Baraka Gamme with due respect, love, and indebtedness and with all the best wishes; as a tribute for what they had done for me throughout my life, and particularly during the course of my postgraduate study. Mom I know the price you paid is unforgettable for my existence.

Abstract

Investigative journalism is one of the basic responsibilities of public service journalism .It helps make the powerful accountable for their actions. This research was conducted to analyze the challenges of conducting investigative journalism in OBN. Both qualitative and quantitative research approaches was employed to conduct the study. In depth interview with media expert and media leaders applied. Questionnaire was felled by 100 journalists that were selected using systematic random sampling. Social responsibility and watch dog journalism theories were used as theoretical framework to inform the study. The study found that practicing investigative journalism in OBN mainly focus on issues of public and national concern. However, the investigations were found to be superficial and lacked in-depth research to reveal hidden facts. The major source of investigative reporting was tips liked information's from different parts. More of investigative reporting practiced in OBN was reporting on investigated issues from like of information, an official, and discovery. The research reviles that internal challenges reporters face to conduct investigative reporting share 72%. External challenge journalist faces to conduct investigative reporting 82%. Organizational challenge shares 69%.

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Media is basic information source for developing country like Ethiopia. Specially broadcast media like radio and TV are the most important medium in a large country. Peoples use the information they gain from the media for their daily life .Media play a vital role to construct and shape society. The media can promote democracy. Journalists are key figures and responsible bodies for conveying information about the society, (Gaunt, 1992 p.56).

Free journalism is a necessary condition for democracy because media act as watchdog role on government. Where the media gain immense independent powers, it acts as a ‘fourth state’ which provides a check on other states of government, (Andrew Belays and Ruth Chadwick, 2006 p.203).

The mass media in Ethiopia consists of radio, television, print and internet under the control of the government. As compared to the history of the country, the media is a recent phenomenon. In the past reign Emperor Haile Selassie I and Derge, the media serve as mouth- piece of the government. Only during the 1990 have sign of a free and independent press emerged. Ten radio broadcast stations, eight AM and two short waves are licensed to operate in Ethiopia. The only broadcast television networks was EBC and other regional media like OBN appeared starting from two years back. Many satellites TV are emerging in the country now.

Journalism is a source of knowledge in contemporary society. It’s a system through which society get verified, significant and timely news and information, (Kovach and Rosentel, 2007).

According to Ibbson (2007 p.76), journalists are the eye and ears of the public and help ensure that people, particularly these in the public life are acting properly and honestly. Journalists were not just seen as being the mouth piece and servant of a political party. They would act in the interest of the wider audience.

The government repeatedly says Ethiopia face a challenge of deteriorating state of good governance and democratization process. Because of these people complain over the

government. In countries like Ethiopia, which is new for democracy, media are supposed to insure check and balance to promote good governance.

Investigative journalism had been invented just as great changes were about to be demanded of journalism, (Hugo De Burgh 2001). Investigative journalism is responsible, participant and proactive form of journalism which aims at promoting accountability, transparency, rule of law it exposes corruption and wrong doing by checking the abuse of power through investigative report.

Investigative journalism crucially contributes to freedom of expression and freedom of information, (UNESCO, 2011; Coronel, 2008). According to Spark (1999 p, 6), investigative reporting seeks to gather facts which someone wants suppressed. According to cornel (2010, p, 113) investigative work exposes not only individual but also systemic failures. Investigative journalism seeks to expose, unethical, immoral, and illegal behavior by government official's politician as well as private citizens (kovach and Resential; 2007, pp 145-9).

Good investigative journalism has skills, critical thinking and ethical decision making. (Aucoin, 2006 p.34). Serious investigative journalism has become a respectable, coveted, and distinct genre of journalism .Oromia Broadcasting Network was established in 2001 independently as one of the regional media. Before 2017 the station was known by different name, Oromia Television Program or Oromia Radio and Television Station. Now it is called Oromia Broadcasting Network. The station's coverage is 75 percent throughout the country and 100 percent satellite transmission abroad. The station has four news and program outlets. TV, WM Radio, website and FM Radio. Since its establishment the media has produced programs that inform, entertain and educate the society. OBN have three medium of communication Afan Oromo, Amharic and English. In light of these, the researcher intended to examine the challenges of reporters in reporting investigative stories. Society and audience need to hear true and balanced information from the media. Investigative reporting is an important type reporting. It seeks the truth and discloses the hidden reality for all. According to Belays and Chadwick (2006), where excellence in journalism exists to serve the creation of an informed and critical political citizenry. People relay on journalist for surveillance to inform them about what is going on in the world Rudin Ibbotson (2002 p .97).

Journalists had played a positive, even heroic role in exposing government propaganda and secrecy over vital issues of public interest, political sleaze, cover-ups and corruption in industry and public services and in publishing miscarriages of justice, (Rudin Ibbotson 2002). There is an effort investigative report in OBN. The research discusses issues of investigative reporting related with the current reporting of news and program in the case of OBN. The other issue that researcher can discuss in the research was factors affecting investigative reporting in OBN, in terms of journalism skill, policy issue, media institution editorial policy, interference from in and outside of the institution also discussed. Finally, Research finding can suggest the way forward for the media.

1.2. Statement of the Problem

Media corruption is a problem in most African Countries including Ethiopia .According to (Flee, 2006), in developing countries the challenges of investigative journalism are various.

Un Like liberal countries, the economic and professional in Africa newsroom situation is generally difficult. Media houses have limited finance and capacities to support reporters. Over all the preconditioned are not conducive to investigative journalism. (Lublinsky, 2015 p.123).

Ethiopia's media environment is primarily Government owned. Media in Ethiopian government held mass media. Both broadcast and print media have assigned permanent space for investigative program. Controlled by government even the private news peppers do not have a permanent page dedicated to investigative article on regular basis. (Birhanu, 2009 p.66).

Oromia Broadcasting Network is one of the regional state media which is accountable to the Oromia Regional House of People Representative called "Caffe". The leader of the media also not merit based which is nominated by the regional government and often the assignment is not merit based.

Started from 2017 following the changing of the name to OBN there are some reforms in reporting daily routine issues using investigative reporting. Some of OBN practicing investigative reporting through programs and news are, 'iftomaa' means clarity and 'imimmaan ummataa' called tears of public. There is a sophisticated social problem as investigative report is not researched by social science. Different researches are under way on those programs in OBN. But the available studies did not provide the status and challenges of journalist while reporting

investigations. All research did not show the overall challenges of doing investigative report in OBN.

It needs to conduct a research which aims at finding the challenge of reporters to report investigative issues. The main focuses of these research is identifying challenges that reporter's face to report investigation in OBN. And also suggest possible solution for the problem identified.

1.3. Objective of the study

The main objective of the study-is to identify the main challenges of investigative reporting at Oromia broadcasting network.

Specific objective;

- Describe investigative reporting at OBN.
- Identify internal and external challenges that reporters are facing while conducting investigative reporting in the station.
- Examine level of support from OBN management for investigative report practice.

1.4. Research questions

What is the current status of investigative reporting in OBN?

What is the level of support from OBN management to investigative reporting and reporters?

What are external and internal challenges of reporters in conducting in investigative reports?

1.5. Scope of the study

In any media all journalists have their own duties and job description.

The study aims at state owned media which is regional based Oromia Broadcasting Network. From activities of journalism the research focused on the challenge of practice investigative journalism. The media station has more than 300 journalists who work for FM, AM, TV and web content outlet. There are also 18 branches in different zones which are the source of the Medias content journalist. The research focused groups were journalist from the main office Adama and Addis Ababa branch, journalist and management team both from radio and TV department. Journalist from all medium of broadcasting Amharic, Afaan Oromo and English

those who are assigned to produce news and program were targeted. Additionally Media experts were included in the research. The research is only focused on the issue of investigative reporting challenges reporters face.

1.6. Limitation of the study

The major limitation of the study was lack of budget time constraint and interest of interviewer media management and editors. The scope of the study covers only one media outlet TV. Limited to only investigative reporting journalist in the main station based. To overcome the short coming effectively using my time and budget conducting interview and collect all questionnaires within a few days. And adjust my program with the time of the organization give training to all the staff.

1.7. Significance of the study

The finding of this study may serve as stepping stone for the media organization, and other similar Media. It can also be used for the journalist and media policy makers'. More over it may serve as input for additional research in the area. The finding also lends the journalist to examine and revisit their perception and skills of good investigative journalist. It may motivate the journalists of the station to be good investigative reporters. By indicating the station limitation on applying investigative reporting, it may recommend to the management the need to tackle the challenges.

1.8. Organization of the study.

This research contains five chapters. Chapter one as a general background of the study, which are background of the study, statement of problem, objective of study, research question, scope of study, and significance of study. The second chapter presents brief theoretical underpinning and frameworks, researches and views of different scholar are which are in one way or the other pertinent to the study. Chapter three figure out the methods, procedures, and techniques employed in the study. This chapter justifies and explains the rational for employing qualitative and quantitative research design. It also explains why and how individual in depth interviews are employed in the studies. It also briefly explains data management analysis techniques and procedure employed in the study. The forth chapter deals with the presentation and discussion of the data and analysis of the findings. Chapter five is all about conclusion and indicating the way forward.

CHAPTER TWO

2. REVIEW OF RELATED LITRETURE

This chapter deals with reviewing existing literatures on investigative reporting related to the challenges reporters are facing during the reporting and theoretical framework of the study also discussed. The purpose of this study is to analyze investigative reporting challenge in OBN.

2.1. Definition, conceptual and theoretical framework of Investigative reporting

The role of media in democracy is varied. Media acts as additional mechanism to check and balance on government activities; create an enabling environment for accountability when public figures stray from the track and provides issue for public desiccation by inviting citizens to actively participate in the issue of their country.

Media can take the key role in realizing sustainable development by informing the public to support the development process and informing the public about the public about the barriers such as corruption, abuse of power and lack of good governance. (Mania, 2010 p.34).

In authoritarian government the media, the media function is helping the ruler to stay in the power. The day to day activities of the media is highly with propaganda propagating the mass about positive aspect of the government and invite people to be part of the government system. The media can be taken as benevolent authoritarian.

On the other side in the democratic government the main objective of the media is serving the public interest. It serves as guarding the interest of the people against abuse of power in order to sustain democracy (Siebert et al, 1963 p .332).

In general the media can play significant role by setting agenda for public debate to create common consensus on development issues. The media is needed to extract the wrong doing and inform the public. However the media cannot bring the hidden to the light through the practice of conventional journalism unless it follows the nation of investigative journalism. (Hunter p.8)

In the dark times people need light and journalism at its best can provide it. Stories told with styles and attachment to the values of press freedom help people better understand the complex world in which we live (White 2008). Journalism is not propaganda and media products are not just economic, they add value to democracy and to the quality of life.

Although Definitions of investigative reporting vary, across among professional journalism groups, there is broad agreement in its major components. Most of the time journalists are seen while suffering so many problems, such as imprisonment, harassment, loss of jobs and murder by those who stand against the issue raised by journalists. (Hargreaves, 2005)

Investigative journalism is mostly dealing with exposing corruption, lack of good governance and maladministration. For this reason, it extremely examines the life of investigative journalists while they are investigating different issue. Sometimes the attack includes the whole family beyond the journalist. (Forbes, 2005 p. 46).

UNESCO defines investigative journalism as one that involves exposing to the public matters that are canceled either deliberately by someone in a possession of power, or accidentally, behind chaotic mass of facts. Thus it is disclosing issues relating to public matters by shielding behind the power and using circumstances. According to one of the papers founding editors, now Caxton professor of journalism and media studies, Anton Harbor one of the ways to define investigative reporting is to make a distinction between proactive and responsive journalism

Responsive journalism is when people respond to a new event and report on press statements and general public activities. They are reporting on public activities, whereas investigative journalism tends to target covert activities or non-public activities of some sort.

Benedict Tambo, define investigative journalism as the type of journalism which thrives on exclusive stories through digging information from governmental organizations and the private sectors to broadcast stories in public interest. "Reporting undisclosed facts which, as a matter of public interests, one believes to belong in the public sphere and the uncovering of such Facts involves concerned investigation by one or more journalist's in newspaper".

Some of the scholars consider investigative journalism as involve in –depth reporting in the public interest while others regard it as an extension of good journalist should really be.

(Rosner, 2008 and Forbes, 2005) According to Braddle1993, the essence of investigative journalism relates with the attribute of good reporting if journalist can ask more than a couple of questions is considered as investigative reporting.

According to Williams1991, investigative journalism is an intellectual process which can take several days, month even years. It is a business of gathering and sorting ideas and facts, building patterns, analyzing options and making decisions based on logic rather than emotion, including the decision to know at any of the several stages.

According to Forbes (2005 p. 66) sum-ups; while there is no easy definition of what constitutes investigative reporting, there is agreement on some of its tenets. This includes more than one of the following:

- *In depth reporting of public series matters which affect the public interest, proactive journalistic enterprise to reveal information that someone wants hidden or something that may not be that well known or appreciated, a long term process of planning, information gathering and corroboration using a diverse range of sources, investigative reporting needs to be independent of special interests; it must aggressively serve the public trust and enrich public debate, investigative reporting may have an agenda to expose any form of villainy or wrong doing with the object of inspiring positive change through informed public debate and outrage.*

2.2 Genesis of Investigative Reporting

2.2.1. Investigative Journalism Global Overview

The origins of investigative journalism can be traced back to the mid-19th century.

According to de Burgh, the first journalist to be considered an investigative journalist by contemporary standards was W. T. Stead, editor and journalist for the *Pall Mall Gazette*. In an undercover sting, Stead sought a girl in East End London for sexual purposes and when procured with a 12-year-old-girl, his suspicions were confirmed. On the 6 July 1885, his five-page detailed article *Violations of Virgins, the Reports of Our Secret Commission* was published in the gazette.

