



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**Assessment on the practice of Ethiopian Road Safety TV Programs:
*Cases of WALTA & EBS***

By; FREZER ZEWUDE

**A Thesis submitted to School of Journalism and Communication
Presented in partial Fulfillment of the Requirements for the Degree
of Masters of Arts in Journalism and Communication.**

June 2020

Addis Ababa, Ethiopia

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Advisor: ABDULAZIZ DINO (PhD)

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Statement of Declaration

I hereby declare that this thesis and the work presented in it are my own and all sources used for this thesis have been properly acknowledged.

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APPROVAL

This is to certify that this thesis prepared by Frezer Zewude, entitled Assessment on the practice of Ethiopian Road Safety TV Programs: *Cases of WALTA & EBS* and submitted in partial fulfillment of the requirements 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.

Signed by Examining committee

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Chair of Department or Graduate Program Coordinator

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Acronyms and Abbreviations

A.A	Addis Ababa
A.A.T.M.A	Addis Ababa Transport Management Agency
EBS	Ethiopian Broadcasting Service
FTA	Federal Transport Authority
TV	Television
WHO	World Health Organization
USA	United State of America

Abstract

Traffic accident became one of the problems which need greater attention and strategic work to solve it. Currently more than 5000 people die in a year in Ethiopia. The purpose of this study is to examine how Ethiopian road safety television programs particularly kehiwot seleda television program of EBS and Guzo television program Produced by FTA and transmitted via walta road traffic accident and road safety issue framing from September 2018 to August 2019. The study raised three research questions and answered in the data analysis and finding part of the study. Quantitative and qualitative content analysis of 31 program episodes of Guzo and 11 program episodes of kehiwot seleda and depth interview with experts from media and related stakeholders utilized for the study. The study shows that both television programs media coverage time is too small and there is a gap in the story source and frame distribution too. kehiwot seleda television program of EBS stories framed according to human interest frame but lack pre- preventive stories. Guzo television program Produced by FTA and transmitted via walta stories mostly framed in educative advocacy and more the third part of the program አንድ ለመንገድ (And lemenged) spots framed in educative advocacy frame. The researcher concludes with recommendations for both road safety programs to design the stories suitable to different age level of society, to shape the programs in better format which can attract audiences and focus on pre- preventive work.

Chapter One

Introduction

1.1 Background of the study

As World Health Organization (2012) road safety involves the safety of drivers, passengers, pedestrians and people living around roads. The situation in which human fatalities are prevented signifies the meaning of road traffic safety.

Teshager (2012) explained that the common causes of traffic accidents are associated with the attitudes and behaviors of drivers and pedestrians. According to the `` 2011 traffic safety Culture Index`` of the USA the problems associated with harmful attitudes and behaviors of drivers as well as pedestrians. The problems drivers are also associated with drinking and driving, cell phone use and texting, speeding, red light running, drowsy driving, not use seat belts and helmets (Teshager, 2012). Lack of awareness about road traffic safety and attitude of recklessness are also problems associated with pedestrians.

According to World Health Organization, cited in (Federal Transport Authority, 2019) road traffic accidents makes to lose 3% GDP of nations in each year and estimated that it will bring influence on around 2.4 million people throughout the world on 2030. Road traffic accident is increasing rapidly in each year in Ethiopia. It makes the country to be listed as one of road traffic accident takes place. Ethiopia current road traffic accident rate is making a shadow on the nation globally.

United Nation plan a ten years' road safety action plan from 2011-2020 to address the problem throughout the world and Ethiopia drive the plan according to the nation context in national level (Federal Transport Authority, 2019).

Federal Transport Authority in the Ministry of Ethiopian Transport is one of road safety stakeholder of the nation. It works with Ministry of Health, Ministry of Education and other related governmental and non-governmental organizations in corporate. Federal Transport Authority gives trainings for drivers especially for taxi drivers, students and law enforcement

bodies too. It established a `` Media Forum`` which is organized from different government and private Media. The main goal of formulating the `` Media Forum`` is to create high level awareness about road safety for the society using media and to make media owners and journalists have great concern of road safety issue (Federal Transport Authority, 2019).