Although Quaker human rights activists made earlier attempts to inform British police and diplomats about the sex slavery of English girls in London, nobody had given it the attention it deserved until Stead's article and the subsequent public stir it caused. The article's 'high moral tone' combined with its 'sensational description' changed the style of reporting, while the espousal of 'rational observations and moral empathy' gave way to a new genre of journalism: investigative journalism (de Burgh .2000 p.153).

While Stead's story was an isolated case of investigative journalism, the movement of investigative reporting is most frequently attributed to the early 20th century American Muckrakers. The first investigative works published in 1903 examined the working conditions in the nation's coalmines and the shortcomings of the union the workers had joined. The common theme in these early publications that came to be adopted by the entire muckraking movement was: the threat to democracy from good people doing nothing (Aucoin, 2005 p.56). Almost two thousand investigative articles appeared in American magazines between 1903 and 1912, including *The Jungle* written by the most well-known muckraker, Upton Sinclair. Sinclair's undercover work led to a horrifically detailed exposé of the food processing industry in 1906, which became an immediate best-seller, and directly contributed to the Congress passing the 'Pure Food and Drug Act' six months after the booklet had been published Burgh (2000). More than simply reporting, early investigative journalists founded a genre of journalism that aimed at pushing overlooked or intentionally ignored issues onto the public agenda, and thus contributing to what (Ettema and Glasser 1998 p.265), call the 'crafting of the moral order'

After the world wars and the timely birth of media propaganda and the mass media (McQuail (2005), investigative journalism made a comeback in the 1960s. "There was a climate (in the 1960s) conducive to skepticism and irreverence," writes de Burgh, "that made investigative journalism attractive. These factors may account for its eruption" Burgh (2000). Some of the most eminent of stories emerging in these eruptive times were Seymour Hersh's exposure in 1969 of the *My Lai Massacre* of 500 unarmed Vietnamese civilians by US Army soldiers. Later, in 1972, Phillip Knightly exposed the Thalidomide Scandal, while *Washington Post*'s Bob Woodward and Carl Bernstein published *All the President's Men* in 1974, which brought to light

corruption in the presidency and which culminated in Richard Nixon's resignation a couple of months later Aucoin (2005 p.123).

According to Marguerite H. Sullivan, Center for International Media Association; investigative journalism has spread rapidly around the world in the past decade, helping to hold corrupt leaders accountable, document human rights violations, and expose systematic abuses in developing and transitioning countries. Modern investigative journalism emerged in china in the late 1970 Wang (2019) cited (Zhao 2000; Haggard 1992).

2.2.2. The African context;

Journalism varies from one cultural and political setting to the next. In most sub-Saharan African countries, the second wave of democratization in the 1990s led to the introduction of free elections and multi-party democratic procedures. It also brought new private media and attempts to transform state broadcaster to public service broadcaster (Spark C. et al, 2015) cited (Bussiek, 2013) and (Okigbo, 2002). Some improvements have been made towards free media systems. Accordingly, media freedom in most African countries is still limited. The economic and professional situation in African news rooms is generally difficult. These media houses have limited means and capacities to support reporters. Brown-envelope journalism is common place. Overall, the precondition is not conducive to investigative journalism. (Lubrisky J. Spurr C. et al., 2015).

Ethiopian context, investigative journalism is very much related with successive political systems /regimes. In feudal period there were no possibilities for journalists to participate themselves in investigation. At the time of the Derg regime, the situation was not different from the previous regime unless some program had been transmitted by the Ethiopian radio which mainly dealt with irregularities and corruption. What are some activities in disclosing hidden facts which had impacts on the life of the people? There was a program entitled in Amharic 'keminayew keminsemaw' which means (from what we see and hear), deals with irregularities and corruption and related issues transmitted by Ethiopian radio.

During the post-1991, several media outlets occasionally or permanently have been reported investigation on various issues. OBN is one of the regional nationwide media starting

investigation reporting with Iftoma program means ‘clarity’. Today there is also another program produced in cooperation with regional anti -corruption commission which is called imimmaan uummataa meaning ‘tear of public’ and mil’uu qorannoo, means result of investigation. There is also news program emphasized on instigation issues.

Form of investigative reporting.

According to Kovach and Rosenstein 2001, they categorize investigative journalism into three forms.

1. Original investigation-it involves reporters themselves uncovering and documenting activities that have been previously unknown to the public. It may involve tactics similar to police work such as basic shoe leather reporting, public records searches, use of informants, and even in spatial circumstance, undercover work or surreptitious.
2. Interpretive investigative reporting- this often involve the same original enterprise skill but takes the interpretation to different level.
3. Reporting on investigation. It is a more recent development and has become increasingly common. In this case the reporting develops from the discovery of leak information from an official investigation already underway or in preparation by others, usually government agent.

Reang and Nariddh 2007, say an investigative story must include the journalist personal investigation. Is not only what same one linked as information it need journalist effort to discover the new information and angle.

2.3 Major characteristics of investigative reporting journalist.

The job of investigative reporter is to examine all the institutions of society and report how they work not how they were designed to work or how their leaders claim to work, but how they really work. According to St. John, Mark cited in Williams (1978). He observed that characteristics of investigative approach include the following:

“The goal of investigative journalist is to discover and then uncover information which is important and hidden. The investigative journalist assumes defensiveness and non-cooperation. The investigative journalist maximizes the use of existing records as well as his/her own observations and interviews. As an investigation proceeds, the reporter continuously checks that the story remains feasible, significant, and acceptable.”

Great attention was paid to thoroughness, soundness, depth, and originality of research. In writing the final story, the reporter strives for fairness, not objectivity. The investigative reporters have a systematic focus and attempt to illustrate deeper issues with the specific case he /she studies. According to St. John mark, there are three ways in which evaluators might profit from studying the investigative reporter.

1. Evaluators assume the reporters' investigation posture.
2. Adapt some of the reporter's methods and tools;
3. Learn from the reporter's experience with legal and ethical questions.

(Hunter and Singers 2007), made the following points about the value of investigative journalist in, investigative journalism work shop in Johannesburg; the value journalist has to the others. "Audience to make better choice, to help investor make better decisions, you identify promising or treating product, policies etc., you find sense in confusing information, and you denounce false information"

Investigative journalism is a more demanding enterprise than routine reporting. It is not for all and sundry. It is a craft requiring journalists with excellent learned skills, as well as the capacity to make sound, balanced political and social judgments'. (Kantumoya, 2004 p.98).

2.4. Ethics of Investigative Reporting Journalist.

Every discipline has its own ethics. Like any other professional discipline, journalism has also its own professional ethics. News rooms that support investigative stories need to be guided by ethical codes. And have a process for place for discussing and resolving ethical dilemmas. Journalists union and associations have launched the ethical journalism initiative, a global campaign to help journalists to re- connect to their mission.

While it is recognized that journalists should be independent and play a role in encouraging the free flow of information in society, they also have an obligation to work in the public interest. Investigative reporting is one way through which journalists address issues of hidden information that affect public interest/life.

According to Aucoin (2006), good investigative journalism needs skills, critical thinking, and ethical decision making. Forbes (2005), states that the value of good journalist is codified in each

society in the form of a professional code of ethics. The basic ethical principle of journalism, however remain the same namely: to seek the truth, report it as full as possible, minimize harm, be accountable and act independently. In most Western countries journalism has developed largely as unregulated or “free “profession”. The common possession worldwide is that a code of ethics for the media should be developed and enforced by media practitioners themselves.

Ongowo (2000 p.345), articulated that the word ethics associated with journalism practice has elicited various definitions including “a set of principles and norms that, at least to some degree, guided journalistic practice ward 2006, or a way of studying morality which allows decision to be made when individuals face specific cases of moral dilemma’. Frost (2011 p.71), or the study of grounds and principles for right and wrong human behavior’ ’Sanders, (2003). The three scholars agree that ethics reflects human values such as courage, self-control, generosity and focus on the standard of right and wrong. In addition, Belsoy and Chadwick (2006) reporting the truth is said to be at the heart of the journalist’s enterprise.

Honesty; is social cooperation which depends on our willingness to act within certain constraints in our various individual and joint pursuits what we may call ‘the constraints of justice, these most obviously includes constraints on the use of force and fraud. Fraud destroys trust According to (Belsoy and Chadwick, 2006).

Objectivity is also basic ethics of journalists. David Berry (2008) states that news journalists are required to endeavor to report objectively, which means they must not express their own opinion or any bias in Favor of any of the conflicting sides of a story. Motives of journalist, accuracy and objectivity, fair play, confidentiality with sources, power and responsibility, consequences, arrogances and snobbery, freebies and junkets and conflict of interests are the basic journalist ethics’. Kantumoya (2004). He concludes that ethics helps to minimize excesses, instills a sense of responsibility in reporters, and create public respect for individual practitioners and the whole media professions.

...There are no easy, ready-made answers to ethical issues. Codes of ethics, despite some merits, do not offer clear-cut solutions that can be applied in all cases. Most analysts agree that journalists must remain sensitive to issues such as fairness, balance, and accuracy. Reporters continuously need to ask ethical questions throughout different stages of the investigations, and

be ready to justify their decisions to their editors, colleagues, and the public. They need to be sensitive to whose interests are being affected, and operate according to professional standards (Waisbord, 2001).

According to Stiftung, (2011 p.43). “The primary job and aim of investigative reporters is exposing official corruption and other wrong doings that dwells in the public.” What the author has suggested as ethical guidelines for investigative reporters coupled with the researcher’s point of view is listed below:

- ✓ Investigative reporters shouldn’t report for personal gain. Hence, accepting bribes and the appearance of personal gain taints have a negative impact on the credibility of the reporter and the news organization.
- ✓ While investigative stories can flow from a reporter’s political awareness or perspective, they should not be slanted against the facts for the sake of ideology or to further a pet cause.
- ✓ Despite their personal beliefs, investigative reporters should rely only on the facts on the ground and need to report the stories the way they are.
- ✓ Investigative Journalists must be independent from the people and institutions they probe.
- ✓ An investigative reporter will inevitably work on a story that involves someone she/ he knows. The reporter must do her/his best to be as tough on a friend as she/ he is on a stranger.
- ✓ While investigative stories don’t have to be boring, they must avoid hyping or exaggeration.
- ✓ The investigative reporter does not steal documents during fact finding. She/he doesn’t ask someone to steal them, although they may consider using documents that have been leaked by insiders at their own initiative.
- ✓ Investigative journalists shouldn’t lift another journalist’s language or reporting without attribution.

Eventually, the researcher adequately believes that the above magnificent points should be taken as ethical guidelines for investigative journalists in Ethiopia in general and OBN specifically.

2.5. Skills of Investigative Journalists

Investigative journalist needs special skills. Forbes (2005 p.35) states the following points as basic skills of investigative journalists such as:

Patience; depth investigation take time, especially when following dead ends; be prepared to follow all leads, regardless of how insignificant they appear.

Flexibility; keep an open mind you should be able to shift your focus and, if necessary, change the direction of an investigation.

The art of persuasion- investigative reporting requires a certain approach to ensure that sources reveal information. The ability to probe deeply without upsetting or distressing the source is paramount.

Courage threats of physical violence; litigation, sanction and even death are used to deter further investigations.

Invitation and background knowledge; investigative journalist need the ability to think on her/his feet, ask the right questions and assess and analyses complex problems. Having a good memory and strong problem-solving abilities, as well as a sort of subconscious database are important advantages.

Legal savvy-protect you from criminal and civil action and know the legal routes that can be used to access public information.

Integrity-working on highly sensitive matters requires the reporters to be discreet, adopting a discipline of secrecy with source and colleagues the ability to work independently as well as in a team.

In general, Forbes (2005 p.33.), conclude that an investigative journalist must be familiar with the following skills:

- Recording-shorthand, audio recording Storing and recording relevant details and keeping such records in a safe place.
- Accuracy; The ability to identify key points in a story
- Critical thinking, Multi-sourcing, having an enquiring mind, being able to ask questions.
- Research – being able to conduct research via the internet; getting information on companies, individuals. Legal – knowing the law, especially the law of defamation; knowing your legal defenses’.
- Meticulous editing – sensitive investigations resulting in an 800-wordstory may require much cutting, re-writing and word checking. Other – accounting, forensic skills.

Ansell and Groenink (2016 p.142), lists qualities of investigative journalist as follows:

Passion- to be investigative journalist passion is the most important quality Curiosity-asking question about where investigative journalism starts. The question can be about events in the news or about things you see or hear about in your everyday life.

Initiative – many news room operate on limited resources and all run on tight deadlines. Investigative journalists take initiatives, do their own preliminary research and shape the idea into a solid story plan.

Logical thinking- means organization and self-discipline. Investigative reporting takes time and because of the legal risk is it often carries, five grained verifications. You need to become a careful planner to make the best use of your time.

Be obsessive about checking and re-checking facts and make sure the story fits together; Flexibility-investigative journalists need to be prepared to rethink and redesign their research.

Team spirit and communication skills are basic investigative skills journalist must have to conduct good investigative report. The best story came out of co-operative effort that uses all available skills in and outside news room.

Well-developed reporting skills; Having enough training and experience to know how to identify sources, plan story research, conduct good interviews (and sense when an answer does not ring true) and write accurately and informatively.

Good general knowledge and good research skills-understanding the context of the investigation can help avoid dead ends by identifying relevant fact and questions.

The ability to have an informative conversation with an expert, use research engines; Fairness and strong ethics –investigative stories may put the security, jobs or even life of sources at risk. So an investigative reporter needs to have strength, thoughtful personal ethics to ensure that sources and subjects are treated respectfully and as-for as possible-protected from harm.

Discretion-gossip does not make good investigative reporters. In a range of ways, talking too much can sabotage the story. Citizen ship-investigative journalists are motivated by their concern for the public interest and work on stories that help make their communities better.

Not only investigative reporter has such skills, it is mandatory to have this kind of skills to be excellent journalist.

2.6. Steps in Carrying out Investigative Reporting.

This section outlines the major step journalists used to carry out investigative reporting.

Hunter (2011 p.15) listed out the steps through which investigative story conducted as follows; the first step is setting out Hypothesis. Hypothesis gives some ways to verify instead of trying to uncover a secret. A hypothesis increases chances of discovering secrets. And also hypotheses make it easier to manage the project.

Hypotheses virtually guaranties that it enables to deliver a story, not just a mass of data.

- It enables you to predict a minimum and maximum positive result for your work, as well as worst case.
- Hypotheses based investigation is a tool that digs up a lot of truth. But it can also dig a deep grave for the innocent.

On the other hand, a Siftung (2011 p.24) state investigative reporting steps as follows; investigative develop through recognized stages of planning, researching and reporting and has

to adhere to accepted standards of accuracy and evidence. After receiving story tip, journalists develop hypotheses, plan additional research, decide on the relevant questions and go out to investigate them. They must compile evidence by witnessing and analyzing answer for themselves, such that information or assemble previously available information in the new way to reveal its significance.

Williams (1979), also put the steps investigative reporting as follows:

- Conception germinal ideas
- Feasible check
- Min/max projections-go no go decision
- Planning base building
- Original research
- Re-evaluation
- Key interview
- Re-evaluation finally reporter choice central theme and reporting.

2.7. Source of Investigative Reporting Stories

Every story starts with ideas. Investigative journalism is all about pushing oneself out of one's counter zone, exploring the unknown and taking calculated risks, about all one must read, read and read, and keep your eyes and ears open. Most story developed from a reporters own areas of interest; Romance factor-budding investigative journalist often begin their professional journey with fantasies of being approached in dark alleyways with confidential documents.

Journalist never off duty - They have to keep their eyes open and notice blocked drains on the road as they travel to work.

Story would not be story without a source according to Pape and Featherstone (2005). There is classification among sources based on their proximity to the story. These are Primary source and secondary source. A primary source could be an interview with a person who has direct experience about the topic or an original document related to the topic. Secondary source might be a written report based on the original document. (Potter, 2006 p.15). Ideas for potential

investigative stories can spring from a number of sources. This includes tip from people, public rumor; journalist's curiosity; trends; change and other media. (Forbes, 2005 p.39).

Reporters complain- something that happens to you is no less valid as the starting point for story than something that happens to someone else. The advantage is you know it is happening. It is always preferable to have first hand experience and observation to help in shaping story. Dealing with gossip and rumor- gossip and rumor can alert us to real trends and change.

Reading widely is the most important source of ideas that the best way to improve your professionalism and writing skills without reading, journalists would not have a good understanding of how systems and processes are supposed to work, and there for what it looks like when something goes wrong. Government and NGO reports. If you read their contents carefully, you can often uncover new and challenging information that can kick off an investigation. Accessing internet and social site news are also a source of investigative stories.

Derek Forbes (2005 p.34) states that the first challenge facing investigative journalist is deciding where stories getting stories is not easy task in investigative reporting. Tip-offs –idea will come from contacts in the form of tip- offs. Story idea also picked up when reading international and local publications, from people, documents, and other data like figures. Informal discussions at social events also source of story. Trend and change-keep eyes peeled for trends that are out of the ordinary.

Public documents can include judicial or court records, minutes of parliamentary, committee meeting, government budget and expenditure, reports, public tender, dads or property files. None public records, include, among others individuals, credit histories, income tax returns, bunk records, and medical files are basic source of investigative reporting. Forbes (2005 p.52).

According to Hunter (2011), there are many ways to get investigation story, watching the media is one way of getting story, paying attention to what's changing in one's environment, and but not take it for granted. Listening to people's complaint, finally, does not look only for things that involve wrong doing.

2.8 Areas of Investigative Reporting

Investigative journalism should carry out activities for the wellbeing of the society. There is no issue considered as off limits to investigative reporters.

Gaines, (1994) and (Kantumoya, 2004, p: 7) also strengthens as follows: there is no limitation for subject areas requiring investigative treatment. Political and politicians, government and governance, corruption, healthy and health care, agricultural land alienation, the economy, privatization, business and consumer affairs, on governmental organizations, the environment, gender issue, religion, human rights, child abuse, public procurement and tender procedures etc.

According to Ahmed (2013 p.54), investigative journalism involves reporters researching topics such as crime or political corruptions in society.

2.9 Tools for Investigative Journalism.

Investigative reporters produce best story with the knowledge they have when they are aided or scaffold with tools. In addition to this, the reporter has to avoid reflecting personal feelings in the story. To do so, tools such as interview, documents, surveillances and surveys are commonly used in investigative reporting. Fedler (1993) and Gaines (1994).

Interview-investigative reporter can extract facts and the views of the interviewee by being a good listener and forwarding the relevant question. All stakeholders of the issue should be included and should forward their idea. It can be done through telephone, in person and written form like questionnaire Fedler and Gaines, (1994).

Documents-document is something written, pictures and electronic recorded on tape, etc. that contains information. It is used to extract facts that are not told by the human source. By its nature documents are usually organized logically; cannot be copied; analyzed and reviewed at your convenience; and typically are detailed and specific Kennedy et al, (1993).

Observation-observation may consist of a following vehicle watching a place of business, or timing parking meters to learn if it is registers correctly. It cooled be taking down license numbers at a specific location to check ownership”. It implies that the reporter places him/herself in situation to be eyewitness of the event (Gaines, 1994).

2.10 Investigative Journalism and Media Law of Ethiopia.

Laws and international conventions are base for investigative reporting. Many countries sign international convention that safeguard the rights of journalists. Universal Declaration of Human Right (UDHR) Article 19 states, the rights to opinion. According to this declaration, everyone has the right to freedom of opinion and expression. This right includes freedom to hold opinions without interference and to seek, receive and import information and ideas through any media.

International Covenant on Civil and Political Right (ICCPR), also strengthens the above convention. Every one shall have the right to hold opinions without interference. and everyone have the right to freedom of expression; this right shall include freedom to seek, receive, and import information and idea of all kind regardless of frontiers, either orally, in writhing or in print in the form of art or through any other media.

Forbes (2005), states that most African countries have laws on their statues books that make if an offence of publish seditious or false information about their national assembly, parliament or president. Criticism of government officials is officials not allowed under so called insult laws. Insult laws still remains on statutes book of about 48 African countries. False news, accreditation, criminal and civil defamation. National security, most African countries justify the right to restrict freedom of expression and the media in the interest of national security. Draconian legislation –the slippery slops. The new anti –terrorism legislation –government took advantage of the global terrorist climate to introduce new legislative laws on and amendments to existing laws many affecting freedom of expression and journalists who refuse to reveal their sources. (Forbes, 2005 p.76).

In Ethiopia there is no clear law concerning investigative journalism. It is not recognized as independent rather seen with the idea of practice of journalism in general. Media law is a recent phenomenon in Ethiopian media industries. Press proclamation no.533/1992, broadcasting proclamation no.178/1999, broadcasting service proclamation no.533/2007, and government communication affairs office establishment no.158/2008

There are many legal obstacles to information gathering and publication in Ethiopia. Some of these are preventing journalist from series investigative reporting in the public interest; others are

protecting people and organization from intrusion or harm. In the case of number of laws, the balance is weighted against public interest.

The current broadcasting service proclamation no.533/2007, gives the power of press monitoring and controlling to the Ethiopian Broadcast Authority .Right after the transitional government the freedom of the press was in acted in the proclamation no. 34/1992, which was the first ever proclamation. After this press proclamation was brought in to force, the 1995 constitution of the FDRE states press freedom as a basic democratic right of the people of Ethiopia. And farther goes to consider all international agreements that the country signed to be as part and parcel of the land. (Ibid; 42)

On the other hand according to the report of Freedom of the Press in2015, the latest edition of an Annual-Report Published by Freedom House since 1980, found that global press freedom declined in 2014 to its lowest point in more than 10 years. The rate of decline also accelerated drastically, with the global average score suffering its largest one eye drop in decade.

According to the report the share of the world population that enjoys a free press today 14 percent. Meaning only one in seven people live in countries where coverage of political news is robust, the safety of journalists is guaranteed, state instruction in media affairs is minimal and the press is not subject to onerous legal or economic pressure. The report states the reason why press freedom declined, because of the promulgation of restrictive laws against the press. Laws like privacy law, libel laws, and official secrecy have their own contribution whether to enhance or hinder the practice of investigative journalism. (Andargachew Triune cited in Nigussie, 2008).

2.11. Access to information in Ethiopia.

Public access to information is largely and practically related to all rights. Freedom of the press requires freedom to seek, receive, and impart information to the public. The mission of the press will properly complete when the press freedom enables free people to keep in touch with one another with their leaders and important events. Because of this, freedom of press is an absolute prerequisite for democratic society. It is possible for the press to create opportunity for citizen to express their own views, learn from one another, engage in discussion and deliberation read, quest political candidate Rodney (1992). Lush (1946) argues that media must have an access to public information in order to hit target of watchdogs. Equally all people must have access to

information to be able to form opinions and make informed political as well as economic decisions. Access to information is not only basic political human right but also essential to socio-economic development (FES: 2011).

Freedom of expression and information can serve as a weapon for minority interests. As long as individuals are entitled to voice their disagreement with the majority group views cannot claim an exclusive position in the political process which is destined to bring about decisions based on consensus or compromise (Gene, 1998 p.97).

According to Gene (1998), the free flow of information is necessary to make rational judgment and freedom of information considered as a key to world peace. Lush (1946) argues that media must have an access to public information in order to hit target of watchdog.

According to Rebqa, (2013 p.65), in Ethiopia, the problem of freedom of press is critical issue of constitutional and legal constraints over its freedom as well as political and systematic problem of democracy.

The transitional government under its proclamation number 341/1992 declared the first press law/proclamation. According to the proclamation, the press is considered as a basic condition for democracy in the country. The proclamation insures all forms of censorship and restriction are legally prohibited. The proclamation further underlines the necessity of multiple form of information including the private press EPRDF (proc.no 341/1992).

After four years, the constitution of FDRE under article 29 has declared freedom of the press. Everyone has the right to hold opinion without interference. Everyone has the right to freedom of expression without any interference. Freedom of the press and other mass media and freedom to artistic creativity is guaranteed.

The proclamation number 590 Art. 1(4) also put clearly as freedom of the mass media is constitutionally guaranteed. With regard to access to information and freedom of expression in the proclamation art 3(1) all people have the right to seek, obtain and communicate any information held by public bodies.

Regarding all the proclamations, International Committee to Protect Journalist Report, (2013) the EPRDF has used its tight grips on all three branches of governments to restrict information and

limit freedom and growth of independent press. The government has arbitrarily imposed restriction on the distribution of broadcast and print licenses, the content and editorial position of journalists, the accreditation of international journalists, and domestic access to international broadcasts and internet content (ibid). The Ethiopian government has controlled the press to use it to its own interest. The legal proclamation laws of the press retain harsh criminal penalties including imprisonment for practicing journalists without license and transgress or contravened the provision.

Alena Agegnehu and Worku Dibu in his article in the International Journal of Emerging Trends in Science and Technology vol.03, 2016, by stress that Ethiopian government maintains that it is protecting press freedom through the press law and points out that it has not banned any publication. However, in practice the government acts against not only press law but also the provision of the constitutions. The government simply introduces the liberal law of the press as a cover for restricting media. The treatment of writers, journalists, and bloggers are the critical human right issues now a day in the country including a lack of press freedom, arbitrary, detention, inability to access government information, suppression of peaceful association and assembly, and restrictive laws and police regarding the internet and digital.

Nevertheless, there are clearly many legal obstacles to information gathering and publication in Ethiopia, as there are in other countries. Some of these are preventing journalists from doing serious investigative journalism in the public interest. Others are protecting people and organizations from intrusion or harm.

2.12. Challenges of Investigative Reporting

The opportunities for doing journalism are known greater than ever. But the opportunities earning a living as a journalist greatly reduced (Martin Moore, 2011). Reporters in developing countries and emerging democracies face obstacles that are higher, deeper and more impenetrable than any faced by the average developed countries. In many ways, everything these new journalists do is investigative reporting. There are usually no information access laws in place, or libel protections. They work on small staffs, under daily pressure to produce copy. Sometimes they face threats of violence. Often the pressure is psychological, as they receive little support from their news organizations. While pioneering in a new profession Can be thrilling, it is difficult and often lonely. According to (Fleeson, 1996).

Hunter (2011) stresses challenges that investigative reporter phases in media industries in many angles.

The first one is an industrial point of view, second from personal security point of view to be a journalist is to look for trouble risk calculation thus becomes a crucial concept in investigative journalism. Based on the fact that there is no single story that is worth the life Investigative journalism has a lot of challenges. Scholars are sagest some of the following challenges.

Secrecy: investigating privet organization is not easy and same times against the interest of impossible. This organization could include various directions in there legislation and force employs to sign on it to defend the treat that can come from outside against the interest of the organization. In addition to this delay tactics which are designed to boring the journalist and give up its investigation (Forbes, 2005).

Media ownership- media owner ship is also the other big challenge for investigative reporting. Privet owned media are not encouraged to produce an investigative story that if it is not needed by the owner. The same thing can happen in government media. If the agenda was oppose the government interest it is difficult to cover. (Rudin and Ibbotson, 2002).

Third from legal point of view, investigative journalism is a minefield. It often frequents the same club where corruption, negligence and frailer of systems can be found. Mixing with such bad company is a tremendous legal hazard. Legal awareness is crucial. Most of news organizations are not as familiar with the culture quality of they are with the cultural of quantity. Quality requires a highly educated management, budget and –dare I say time. Fourth from political point of view, most African governments still see danger in empowering their citizens with information. The mechanisms that govern the journalist's relationship with politicians are in one key sense similar to those that govern his or her relationships with prostitutes. They are both sources, and they aim to use him or her for one thing or another. It is not a zero same game. From cultural point of view is also another challenge. it is not easy for serious investigative journalism to flourish in a predominantly oral culture.

Investigative take time and money. Toughest investigations often required a team and produce little for weeks or even months. Marsh (2012 p.93). His emphasis is that illusion of transparency is the most powerful challenges of investigative reporting.