FTA beyond organizing the `` Media Forum`` on road safety prepare 20 minutes' weekly road safety television program purchasing air time from media owners.

Guzo Television program has started in December, 2011 by the permission of House of Representatives to be broadcasted in EBC by recognizing the importance of the program for the community. Therefore, it makes its objective that: -

- Disseminate information on traffic safety and create awareness on traffic rules and safety measures and bring behavioral and attitude change among the pedestrians and drivers.
- Sensitize people in communities realizing the escalating feature of road traffic accidents in Ethiopia.
- Create national consensus on traffic safety and help policy makers and citizen to make better decision on such regards.

In this television program, drivers, pedestrians and travelers are considered as the main target audience.

``Guzo`` road safety television program transmission shift from EBC to WALTA starting from September 2018.

Former walta information A.C currently known walta media and communication corporate A.C established in 1994. Walta information center produces numerous documents by different issue and delivered for other media stations.

When walta reorganized its level as corporate in 2016 it start and it give serve the public in new style by giving services of;

Digital signage technology

- ☞ Digital signage technology duties (Turnkey project implementation and proposal designing)
- ☞ Digital signage System administration
- ☞ Digital signage Network administration
- ☞ Digital signage content management

- 🔗 Mobile LED screen management system
- 🔗 Digital signage content Data base development and management
- 🔗 Security
- 🔗 IP camera installation and administration
- 🔗 Server configuration and administration
- 🔗 Stabilizer installation
- 🔗 Digital signage content creation
- 🔗 Camera maintenance
- 🔗 Studio material maintenance
- 🔗 Satellite maintenance
- 🔗 Information Technology duties
- 🔗 System administration
- 🔗 Website development and administration
- 🔗 Network administration
- 🔗 Data base development and management
- 🔗 Security
- 🔗 Cloud computing

Broadcast Sector

- 🔗 TV Broadcasting (Walta TV)
- 🔗 Documentation
- 🔗 Documentary Film Production
- 🔗 Promotional Clip Production
- 🔗 Spot Production
- 🔗 Graphics and Film Editing
- 🔗 Website (www.waltainfo.com)

Research and Communication Sector

- 🔗 Organizing Policy Debate Workshops, Panels, Conferences and other related Events
- 🔗 Brand Development and Design
- 🔗 Polling (Opinion Survey)
- 🔗 Market Share Assessment
- 🔗 Scientific Research

One of the new outcomes when walta become corporate is walata television station by Nile-Nile Sat Frequency 10892, FEC ¾, Polarization Vertical, Symbol Rate 27500 -Eutelsat Frequency 11512, FEC 5/6, Polarization Vertical, Symbol Rate 27500.

Wlata television accepts other media productions that they need air time for the program that they produce. As Dr. Nigusse Meshesha walta managing Director explained, walata television gives concern for social problem and crises so that's why they accept FTA request of airtime service for "Guzo" road safety weekly television program. Chief Editor of Walta said walata give courage for road traffic accident and road safety issue in their news. Also they produced different documentaries about road traffic accidents of the victims' stories who are in hospitals especially in trauma Centers like Abet Hospital so as the editor in chief said dealing with FTA to transmit their program with fair payment of airtime is one of the way that they fulfilling their social responsibility.

The trailer of the program starts with medium classical sound and the five roads safety principles Education, Enforcement, Engineering, Emergency medical service and Encouragement shown in picture and texts too. The program air time is only 20 minutes but it follows magazine format and has three different parts. These three parts has their own message transmit ion styles.

Guzo road safety weekly television program has magazine format style. It has three different sub programs with in it. ጉዞ ዳሰሳ (guzo dasesa) took most of the air time. It gives focus for different and of road safety issues both on the cause and solutions too. In this sample study of the program ጉዞ ዳሰሳ (guzo dasesa) touches different corners of road safety issues like car diving training schools gap, pedestrians gap on the road, disability and road safety and more others.