According to Brooke (2011), society has an interest in encouraging the efficient use and enforcement of information and making official in information freely available to the public who paid for its and whose name it is gathered.

The biggest obstacles to first-rate in depth journalism are not always the result of a repressive regime, or treats to personal security, libel protection and freedom of access to information is also other challenging of investigative reporter.(Lucinda S. Fleeson 1986).

When governments provide funds, governments will attempt to shape content, beyond the predictable way the media gives sources to those in power. Where direct relation occur content in the public sector media was ones accepted, as the norm it's trenchantly resisted. Julianne Schultz (1998).

Technological limitations are also basic constraints of investigative journalism. Technological gadgets need to carry out investigative research is not easily accessible. Many African countries and especially their rural areas have pure communication infrastructure. This limit journalist's ability to communicate to varies part of the countries. (Asakitikpi 2012 p.142).

According to FAIR (Forum for African Investigative Reporting), many journalists lack access to formal skill training. Many African countries especially rural areas have pure communication infrastructure and limited access to official archives and records.

Forbes (2005) also stress, barriers to investigative reporting are government and private sector secrecy, lack of access to information, bureaucracy and logistical problems. Other obstacles include a shortage of financial resources and training for investigative journalist and lack of editorial support.

In media world a number of gate keepers exist to ensure standards and expectations are met. This process involves the selection and modification of sentences, paragraphs and even stories write other may be paraphrased, shortened or deleted all together.....in doing so they create limitations for the investigation of certain topics and peoples and situations.www.U4.no 1011.

The journalist may fear to situation: and it can affect the investigation or leads in to self-censorship to avoid offending an authority or not to offend either party affiliated who is thought to cause a problem. On the other hand, journalists can easily involve themselves in brown envelop journalism as a reason for being poorly paid. Berhanu and skjerdal (2009). According to Sullivan (2013 p.9) lack of traditions of investigative reporting which sometimes clashes with to local community is also the other challenges.

A media house owned by government are typically more reliable to government pressure, especially in an environment characterized by weak governance.www.U4.no 1011; 19. Also added that corruption in media also one of the obstacle of investigative reporting in media. A countries weak governance environment is equally reflected in the media sector. Ahmed (2013) argument regarding the challenges of investigative journalism are the following; ranging from inadequate material sources for sustained research or investigation, hostile political environment, absence of legal frameworks that include the filling of public documents and authorized public access to such documents, poor communication infrastructure, inadequate journalist skill, and poor ethical standards are the challenges.

2.13. Importance of Investigative Reporting.

Democracy, good governance and justice are the key issues what the people of this world always struggle quest for. Citizens also strongly need this idea to be applied in their country to achieve sustainable development. In countries like Ethiopia which is new for democracy, realizing democracy, good governance, and justice is not as such as an easy task. Thus Medias have significant role in whether they are being exercised as per people's needs.

According to Julianne Schultz (1998), all journalists are not motivated by high ideals and on esoteric commitment to public service clearly they are not. The news media continue to shape the attitudes, values, practices of journalists, editors and producers.

Sound investigative reporting is needed to restore the public with the credibility of the press and to make the press a more reliable and more effective monitor of the problems of governments. Hoff (1981)

Investigative journalism helps to build democracy. Democratic principles, including popular participation, accountability and transparency of government, fail when information and media

does not ask those questions or provide information and analysis that investigate beyond the chains and counter-claims of competing factions for the life of democracy, investigative journalism is the right thing to do. Waisbord and Silvio (1978 p.21) strengthen the above ideas, investigative journalism, is one of the most important contributions that the press makes to democracy.

According to FAIR (2007 p.9) Forum for African investigative reporting investigative journalism wins' reader and grows publication when serious investigations appear, people talk about it. Sells rise, viewing figures climb, achieve loyal following. Investigative journalism has positive impact for developing countries like Ethiopia. Herby Cooper has pointed out that investigative journalism is a key to democratic governance and national development for developing countries.

Investigation by journalist into the conduct of those who hold power are essential to a fully functioning democracy Cooper, (2009). Common wrongs investigated by journalists include, sex and personal scandals... wrong doing, political corruption, enrichment in public office''Coronel,2010) Investigative journalism is most often associated with, namely secret goings-on and activities working against the public good. Forbes (2005).

Jullivan (2013) also conclude that like other reporting investigative reporting is increasingly important in mitigating corruption which is a major impediment to developing democratic institutions and laws. Hunter (2011 p.64) categorized the importance of investigative reports in to three ways. The first in terms of public value; viewers love stories bring them added value, information that they can't find anywhere else, that they can trust. And that give them power over their life's. The next importance of investigative reporting is for media organizations. Media that conduct and manage investigation properly and use them to enrich their value may be very profitable. Moreover, such media gained great influence and good will in their communities, which increases their access to information and hence their competitive position. The third importance of investigative reporting was for the journalist. If the journalists do good and reputedly investigative stories the journalist will make many more friends than enemies. You will make yourself much better known in the profession and outside by your skill will be highly valued.

2.14. Theoretical Framework

This section reviews the literature on social responsibility of the press and various theory related to it. Theory of journalistic ethics should explain where journalistic right and responsibilities came from and how they are related to the proper moral conduct of professional journalists, Jacquette (2007).

As generally considered to have certain social obligations, the researcher examining the nature and existent of this obligations with a view to study issue like responsibility and accountability of the press, freedom of the press, the role and function of the press in relation to democracy and government; ethical issues in the press and some of the institutional safeguards which are necessary for a social responsibility press.

2.15 Social Responsibility Theory of the Press

The concept of social responsibility of the press evolved over a long period of time. Several factors have influenced its growth and development. Political free thinkers, proponents of liberation viewers and those who fostered a democratic sprit like Johan Milton had a profound influence on the growth of the nation of social responsibility.

Transition in the political system from monarchy to democracy, emergency of participatory and free political systems; the growth of printing press which increased the phase with which ideas spread across the world and the development of social responsibility of the press.

According to Ravi (2012) the philosophy of social responsibility is an extension of the liberation philosophy in that the media recognize their responsibility to resolve conflict through discussion and promote public opinion, consumer action, private rights and important social interests. The press has an obligation or responsibility to the public, if not some agency of the public should enforce one of the foremost communication scholars Denis McQuals summarized the basic principles of social responsibility theory as follows:

Media should accept and fulfill certain obligations to society.

This obligation is mainly to be not by setting high or professional standards of in formativeness, truth, accuracy, objective and balance. In accepting and appalling these obligations, media should be self –regulating within the framework of law and established institutions. The media

should have avoided offensive contents, triggering crime, violence, or civil disorder or harm to minority groups. The media as a whole should be pluralist and reflect the diversity of their society, giving access to vicariate points of view and rights of reply. Journalist and media professionals should be accountable to society as well as to employees and the market.

Tsukamoto (2006 p.33) - social responsibility theory for the journalists well established in Japan. it was initially introduced to Japan from the united states following world war second. Commission on freedom of the press 1947, the concept shown in a free and responsible press as follows;

The press should provide a truthful, comprehensive and intelligent account of the day's event in a context which gives them meanings. The press should serve as a forum for the exchange of comment and criticism. The press should give the projection of representative pictures of the constituent group in society. The press should help in ‘ the presentation and clarification of the goals and values of the society.

Social responsibility became a buzz word in journalism and after the 1970's is persisting the fourth states watch dog role become central to the mission of many news organizations. This ideal was enthusiastically adopted by journalists who sow in if the possibility of more challenging work, greater professional self-esteem and enhanced status in public life. Julianne Schultz (1998 p.21).

The philosophy of social responsibility theory media function was reports truth, accuracy, objective and balanced report. Having this the researcher analyses whether Oromia Broadcasting Network discharge the social responsibility of the media.

2.16 Watch Dog Journalism

Development journalism philosophy is widely spoken by government and officials throughout the country. There is problem of understanding and applying the philosophy principle. Because of this its common to hear development journalism is not emphasized on other issues rather than development agendas. It is not acceptable reporting negative issues as understanding of some of the government officials. Based on this the research analyses the interference of development journalism and reporting investigative.

Revived fourth state must be accountable and responsive to the audience, ethical in its dealing with sources, honorable in its intent. Julianne Schultz (1998). Journalists have constantly been the strongest proponent of watchdog journalism. Harrison and Stein, (1973).

According to Julianne Schultz (1998 p.3), state junk journalism is immediately available inexpensive to produce, satisfactory for most places and quickly filling. Relatively few media organizations are prepared to embrace the costs, as well as the benefits, of watchdog journalism that moves beyond the clichés and myths.

Watchdog journalism addressed abuse of power, and influence by prominent individuals in positions of public trust, including corruption. Schultz (1998 p.71).

The press introduces itself into the political system, to become the principal agency for the provision of information to facilitate political choices, and the relationship between the media, politicians, government and the citizen encapsulated in the shorthand description, the fourth state developed. Julianne and Schultz (1998). He also added that the rise of watchdog and investigative journalism in the late 20th interesting is that it has been adopted by the mainstream media and by journalists and editors who claim that their reporting is devoted for political motivations. The professionalization of journalism and the commitment to the importance of the public's right to know, and journalists' right to disclose have, combined to revive an overlie definition of fourth state.

International survey shows that journalists and editors accepted the watchdog role with enthusiasm during the 1980's. Sparks and Splichol, 190, Rigert (1990).

Interest in watchdog journalism accompanied and gives voice to wide spread public disillusionment with political process and institutions especially during the 1980's. Julianne and Schultz, (1998). In the fourth state the role of the media to act as a conduit for information's, ideas, and opinions to assist in the good governance of society; to act as check on the powerful; by reporting, analyzing and criticizing their actions on behalf of the public which looks direct access to information or power. The press of one's an eye and the ear and the tongue of the people. Stead, (1886a, 656,667).

Julianne and Schultz 1998 cited the American journalism philosopher John Merrill; the press is watchdog it is the people's watchdog, watching the government, doing harm or violence to the people this must be the core of the concepts. Merrill (1974). The heroic journalists who are prepared to take personal and professional risks, it is important in the maintenance of the fourth state ideal. Julianne and Schultz (1998).

The Literature review indicates that investigative journalism has played a key role in most countries including Ethiopia in the fight against graft in public offices, societal vices and misdemeanor but in most cases it has not been easy for journalists who have had to break some journalism ethics so as to expose graft and misdemeanor in society.

2.17. Development Journalism Model.

Development journalism is popular with African government in the 1970's. It is a way to utilize the media for social and national growth. Various leaders willingly adopted the model and adjusted it to their system of governance, be it military, autocratic, one party democracy or multi party style. By the turn of the century, however, development journalism or development reporting had, as a concept, largely vanished from African media policy. The concept itself faded governments continued to view the media as important to nation building. Of late scholars, reconsidered development journalism as a promising model for African media practice. Skjerdal cited (Bonda 2007, 2010, Berger 2010; Musa and Demotab 2007). Recommendation to include development journalism as an elective course in journalism programs for emerging democracies.

The Ethiopian state media have recently made development journalism or developmental journalism as it is sometimes called a key concept in official policy documents. The concept first introduced in editorial policies of various state media institutions. (ENA, 2003 EPA 2003, ERTA 2004). And has more recently been explicated to development journalism. Today the philosophy of development journalism is supported to inspire all reporting activities in the Ethiopian state media. (Skjerdal, 2012 p.72).

Rogers's 1976 sees development as a widely participatory process of social change in a society intended to bring about social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through their gaining control over their environment. Roger stress it must be through public participation, exploiting their own

environment to improve their situation rather than expecting development’’ fall from heaven as if were’’.

Oladipo (1996) notes that development is a process of economic and social advancement with enables people to realize their potentials, build self-confidence and lead life of dignity and fulfillment. It is a process aimed at freeing people from evils of wants, ignorance, social injustice and economic exploitation. Oyero, cited Adebayo (1990) development journalism refers to the practice of journalism concerned with gathering, packaging, and disseminating development oriented news and information.

Types of Development Journalism

Folarin, (2005 p.21) describe development journalism into two basic types which may be characterized as: Investigative development journalism or liberal development journalism and benevolent authoritarian development journalism or conservative development journalism.

According to Folarin (2005 p.5), investigative or liberal development journalism focuses on critical questioning and evaluation of the usefulness of development project and the efficiency of control by the authority concerned. It x-rays public compliments of misgovernment and probes allegations of corruption both of which may stand in the way of development.

Nwosu (2000 p.49) states that development journalism has a definite effort to help in improving the quality of life in the rural areas by reporting and commenting up on such issues as healthy, agriculture, government, trans perfection, festivals and religions.

Gultung and Vincent in Gunaratne (1996) holistic approach to development seem consistent with ten proposal of development journalism. Among those development journalisms should dwell on the dimension of democracy, investigative journalism, for example can serve as an aspect of the developmental role of the media.

Dr. Olusola Oyero University of Nigeria concludes that developmental journalism is a departure from every day journalism. Its purpose is to facilitate development, thus to be effective in the developing countries, it will have to combine the element of both the investigative or liberal development journalism.

Chalky (1968), also pointed out at the outset that development journalism was not to for the elite but for the ordinary people. Therefore, the task of a development journalist was to use simple terms and to avoid jargons.

Gunoratne (1978), described development journalism as an integral part of a new journalism that involved ‘analytical, interpretations, with the grass-roots rather than with the elites.

Fair (1988), conceptualized developmental journalism news that related to the primary, secondary or tertiary need of country population and contributed to self-reliance; and news that related to development or the social, economic or political problem.

Generally, media as Fourth Estate must be independent, accountable and after all stand to the public. It should be guided by the ethical principles in relation to source and other means to obtain information. The survival and continuation of the press as watchdog highly depend on the profession of journalism and media institutions and professionals are responsible to keep it on the right track.

The Literature review indicates that investigative journalism has played a key role in most countries including Ethiopia in the fight against graft in public offices, societal vices and misdemeanor but in most cases it has not been easy for journalists who have had to break some journalism ethics so as to expose graft and misdemeanor in society.

The theoretical background in this study underpins the need for ethics in investigative journalism. From the literature review, it can be deduced that journalists working in OBN media organizations encounter internal and external pressures.

Therefore, they do not necessarily play alongside investigative journalism ethics. Journalists work on behalf of the public and the trust with which the public has entrusted in them demands that they meticulously reveal detailed information of events or hidden issues that if left untouched could harm the general public.

According to the literature shows current statues of OBN is weak to discharge the social responsibility and act as watch dog journalism. As principle the role of media is acting as fourth state play the role of check and balance between government organs. The research identify the problem of OBN journalist do not apply investigative reporting.

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter deals with the method and procedures of the study under which the design, data tools, sources, sampling technique and data analysis are discussed.

3.1 Research Design

The study examines the challenges of reporters face while reporting investigative report in OBN. Research design is concerned with creating a blueprint of the activities taken in order to get satisfactory answer to the research questions identified. The study employs both quantitative and qualitative methods of study.

Quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or numerical data or computational techniques (Ibid.1978). The objective of quantitative research is to develop and employ mathematical models, theories and/or hypothesis pertaining to phenomena.

According to Ashey (1996; 2), the greatest strength of quantitative research is that it produces quantifiable, reliable data that are usually generalizable to some larger population. Kothari (2004:05) observes that quantitative is a type of research method which roots on the measurement of quantity or amount.

This type of research method uses tools like questionnaires and structured interviews to generate statistical data. It is assumed that in this type of fact finding researchers could get more people and contact with these people quicker than it may happens in qualitative one. This approach is assumed to be relatively better in survey studies as it helps to be more objective, to have higher sample size and minimize possible cost such as material and time (Kothari, 2004 p.43).

According to Rea (1997; p.35) Survey research is usually quantitative because it enables a researcher to generalize about the entire population by making quantitative data taken from a sample of population.

In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples 'motivations, attitudes and behavior. Qualitative research was implemented for its advantages as stated on Stone et al. (1999) it is more appropriate for examining words and ideas rather than counting numbers. This method is also used to understand and explain social phenomena in their natural setting. According to (George, 1959) qualitative analysis of media content is important for content analysis. Qualitative approaches are more concerned with developing data can be interpreted for theoretical significance.

3.2 Data Collection Tools.

The study applies both questionnaire and interview as basic research data collection tools. Questionnaire is one of the shortest or quickest ways of gathering a lot of data from many people. Davies and Modell (2006 p.13) argue that the quality of those data depends in great deal on: the clarity which you have formulated your research question, the extent to which the questionnaires are related to the research questions. The wording of the questions and their comprehensibility to the people answering and the extent to which you don't prompt desire answers in your respondents leading questions.

3.2.1. Questionnaire

A questionnaire consists of a number of questions printed or typed in a definite order on a former set of forms. In some cases, the questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questioners itself.(Kathari ,2004 p.7).

When to apply questionnaires it is important that the question is clear and easy to understand. Also the layout of the questioners should be such that it is easy to read and pleasant to the eye and the sequence of the questions should be easy to fallow. A questionnaire should be developed in an interactive style. Kumar, (2011 p.64). The form and wording of questions used in an interviewer a questioners are an extremely important in a research instrumental they have an effect on the type and quality of information obtained from a respondent

The study employs structured form of questionnaire. It was simple to administer and relatively in expensive to analysis. This type of questionnaires is those questionnaires' in which there are definite, concrete and predetermined questions. The questions are presented with exactly the

same wording and in the same order to all respondents. The form of questions may be either closed type or open. Kathari argues that, in order to make effective and to ensure quality to the replies received, a researcher should pay attention to the question-sequence in preparing the questionnaire.

3.2.2. Interview

Interview is a qualitative tool that commonly used method of collecting information from people. According to Monette et al. (1986), an interview involves an interviewer reading question to respondents and recording their answers. According to Burns (1997), an interview is a verbal interchange, in which an interviewer tries to elicit information, beliefs or opinions from other person. Any person to person interaction, either face to face or otherwise, between two or more individuals with specific purpose in mind is called an interview. This study employs unstructured interview. Kumar (2011) argued that such interviews have the following advantages: more appropriate for the complex situations, useful for collecting in depth-information, information can be supplemented, question can be explained and interviewing has a wider application.

Accordingly, the total of three peoples, media managers, news and program directors and media expertise were interviewed. Interview made with media management was aimed to identify level of their understanding about the importance of investigative journalism and their commitment to support investigative reporters and reporting. Interview made with media expert is to identify the overall challenges of investigative reporter facing in the country.

3.3 Sampling Technique and Procedure.

The study used primary data from journalists working in 17 zones in Oromia including Adama city. The number of journalist working in the station at the time of the project is 200. The number of sampled reporters of OBN from 16 zones were 42, and 58 journalists were from the main station. The total of 100 journalists selected as the sample of stud. The samples are a combination of reporter, senior reporter, producer, editor, editor in chief department head media manager and media expertise.

From sampling techniques, the study used systematic random sampling design. The sampling frame first divided into a number of segments called intervals. Then from the first interval, subjects are selected for the sample. Collecting the list of all journalists from record staff and

categorized according to their title. And then randomly select every odd number from the list of each group.

An element of randomness is introduced in to this kind of sampling by using random numbers to pick up the unit with which to start. If a 4 percent sample is desired the first item would be selected randomly from the first twenty-five and there after every 25th item would be automatically being included in the sample. Systematic sampling can be taken as an improvement over a simple random sample in as much as the systematic sample is spread more evenly over the entire population. It is easier and less costly methods of sampling and can be convenient used even in a case of large population (Kothari, 2004).

3.4 Sources of Data.

In the study, both secondary and primary data sources are used.

3.4.1 Primary Data Source

Study used various primary data that where obtained with quantitative and qualitative data gathering techniques questionnaires' and interviews.

The information gathered from secondary data sources was complimented by the information obtained from primary sources. The first hand information's from respondents which include reporter, senior reporter, editors, senior editors, Editor-in-chief, manager, and media expertise.

Questions were prepared for the interview and the researcher conducts an interview with the selected sample.

3.4.2 Secondary Data Sources

Secondary data analysis is analysis of data that has previously been collected and tabulated by other sources. (Bhattacharjee, 2012). Accordingly editorial policy of OBN, minutes and privies research is analyzed.

Kothari (2004) also argued that secondary data are those which have already been collected by someone else and which have already been passed through the statically process. Relevant data regarding the media institution, editorial policy, procedures, principles and composition of reporters and other pertaining information were obtained from the institutions. The review of published and unpublished document related to investigative journalism was assessed. The

review of these documents there for has been crucial in identifying the gap in privies researches on the subject under study. And also selection of appropriate research frame work and tools for the study.

3.5. Data Analysis

Data analysis is a process of bringing order, structure, and meaning to this mass of unstructured data Daymon and Holloway, (2002). Data analysis embraces a whole range of activities of both quantitative and qualitative type. Since the data collection is different, the data obtained with this method has been analyzed accordingly. The data that were collected through questionnaires were analyzed by using descriptive statistics. The data that was collected through interviews was transcribed and quoted with great care and analysis and presentation is in form of interpretation. (Kothari, 2004 p.7).

As Stated earlier data are collected through questioners and interview. The structured questionnaires were distributed to 100 journalists working in OBN from May 30, 2018 to April 5, 2018. The questions are mixed of closed ended and open ended.

The semi-structured interview was also conducted by researcher with media managers and experts in face to face in May, 2018.

The researcher applies the following data analysis process. Firs coding-to develops categories, patterns and concepts. To reduced and simplify the evidence to make sense of it.

Editorial policy of OBN which guide's the station how reporters practice investigation reporting is one of the documents analyzed. The document enables the research to examine the ways journalist undertake investigation. The study used in this method to get level and problem of investigation reporting reports phase in OBN. Finally finding response of respondent is analyzed by using SPSS.

CHAPTER FOUR

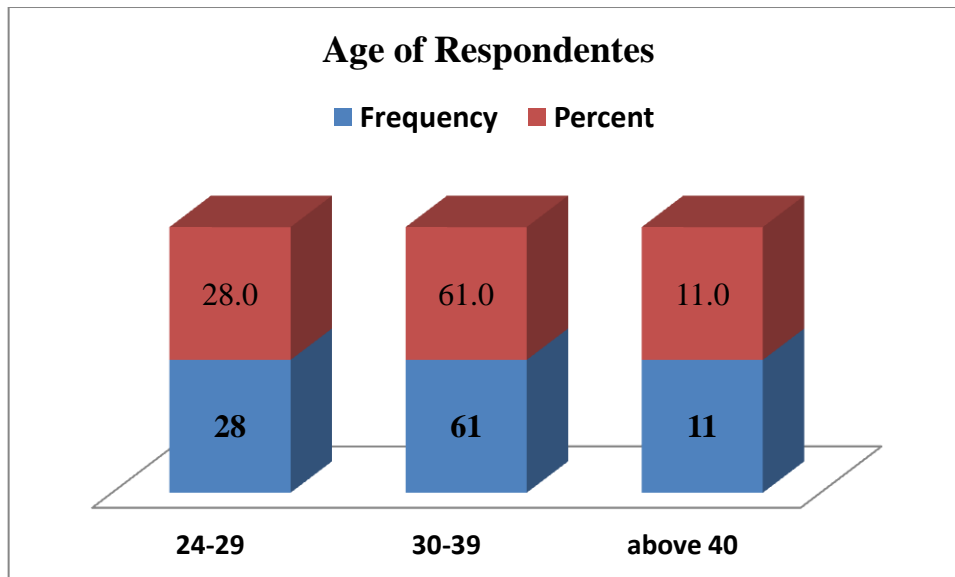
4. DATA PRESENTATION AND ANALYSIS

This chapter deals with data presentation, analysis and discussion based on the collected data from primary sources. Thus, data generated from questionnaire and interviews with OBN journalist, leaders and media expertise have been presented and analyzed. Questionnaires distributed for 100 sampled journalists. And interviewee's made with media manager, program directors and media experts.

4.1. Profile of Respondent.

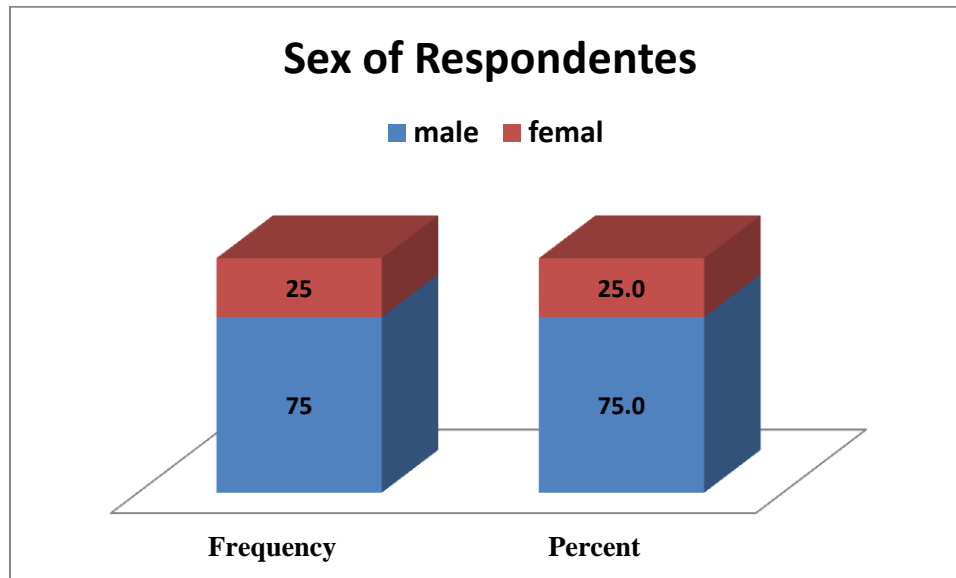
The researcher analyzes the overall profile of the sampled journalist according the table below.

Figure.1. Profile of Sample Journalist according to ages.



Among the sampled journalist the highest number of journalist were between 30 - 39 age groups. This means 61%. And more than 40 age groups are only 11 %. According to the respondent among journalist percent of youth are 28%. The figure shows the highest numbers of OBN journalists are at productive.

Figure .2. Sex demography of respondent



According to the above figure shows 25% of respondent are female and 75% are male. This indicates ratio of female male journalist is not balanced. The highest number of organization journalists is male.

Table 1. Educational background of respondent

Educational background	Frequency	Parentage
Diploma	2	2
Firs degree	87	87
Above MA	11	11
Total	100	100

According to the above tables drown from questionnaire 87% of organization journalists are 1frst degree holders and 11% have master’s degree and only 2% are diploma. It indicates that the organization give attention to develop the capacity of their journalists.

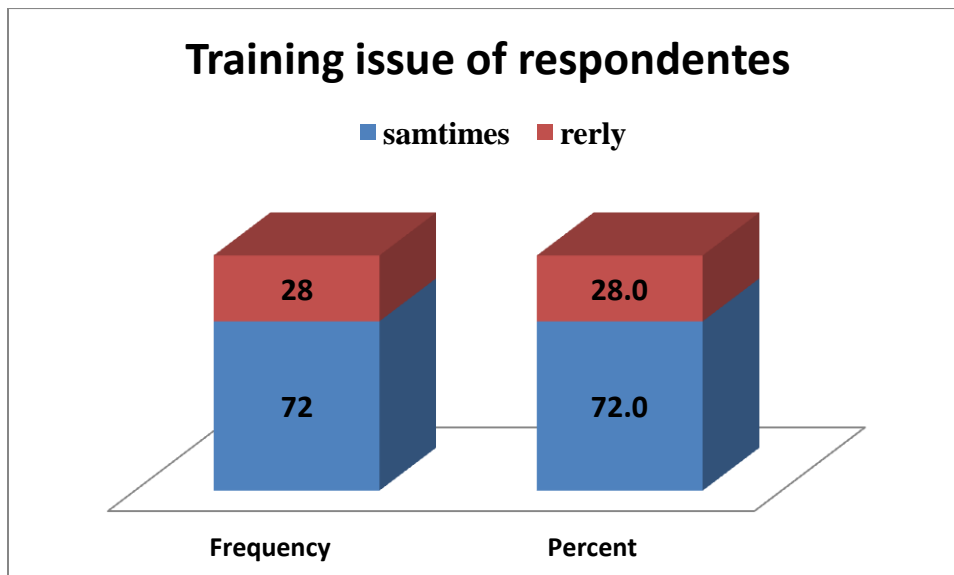
4.2. Data from Questionnaire.