The second part of the program ጠረ ላይ (meri lay) seems the most educational messages transfer by celebrities and also there are some episodes which focus on car automotive sector that help to in hence awareness for the audience about car major bodies and safety major that we need to do.

The last part of the program አንድ ለጠንገድ (and lemenged) totally about educating the audience about major causes of road traffic accident and practiced daily by most of us. The program mostly takes in average between one and two minutes. It uses spots prepared by FTA and other organizations even from abroad.

Ethiopian Broadcasting Service (EBS) is one of the private media channel based in Ethiopia owned by EBS television Global. It launched in 2008 and its headquarters in Silver Springs, Maryland, U.S.

. EBS TV broadcasts programs in mostly in Amharic. EBS TV is the first private channel launched in Ethiopia. EBS TV focuses various entertainments related subjects such as talk shows, game shows, movies, dramas and others. The channel also known for daily news segments which including local to global news. The channel is available via Nile sat 7°W position and it is also being distributed on DStv as of March 2017.

EBS TV was the first privately run television network in Ethiopia. It also operates two other channels EBS Musika and EBS Cinema which can both, along with EBS TV, be found on Roku TV and NSS 12 Satellite 11105 V 45000. In 2018 EBS was able to acquire a local broadcasting license. The company had to split into two separate entities, EBS Television Ethiopia Plc. and EBS Television Global, in order to get the local broadcasting permit. As of April 2018 EBS is prepared studios of live transmission for the news and sports programs at its current headquarters located on Bawa Building, around Unity University in Gerji.

``ke hiwot seleda`` weekly road safety TV program starts to transmit in September 2018. The trailer of the program starts with some kind of scary movie sound and black graphics of carton pictures with text which explain it like road traffic accident, transportation, legal issues then social problems. Following this the program host introduces the program content of the week.

``ke hiwot seleda`` weekly road safety TV program present each issue using drama. The story of each road traffic accident story of the actual person written in a drama script and the real person of the story replaced by actors who plays as the actual person of the story as it. Next to that after the story told and played by the actors, the person of the story or if they can't speak because of the accident injury even after years their visual appearance and their nearby person who treats them interviewed also if the person of the story died the family members interviewed. After this video transmit discussion held in the studio about the story by raising questions like who is responsible? Why things happen in this way? And even if there is other related legal insurance

amends cases raised by the journalist which is not satisfied the victims also the causes of accidents and solutions for them with government officials or concerned body.

1.2 Statement of the problem

According to World Health Organization`s 2018 Global Road Safety Report about 1.35 million people are killed by road crashes each year globally. Road traffic injury is now the leading cause of death for children and young adults age 5 to 29 years. From 2015 to 2016, no reduction in number of road traffic deaths was observed in low income countries, while some reduction was observed in 48 middle and high income countries.

In Ethiopia, based on Federal Police Commission Annual Police crash statistics 2018 report, approximately 5118 fatalities and 3820 fatal crashes occurred. Of those, Addis Ababa accounts for 12% (456) of fatal crash cases.

Media already been attached to the individual and has become an instrument of the state and non-state social forces to influence citizens. Organizations and institutions who are interested to mobilize members of the society to a particular goal rely on the media. The public service announcements, advertisements and commercials printed and broadcasted daily are examples of the functions of media in informing the public to manage social life.

As one of the critical needs of the society, the issue of road traffic safety cannot be addressed without the involvement of the media and journalists. The media informs the public about timely issues of road traffic safety by covering incidents including accidents and new developments in the management of traffic. Beyond events reporting the media can play a significant role by creating awareness among the community through in-depth reporting and analysis. In the USA the role of media in ensuring road traffic safety was clearly stated in the National Communication Plan of the National Highway Traffic Safety Administration (2011). The plan clearly states that the media plays a pivotal role in creating awareness among the society to improve the condition of road traffic safety through intensive work and campaigns. The plan identifies key media types including broadcast and cable television, online media, radio and social media. The communication plan expects the media to stimulate dialogue within the society in order to overcome challenges of traffic safety (Teshager, 2012).