The questionnaire prepared for journalists was open ended and closed ended. Here 100 journalists, reporters, editors, and senior editors were selected as informants to express their experience on the current challenges of investigative reporting in OBN.

4.2.1. Questions of Training Offered to Journalists on Investigative Reporting.

The following figure shows how often OBN journalists offered investigative journalism training.

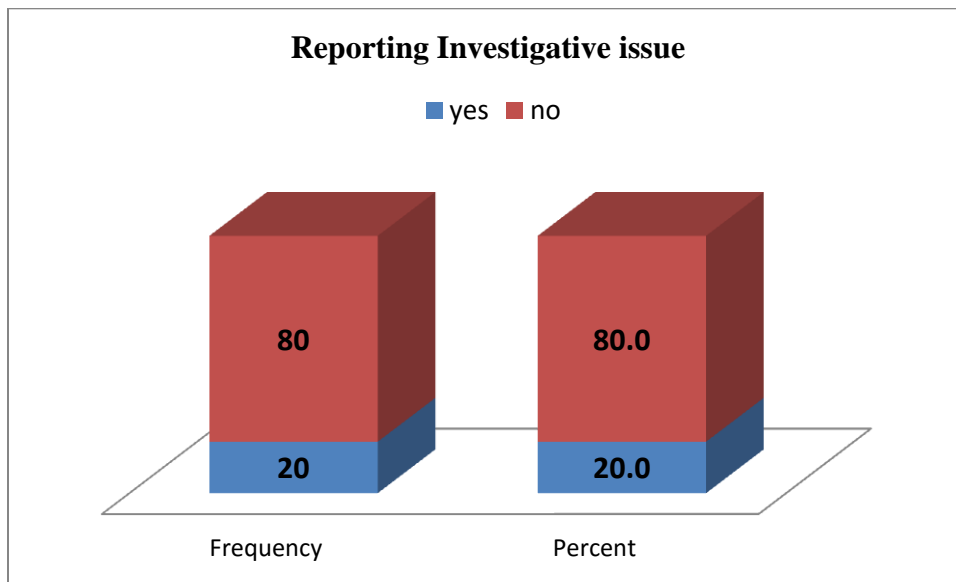
Figure 3. Training offered



The results reveal that out of 100 journalists who filled the questionnaires, almost more than half (28%) replied that they rarely got professional training from OBN that supports them to report on investigative issues. Among the respondents, 72% of journalists replied that their organization offers training related to investigative reporting sometimes. Data shows that the station did not consider offering investigative reporting training to assigned journalists for investigative reports. The highest number of journalists assigned to report on investigative issues without enough training.

To identify number of reporters reporting investigative report before and identify who have experience and do not have.

Figure 4. Reporters report investigative report.



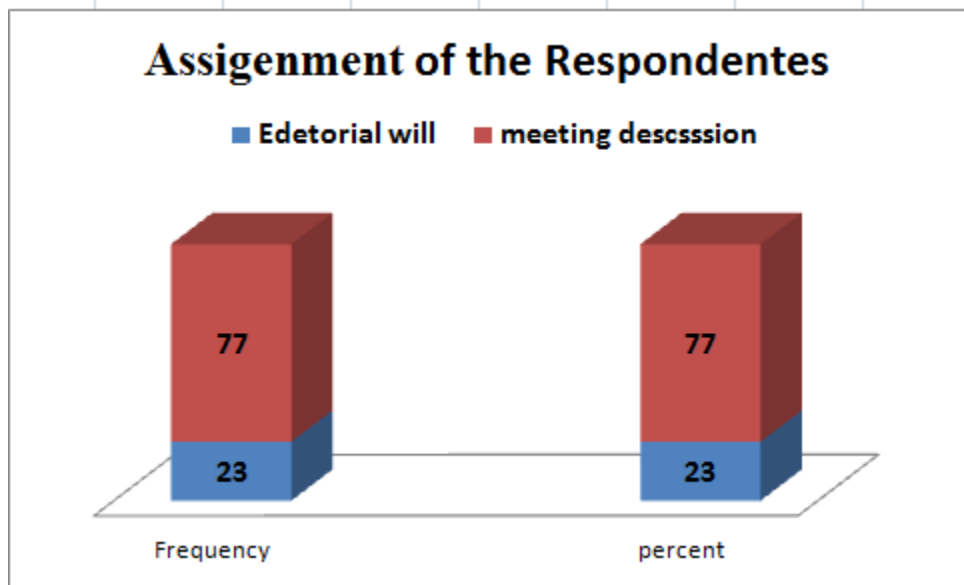
The above figure indicates that assigning journalist for investigative report. The result from questionnaires shows that 80% OBN journalist assigned to report investigative stories. The rest 20 % never reported on any investigative issues. The highest numbers of journalists are families to report investigative reporting.

4.2.2. The Ways Journalist are Assigned for Investigative Reporting

According to the response of research sample respondents, the mechanism of OBN journalist assigned for investigative reporting can be described in two ways.

This figure shows the way journalist assigned for report investigative report.

Figure 5. Ways journalist assigned.



The respondent, 77 % said they assigned for investigative issues based on meeting decision. The second ways of journalist assigned for investigative issues is based on the will of the editorial. The finding reveals Editorial meeting assigned 23 % of journalists for investigative report. Editorial decided the one who are going to report investigative issues.

4.2.3. Questions about Criteria for Reporting Investigation Stories.

According to the finding based on the respondent, different qualifications are considered for investigative report. The majority of respondent said that:

“Commitment of individual journalist, the experience journalist in reporting investigation, and the potential of individuals are considered as criteria’s. In other way individual interest, means the activeness of journalist to investigate issues, and committed reporters get the chance to be assigned for investigation”.

The other respondent said closeness to management body also matter to assign for investigative issues. Those who have good relation with general managers got the chance to assigned report investigative issues. They said sometimes reporters who personally get tip on investigative information also get assigned to investigate that issue.

In general the response shows , there is no clear criteria sated by the station or editorial policy that direct the journalist should be assigned based on experience and qualification in

investigative issues. There is also a case when journalists who are closed to management assigned to report investigation.

4.2.4. Questions of source of Investigative Issues

From the questioner of research sample respondents -Most of them agreed that

“The highest number of investigative source of OBN is public compliance that comes from different areas through phone calls, SMS or those who come in person to the office. Having the agenda, the investigative crew starts to research the problem. Investigative journalist themselves are also source of investigative stories”.

According to respondent result shows that tips from government officials like public relation and public servants are the source of investigative issues for OBN. Documents like government plan, different agreement, laws and constitutions are source of investigative report in OBN. Some of the respondent said independent research organization, anticorruption, are source of investigative issues. tip from unanimous source, audience feedback comes through SMS, email and telephones are also the major source.

According to response of questioner reveals Court decision about different issues and other media reports are some of source. Editorial meeting raise issues and set directions for issues that need investigation.

In general the finding of this questions shows, source of investigative stories of OBN are from discovery or leak information's. Among investigative type reporting on investigated issues applied in OBN.

4.2.5. Question about Areas of investigation

The global investigative journalism practice is said to be boundless on areas of issue coverage. Hence, all public matters social, political and economic. Having this in mind the researcher intended to know areas of issues coverage of investigative reporting in OBN.

Accordingly journalist replied; mostly they prioritized on areas like, land grabbing by the name of investment and development , maladministration, labor exploration, black market, corruption, problem related with infrastructure, huge project management , environmental pollutions are the major areas of highest coverage. In terms of scope all issues are limited to only Oromia regions.

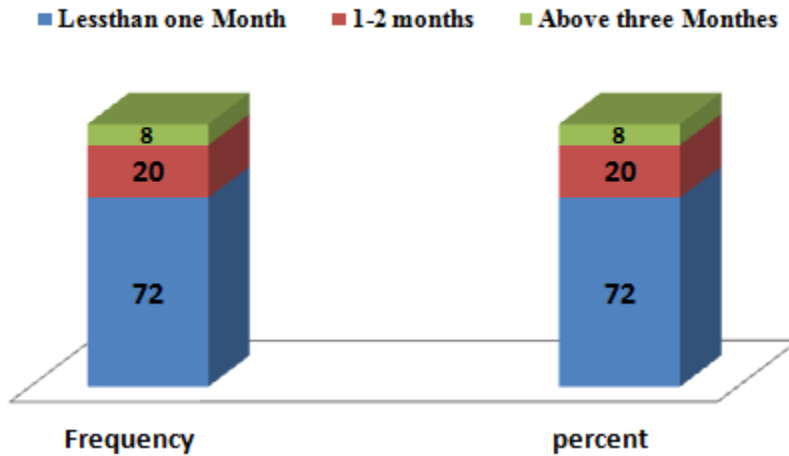
More or less the investigative issues entertained in OBN cover political, economic and social problem of the society.

4.2.6. Question about Time Allocated to a Single Investigative Issue.

The time is very important to investigate issues. Investigative issues are very complex and need more time to be well investigated. The response from respondent of the research examines time allocate for one single stories briefly shown in the following figure.

Figure .6. Time allocation

Time issue of investigative reporting



According to the above figure issues that get to investigate by taking long time more than three month is 8%. Many investigative issues are investigated under less than one month. 72% of investigative issues are investigated under one month. Only 20% says that a single issue investigated up to two month. There is problem of enough time allocation for investigative reporting according to respondent.

4.2.7. Questions about Journalist challenge while conducting Investigation.

Globally the practice of investigative journalism and investigative reporters face different challenges. Ranging from legal challenge to criminal prosecutions are challenges faced by investigative reporter. Having this in mind the researcher has asked journalist challenges in OBN whether they are facing any challenges in running the program. According to their response the challenge emanate from three sources; those are personal, organizational and external challenges.

Based on the response many journalists argued that

“Investigative reporting is very challenging. The first challenge they prioritized that self sensorship, lack of justices, reliable source, security, lack of experience, absence of law protection, short time given for issue coverage, hiding information, journalist harassment from source, lack of cooperation from media leaders, shortage of infrastructure like hidden camera, government

interference, absence of willingness from OBN leaders, law per dime for investigative journalist which can invite journalist to receive bribe or gift. "

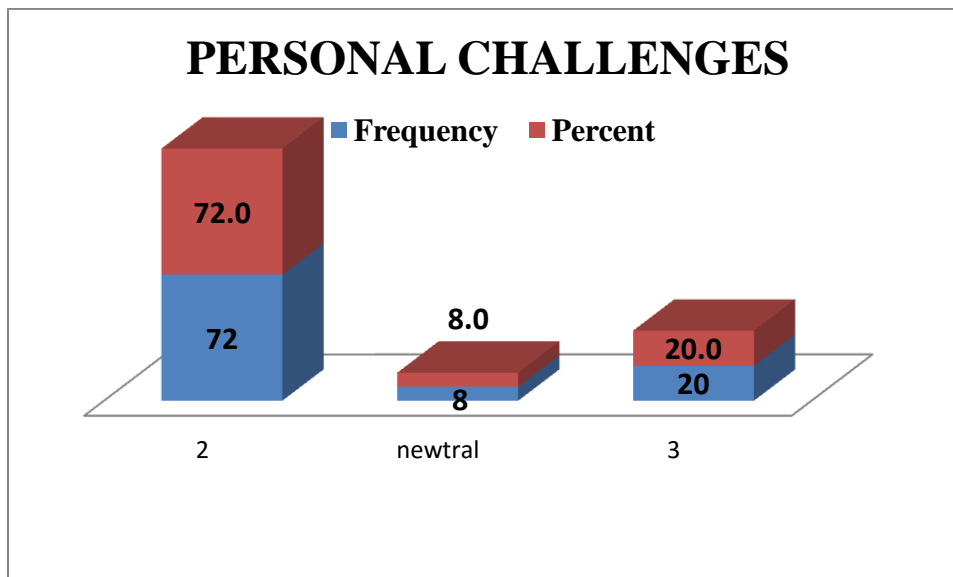
Some of journalist agrees that editorial commitment also the other challenge of reporting investigative. The time, energy, budget, and effort they extent in finding the intended information which is deliberately hidden by actors are there major challenge they face. The other challenges are institutions that are not open for media investigation; there is no culture to give information.

Lack of time for depth investigation, government officials refuse to provide required document for investigation and skilled man power or lack of investigative skills are also same of the challenges.

1. Question about Personal Challenges of Interviewers.

The first is challenge from personal factors .which means the journalists internal challenge that affects investigative report. According to the response from questioner the following figure shows the degree of challenges journalists face while reporting investigation.

Figure 7. Personal challenges.



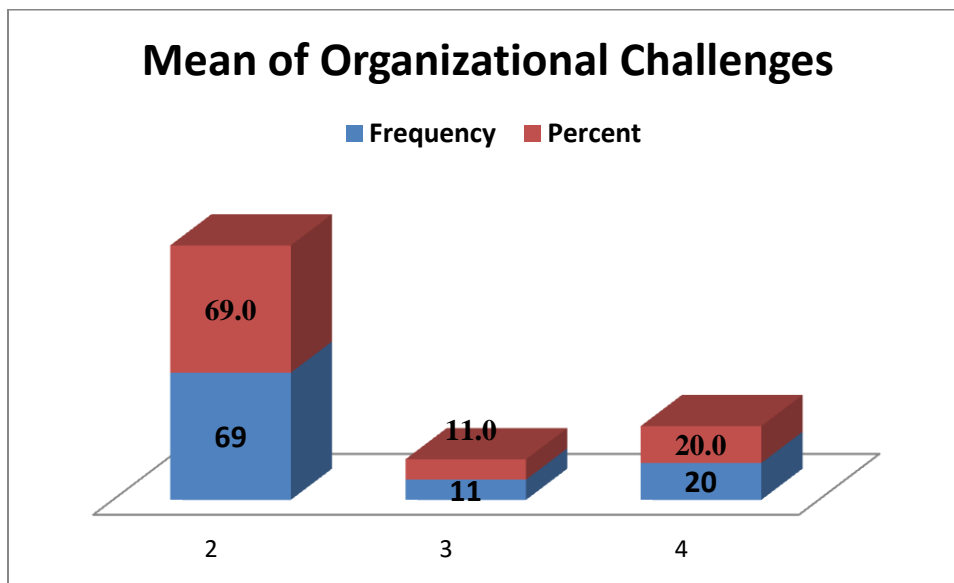
The above figure shows the response of interview about personal challenges of journalist face while reporting investigation. Based on the variables of having interest to report investigative

issues, skills of investigative skills, experience, and self censorships 72% of respondent strongly disagree. They have no interest, experience and fear censorships to report investigative report. Journalists who have skills, interest and experience to report investigative issues are only 20%. The rest 8% are abstain.

2. Organizational challenge

. The research finding shows that the journalist faces a series of nine organizational challenges to report investigation. The degree of organizational challenges is summarized in the following figure.

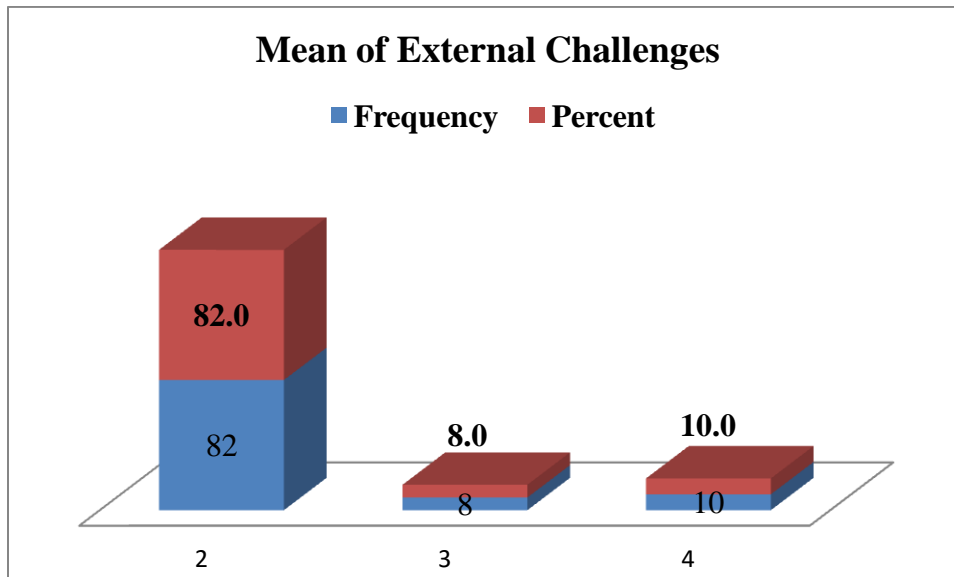
Figure .8. Organizational challenges.



The response reveals based on the questions about organizational support, having legal protections, editorial policy support, cooperation from leaders, allocating budget and staff as well as investigative materials, 69 % of respondent strongly disagree. There is no supportive environment to practice investigative report. Only 20% respondent agrees there is no organizational challenge. 11% of respondent did not react on the questions.

3. The Third was External Challenges. A challenge emanate from external body.

Figure. 9. External challenges.



Based on data analyses 82% of respondent strongly agree there is external challenge to report investigative reporting in OBN. The only 10% agree there is no external challenge to report investigative report. And the abstained group is only 8%. According to data external challenges are very strong to report investigative issues.

In general based on the question researcher held with all respondents, the point below was found as common challenges investigative reporters face in OBN. Journalists are not willing to take part in investigation because, Lack of skills of investigative report and editors, Interest and commitment. Attention is not given to investigative report. News rooms were not committed to strong investigative reporting. The other challenge is external factors like, rent seeking, harassment, and intimidation against investigative journalist. Policy, media law and proclamation cannot invite easily to investigate issues in the country. Gift from source given to the journalist is also the other challenge to do not disclose the issues.

Lack of capacity and skills of media leaders is the other challenge. Abiding investigative information by higher officials is the other big challenge in the station. They are not committed to decision making in factors stop the practice. Officials can decide what is investigated and not, Lack of research is also the rest hindering factors of investigation report. There is Protecting investigated issues from broadcast. The sources fear to disclose information. When the media leaders are assigned by the party, all the guideless are given by parties, through media committee meeting. These committee members include all government nominees. Their intention is to give the direction of focusing area. Monthly or weekly agenda is set by this media council.

There is also a refuse to give information by investigated company. The other challenge is Job losses. If the reporter can do any stories that can oppose the interest of certain group they may be fired immediately. Physical harassment is also the biggest challenge. No immunity Lack of political culture in order to work off.

Media laws and press proclamation are also the other issues that affect the way journalist investigates issues. The media law restricts the journalist from reporting some issues. Press proclamation is also a hindering factor. Because the journalist cannot get the information they went with in the time needed. There is often lack of legal frameworks requiring filing of documents and guaranteed access to information.

The law cannot safeguard the journalist from harassment. There is no special treatment for those journalists. Information access is also the other obstacle to journalists who are assigned to report investigation. The information proclamation cannot respect right to get information quickly. It gives more time to the source rather than information seeker. The respondents indicate that according to the information proclamation you need to take more than 100 days to get single information. In other way, 43 present of the sample said that they did not have the chance to get information they went from investigated organization and officials as they strategically hide important information.

Gift from the source is also the other challenges for those journalist. Money companies are not interested to be investigating because they may be exposed. They prefer to give bribe to journalist that they change the framing or to hide the fact. According to the analyzed data they take a gift from source while doing investigation.

According to the response there are journalist take a gift from the source they are going to cover. This can make the journalist biased and report distorted stories. The stories broadcast may be far from truth.

The big issue research finding shows that lack of commitment from government for series investigative reporting is also the other external challenge to journalist when they report investigation. The government bodies are not willing to support investigative report like other soft news. They are not cooperative with you when you investigate their companies or office. The respondent said there is no commitment from government for investigative reporting.

The media autonomy is also a big challenge to investigate whatever issues. Media houses are owned by government. They can be compromised beyond merely skewing news reporting to the government's agendas in other way they do not need to treat us when we are going for investigation. The organization purposefully miss- treats you. The rest challenge they face externally from the source is the response about the issues.

The all respondent state that government –owned media, it is even more difficult, because journalists cannot even publish stories against the government. If they dare to do so, they will be suspended, or be forced to resign. They raised the issue of resisting master plan of Addis Ababa. That resulted in firing 17 journalists at one day. Other challenge identified by the respondents is poor budget allocation.

Corruption within the media itself is other challenge. Journalists are seen as beggars because some use their positions to make money even export public figures. According to the finding it's common to offer cash to journalist for coverage of even small, non-contentious story. Some journalists accept significant sums of money, to suppress unwanted stories. This affects all levels of the hierarchy in media houses.

According to some respondents, the station is not interested towards investigative report because of financial constraints and other factors. They conclude that investigative reporting is exists in the station theoretically.

The other point respondent rise as a challenge is though many journalists have the passion and understanding to uncover stories, the economic situation of the country, the absence of legal protection due to lack of an independent judiciary, and fear of the unknown might prevent journalists from investigating corruption scandals.

The culture media development passes through also has a challenge to adapt a new environment. According to respondent, Ethiopian media culture under the Derge and before that has different versions. All the report is tithed by reporting about the activities of government. Reporting pro-government is prohibited. It's challenging to adapt new media culture.

Some respondent agree that many journalists in the station are not professional. Some of them are politically assigned, to gourd interest of the government. They are loyal for government they cannot expose government wrong doing. The journalists are less paid; they cannot be different from the society in which they work. Therefore they find means of survival.

4.3. The interview question for media managers and expertise.

The researcher forwards the same question for interviewing media manager, and one news and program directors. They are not willing to call by their names. Because of that the researcher uses their title instead of their name. GD - general director and NPD- for news and program directors.

Regarding the Question Importance of Investigative Journalism in OBN

GD-(general directors) he said

Investigative report is very important. Investigative report exposes the hidden truth. This branch of journalism can make the media to act as fourth state role. He added that the more we apply investigative report we get a lot reward from audience.

NPD- (news and program directors) replied

Investigative reporting is very important because, investigative report find out the root cause of the problem expose the fact and show the way forward. And make the media influential and strong.

According to their response they believe in the importance of investigative report. Investigative report reveals the hidden truth and show the way forward. And also reporting investigation make the media competitive and powerful.

Questions about Focused areas of investigative report;

According to both responses there is no boundary of issues investigated. Especially maladministration, abuse of power, injustice, corruption, service delivery, investment policies, land issues and wrong policy are some of the priory's areas of investigated issues in the station.

Regarding Questions of Challenges of Conducting Investigative

GD- lists different challenges.

The first challenge is media freedom. Since the station is under control of government it serves only the interest of government. The foundation philosophy of the station is serving as the mouth of ruling party than other. The interest of the party gets priority than other issues. The interests of ruling party influence the station highly. This put the media freedom under questions. If there is no freedom there is no strong investigation. The media leaders are not strong, because the leader cannot came through computation. But they nominated by the party. This kind of leader's guards the interest of party rather than mass interest.

The other issue is censor - ship from both internal and external bodies. The journalist decided what they want to be on air because they censor themselves first. They evaluate what make them to expose in line of the party interest. They never dare fight with the party. Self-censorship is challenge, sensor ship from government officials also very high. There is no visible hand to sensor but they use the leader to give a direction or framing the theme of issues under investigation.

According to **GD**, there is a case programs and news edited by officials. This is a very challenging issue in the station. Much attention is not given to investigative reporting. They feel that investigative report cannot build good name of the region. There is lack of commitment from media leaders towards reporting investigative reporting. According to **AR**, the media leaders are close friends with party officials. Because of that they do not want to expose each other. He said even if there is a change progress in OBN to report investigation still it needs more improvement.

According to **GD**, the journalists have lack of skills to investigate issues in a good way. Because of lack of skills journalist who are assigned to report investigation face many problems. Some are challenged by the source they are going to cover. There is also a case they break journalist ethics. Interview skills are the major problem. They try to expose the truth by force. Because of this there is a case where ambulated stories broadcasted.

According to **GD**, some journalists understand that they use investigative report for personnel promotion, rather than serving the public. In nature human beings interested to hear hard and crisis issues. They know that if they report such kind of stories they are promoted.

Collecting data requires patience, skills and responsibility. But journalists are not patient. This is the other challenge of reporting investigation in OBN.

NDP- Also argued that;

Sources fear being exposed. If they give any kind of information that exposes any officials or company they attacked. The other challenge is interference from leaders and government body.

About the Department of Investigative Report in the Station;

NPD- argued

There is an investigative team assigned to do only investigative issues. The team has five staffs. He added that they organized independently to investigate stories. But the challenge is resistance of lift out from the trends. Some of them are very committed to their job. The other is very resistant. The above mentioned problems are challenged to establish strong investigative team in the station.

NPD- also agrees with **GD**'s statement about establishing department but the challenge is lack of attentions. No enough attention was given to act actively.

Questions about Time and Budget Allocation;

GD- response reveals that enough time and budget is allocated to those investigative reporters per the capacity of organization.

The Propriety areas of Investigative Issues in OBN

GD- says mach of investigative issues are related with land issues, like land management, land grabbing, displacing the farmer from their land without enough compensation, Environmental pollution, under efficient investment, urban government house is some of the focused areas.

NPD- also argues; Government mega project regarding quality and timely, infrastructure and maladministration's are some of the focused areas of investigative stories.

About on job Training for Journalist;

GD- replied OBN do not offer separate training which only focused on investigation. He remembers that up to three times all type training given in one year for all journalists. He argued that it is a must to give especial training for the team. To make them specialize in investigative reporting.

NPD –agrees on the importance of on job training for investigative journalist. But he does not think that enough training is given to that journalist in the station.

The way Journalist Assigned for Investigation.

There is different trend in OBN to assign journalist for reporting. **GD** said he assign journalist based on journalist capacity, experience, and skills, commitment and those who have excellent communication skills, which hold the secret and those who are not deceived by gift. He added that the station has its own mechanism to evaluate the journalist that is fit to be assigned for investigation. The station gives a kind of sample report and evaluates them through that manner.

The Challenges Journalist Face.

GD argued that there are many challenges journalist phase when they go for such kinds of report. Harassment from source and officials, personal attack, harassing journalist family, legal challenge, gap of skill challenges, bribe envelop, fear of job losses, hidden hand attack are some of the challenge.

In general both interviewers argued that the challenges of investigative reporters are many and varied, ranging from inadequate material recourse for sustained research or investigation, hostile political environment, absence of legal frameworks that induce the filling of public documents and authorized public access to such documents, poor communications infrastructures, inadequate journalistic skills and poor ethical standards.

What has OBN done to Improve Investigative Reporting?

According to **GD**, investigation is very important for both people and country. Their station need to strength the team, offering more specializing training for journalist, works closely with advanced media like Aljazeera, establish strong department only focus on investigation, allocating enough time and budget are the major point he mentioned.

According to NPD- there is a green light from government side to allow the media to play their role and to insure good government and democracy development. To do this OBN must give attention to investigative report. Divot a lot of time to expose corrupt officials, allocate enough budgets and man power to the team organized to report effective stories.

All the respondent agree that there is a pertinent need for a proper training institutions for investigative journalism in the country .media organization refrain from investing in developing their human resource potential and the reporters mostly learn from their on-the-job experience.

4.4. The researcher also prepare interview for media expertise.

ME- has long experience in teaching and practicing journalism. He writes different articles and journals about journalism. The researcher interviewed as media expertise

About the Importance of Investigative Journalism for the Country,

ME- said; investigative journalism is very important in Ethiopia than any other country. Means we live with a society of traditional secrecy. People are not open enough to express what is going on which affect them or can be about them. In that the cases a lot of things practiced against the people. Those who hold the power, in government or in other sector that they do in secret against the people intermesh of corruption maladministration. If lots of things happened secretly if people are not bold enough to express it, there has to be a system by which you express this which means investigative journalism.

About the relevance of investigative journalism for Ethiopia, NL- replied; corrupter and rent seekers are using the tradition. Because they are confident enough that they are not going too exposed. They can easily threaten people not to expose them .through network they can intimidate, harass. The culture is there added to that they can keep silent. In such a society if you rely promote good governance and democracy you development has to use investigative journalism science boldly. Empower journalists to dig this secrecy and came up with the reality work for benefit improving condition of the majority.

ME- said, beyond the secret tradition a government promoting democracy as principle again in principle promoting good governance is one of the discourse. Any government officials and regional levels use a common term promoting democracy and good governance and development, .but is very difficult to promote democracy without transparency. Without fair

share of the growth among region, growth individuals went to abuse the system. So to protect the growth all the system, promote democracy and quality, growth, among individuals and regional state investigative journalism is very important.

Investigative journalism is also important to make people accountable and transparent. People are not open enough if that is the case through investigative journalism what is going on behind the red carpet to the extent to promote trust between people and government.

The people live under the shadow of fear. Information is not ready available for journalists who use different strategy to dig out this hidden information. Thus they not only break the tradition of secrets, but also promoting accountability which is essential in democracy. Without check and balance there is no accountability. The system through which the country builds democracy also needs investigative journalism.

According to ME, the country that we live in needs investigative journalism than ever. The reason he mentioned is that we are flooded by information. But we do not know which is true and which is false. We hear much information about people and about authority but if investigative journalism can check it you know which one is true and which one is false. They are allegations about people. People live suspecting each other. If there is a way to verified through investigative journalism we know who is doing what.

In living in this essence of verified information everybody shares information. People may confuse and may make mistake. Hostility inspired with no knowledge. The base is having no true information .you develop knowledge on false information which may affect the behavior to act in a wrong way to take a measure against some body. They hate somebody who they live. When we live the era of disinformation, deception, conspiracy we need a responsible investigative journalism said ME. To minimize the gap between the haves and the have-not to make this corrupted accountable and also to build trust in the system investigative journalism is very important.

The informant agree on about the importance of investigative report; there are several reasons why investigative reporting important for society. People have the right to know about the society in which they live .They have the right to know about the decisions which may affect them. Even those in power want to keep them secret. Journalists have a duty to watch how well people in power perform their jobs, especially those who have been elected to public office. Apart from their role in exposing corruption, wrong doings and injustices, investigative journalists can bring a lot of benefits to their media organization as well.

The Environment of Investigative Reporting in OBN

The respondent said, investigative journalist safer a lot when they go for investigative reporting .The official does not want you to get what they are doing in secret. They block all the means for

you to get information. This make Investigative journalist suffer because they always walk in the dry zone.

The ones who are involved in corruption and maladministration do not do in a transparent way. They have a very secret network and they are also having power compare to journalist. In some cases they have a weapon; they have military, informal guard, police and they can easily block journalist's action. The other problem he mentioned the society like ours can easily be intimidated. They know but they do not want to tell what they know. In such environment it is challenging to get evidence that is truthful.

According to ME, lack of system which protects whistleblower is also the other challenge of investigative journalism in the country. Individual who gives you information should have to be protected. Unless they trust the legal or judicial system, they are not willing to give you the information. People cannot trust the judicial system. Lack of trust in judiciary means, people refrain from giving the information they went to protect according to him. Poor infrastructure, limited access to official archives and records is also an issue. Journalists face a number of treats and risks in their day-to-day activity. In general weak legal and security environments are major challenges for investigative reporting in the country. Restrictive libel laws that media houses can easily be taken to court, and may suffer costly defeats something that journalism companies with limited finances cannot afford.

4. 5.Theory Perspective

The role of the media as fourth state, as an institution that exist primarily as a check on those in public office, was based on the premise that powerful states had to be prevented from overstepping their bounds. The theory is not satisfied with the way these functions are interpreted in OBN. For the reason the theory lays its faith on the moral responsibility of every journalist. In general the practice of watchdog role of OBN safeguarding the right of public and facilitating good governance and democracy at early stage. Therefore unless the media supported, got attention and improved to practice investigative journalism, its simply to analyze the media will be fail to serve interest of the people.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

The chapter content conclusion of the study and recommendations forwarded by the researcher.

5.1. Finding and Conclusion

Based on the study the following finding and conclusions were drawn. The findings of the study based on the data analysis indicated that there is three basic challenges of investigative reporting journalists face in OBN. Those are institutional, internal and external challenges.

5.1.2. Institutional Draw backs

The institutions have Lack of professional leadership. Media leaders have not media professional background. They assigned to lead per the interest of the parties. There Inadequate resources, human power and time allocate for investigative issues are very low compared to the rest. The station has no system that defends its reporters when they face challenge. There is no strong commitment in favors of investigative journalism. The station has lack of guidelines that support investigative reporting. There is no vibrant investigative department and team. In adequate training for journalists, there is no investigative reporting specialized journalist.

Fear of criticism from government from both side media leaders and journalist. Media leaders can invite investigators for Corruption. And the media leader is not decision maker they rather refer to government officials. There is a case where the news or program gets permission to be on air from the officials.

The institution has no strong legal adviser for the reason investigative news and programs fall to report. The media ownership and political system deactivated the process of investigative journalism. The interest network build between chains of officials is a big challenge to do dip investigation. Poor infrastructure and limited access to archive is the other challenges.

In general institutional challenges journalist face to report investigative reporting share 69 %.

5.1.3. Personal Challenges of Journalist.

Interest is the beginning of the success of any jobs. According to research finding some journalist assigned to report investigative report are not interested to work as investigative reporter. The other challenge of producing excellent investigative in OBN is absence of pre-research trend investigate tip. Without any research the journalist go to field for starting recording.

Journalist has Lack of conceptual and technical skills of investigative reporting and professional ethics is the main challenges of producing good report. There is a case they break ethics of the jobs, in order to get hidden information. Lack of investigative skills chain starting from producer to goes to editors According to the finding shows lack of investigative skills is Lack of commitment and honesty. Investigative reporters touch legal matters in the absence of legal knowledge. There is weak legal understanding from both journalist and media leaders. Even they don't have legal advisers for such kind of reporting. Using investigative report for self promotions rather than accept it as reward for their investigation of public interest. Lack of understanding the concept of investigative reporting is not equal among journalist. The other challenge is Journalists are economically dependent; role takers in investigative story may easily bribe them. And personal emotional behavior, same are lack patience. And Self sensor ships are journalists' common problems to report investigation. Journalist personal challenges share 72%.

5.1.4. External Challenges

The response indicates there is a sensor ship from government officials by using hidden means. In this respect, the respondents of media institutions also confirmed that when the media tried to produce programs like investigative report, there are unwanted government officials interventions. Thus, when the practice of investigative journalism tries to emerge, there is government official's interruption and the story gets dropped.

Refusal of government officials in provision of the required documents and information for investigation and journalist's limited access to information were found as factors hindering the practice. Hereby, lack of awareness of government officials towards the role of investigative journalism were also cited by the interviewees the officials Perceive the role of investigative journalism as fault finder. The society is not accountable. There is no culture of exposing wrong doing.

There is Lack of laws that protects whistle-blowers from harmfully groups. Laws and proclamation cannot treat investigative in special manner and Weakness of legal and security environment affects how journalists work.

There are bureaucratic challenges in delaying information and hiding information from journalist. There are also harassing of journalist, personal attack and jailing of journalist by politicizing issues.

It's possible to conclude that investigative report is not real functional in OBN. But the government uses it to achieve same kind of political or economic gain by the name of investigative reporting. Investigative reporting is seasonal work. External challenges journalist's face while reporting investigative report share 82% according to the finding.

5.2. Recommendations.

The objective of the research was to examine the journalist challenges to report investigative stories in OBN. Effort has been made by the researcher to address the research questions. Thus, based on the findings, the researcher forwards the following recommendations.

As all know investigative journalism is very important for all countries especially developing countries, therefore the researcher suggests:

- Journalists should strive to make them knowledgeable enough to report investigative issues.
- Government should give attention to investigative journalism and revise media law and proclamations.
- It's important to open investigative reporting department under journalism and communications school.
- It's also timely to open journalist training institute.
- On job training is very essential to develop capacity of journalist who are assigned to do investigative reporting.
- Media laws and proclamation need revision.
- Media institution gives attention to investigative reporting and reports.
- Media institutions have to critically see their editorial policy which has been serving for long and still in use. Amendments are in need if at all they have to remain relevant in the eyes of the public.
- High government officials should open their door to provide information needed for investigative report. The right to have access to information should be applicable in every sector of the country.
- The media house should make investigative reporters free from other media job burdens. In addition the media station has to hire some more investigative reporters and support the existing with intensive trainings.
- Investigative journalists should be protected from threat coming from government and the media houses they are serving.
- Transparent and committed investigative journalism department should be established in OBN, Free from external intervention or alone.
- Government, media institutions, higher education institutions, citizens of the country, private sectors, and journalists should cooperate towards strong investigative journalism practice in the country.
- Sating clear criteria to select investigative reporter.

To conclude according to the research finding external change journalist face to conduct investigative reporting covers 82%, Organizational challenge are 72% and journalist internal challenge is 69 %.

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APPENDIX 1

Questionnaire Designed for journalists.

My name is Chala Baraka I am Students of Addis Ababa University School of Journalism and Communication MA Program.

This questionnaire is designed for data analysis and presentation for the topic entitled “The challenges of reporters reporting investigative stories in the case of Oromia Broadcasting Network” which is conducted in the partial fulfillment of Master of Arts in Journalism and communication. Hence, you are solemnly asked to answer all the questions truthfully.

The data is used only for may research not for any other purpose.

Thank you for your time and effort in completing this questionnaire.

Age-----Gender, Male--- Female-----

Education background, Diploma and below--degree---- master and above-- how long have you worked at the station?

3 years and less-- 4-5 years- 5-7 year’s more than 7 years. -

What is your possession in the organization? -----

1. How often you are provided trainings and professional support on issues related with investigative journalism from OBN?

A. often-- c. rarely-

B. same times---- d. never-

2. Have you reported on any investigative story so far?

Yes no

3. How are journalists assigned? For investigative reporting?

a. It is based on reporters own plan

b. Editorial will

c. Editorial meeting

4.What do you think is the criteria used by your station to assigns reporters for investigative reporting?-----

5. What are your sources for investigative stories?-----

6. What are the major area of topic more of your investigative issues focused on in OBN?-----

7. How long you stay to investigate one investigative story?

- a. One to 4 week
- b. One to Two month
- c. More than three month

8. *What are the challenges / risks of working as an investigative journalist?* -----

9. What do you suggest for a better/strong future investigative journalism practice in Oromia Broadcasting Network?

Challenges to conduct investigative reporting at OBN.

Please put this --- symbol to show your level of agreement the extent to which each of the following factors affect your investigative reporting.

I. Personal challenge.

	Agree	Strongly agree	Disagree	Strongly disagree	None
1. I am interested in reporting in investigative stories.					
2. I believe investigative reporting is important.					
3. I believe investigative report in OBN expose hidden fact to public					
4. I believe I have good investigative reporting skills.					
5. I believe I can apply all Investigative ethics.					

II. Organizational challenge.

	Agree	Strongly agree	Disagree	Strongly disagree	None	Strongly disagree	None
1. I am allowed to report on all the stories I develop in investigative report.							
2. I believe the statuses of investigative reporting in OBN are very strong.							
3. My organization supports me in investigative reporting issues.							

4.I feel I have legal protection from any treats							
5.I believe the principles of development journalism affects investigative reports							
6. The editorial policy supports me investigative reports.							
7. The media leaders are cooperate.							
8.My station assigns sufficient staff for investigative report							
9.My station assigns sufficient material resources for my report							
10. My station assign sufficient budget for investigative report.							
11.The media house awards journalists for quality of stories							

III. External challenge.

	Agree	Strongly agree	Disagree	Strongest disagree	None	Strongly disagree	None
1. I have been treated offensively while reporting on investigative issues.							
2. Proclamation and laws can affect may reporting's.							

3. I can access information from any government and non-government organization							
4. Organization give me gifts							
5. I always accept gifts.							
6. Government is committed towards investigative reporting							
7.I get timely treatment from source institution							
8.I get full information from source institution							
9. I am satisfied with responses I got from source institution.							

Interview questions for media manager’s news and program directors.

1. How do you describe the importance of investigative journalism?
2. What kind of issues investigative journalism focuses on?
3. What are the major challenges your media face when practicing investigative journalism?
4. Do you have permanent investigative journalism program? And department for investigative issues?
5. Are there any trainings or especial considerations your media house puts in place to improve and enrich the capacity of investigative journalists?
6. How do you assign journalists to investigate issues?
7. What kind of ethical consideration taken into account during investigation?
8. What should be done to strengthen the practice of investigative journalism in your station?

Interview questions for media expertise

- 1.** How do you describe the importance of investigative journalism?
- 2.** How do you evaluate the importance of investigative journalism in OBN?
- 3.** How do you observe news and program which is transmitted by OBN in relation to investigative journalism?
- 4.** Is there conducive environment to practice investigative journalism in the country? What are the major challenges to practice?
- 5.** Do you think the practicing investigative journalism is necessary for this country?
- 6.** What should be done to strengthen the practice of investigative journalism in OBN?

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DECLARATION

This MA thesis is my original work, was not copied, has not been presented for a degree in any other university, and all the sources of the material used have been duly acknowledged.

Chala Bareke

May, 2019

School of Journalism and Communication

Approved by _____

Name of Advisor

Signature