As explained on the previous paragraphs because of the death and the injury of road traffic accident; road safety issue is one of the prominent goals of each nation to bring a change about it.

The data presented in number that explained at the beginning of the statement of the problem shows that how the death occurrence of road traffic accident is very high and is highly increasing in each year.

No	Year	Death occurrence	Difference from the previous year	Percent (%)
1	2012/2013	3362	starting	Starting
2	2013/2014	3331	-31	- 0.93%
3	2014/2015	3847	+516	+15.5%
4	2015/2016	4352	+505	+13.12%
5	2016/2017	4479	+127	+2.83%
6	2017/2018	5118	+639	+14.26%
Total		24489		

Table 1 : National level six year (2012/13-2017/18) death occurrence by traffic accident in Ethiopia by Federal Police Commission

No	year	Serious injury occurrence	Difference from the previous year	Percent (%)
1	2012/2013	5042	Starting	Starting
2	2013/2014	6039	+ 997	+19.77%
3	2014/2015	6484	+445	+6.89%

4	2015/2016	6886	+402	+6.19%
5	2016/2017	7486	+600	+8.71%
6	2017/2018	7757	+268	+3.56%
Total		39,691		

Table 2: National level six year (2012/13-2017/18) serious injury occurrence by traffic accident in Ethiopia by Federal Police Commission

No	Year	Slight injury	Difference from the previous year	Percent (%)
1	2012/2013	6327	starting	Starting
2	2013/2014	5888	-439	- 6.77%
3	2014/2015	75516	+1628	+27.65%
4	2015/2016	7061	-435	-5.78%
5	2016/2017	7435	+374	+5.29%
6	2017/2018	7775	+340	+4.57%
Total		42002		

Table 3: National level six year (2012/13-2017/18) injury occurrence by traffic accident in Ethiopia by Federal Police Commission

Traffic accident consequence is not only in human death & injury but also high amount of property damage which affects both individual and the nation. The following table shows this well.

No	Year	Property damage
1	2012/2013	668,641,928.00 birr
2	2013/2014	1,001.604,811.95 birr
3	2014/2015	668,322,806.00 birr
4	2015/2016	874,611,141.50 birr
5	2016/2017	1,187,486,802.88 birr
6	2017/2018	920,771,314.78 birr
Total		5,321,438,805.11 birr

Table 4: National level six year (2012/13-2017/18) injury occurrence by traffic accident in Ethiopia by Federal Police Commission

As Ethiopia is currently struggling to reduce high rate of traffic accident, the focus remains on the role of media in educating the mass about road safety issues and provide information on the causes and consequences of the crisis because access to information and education on road safety is critical to the well- being of the society. It's known that media have great role in informing, educating and bring behavioral change through addressing an issue which is sensitive and social problem. But we can observe that road safety issue coverage in Ethiopian media is just reporting the number of death, injury and loss of property occurs in each day after news which is mostly after the early morning news of each media station.

In Ethiopia road traffic accident doesn't get the media concern as much as needed. There are very few radio and TV road safety programs which make their focus on the issue but their format and source identification is limited. Even the programs gives focus for road traffic accident and road safety but the time coverage is too small. The programs are not well designed professionally in attractive format to bring behavioral change through addressing on the issue.

This is the intention that the study sought to address how media cover road safety issue such as ``Guzo`` road safety TV program of Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS.

1.3 Objective of the study

1.3.1 General objective of the study

The main objective of this study is to analyze the practice of road safety TV programs on Walta and EBS.

1.3.2 Specific objectives

The specific objectives of the study;

- To assess the role of road safety TV programs covering of the issue in achieving road safety goals
- To analyze how the TV road safety programs, cover the issue according to the identified problems in road safety sector
- To examine the challenges of the media

1.4 Research questions

1. How ``Guzo`` road safety TV program of Federal Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS covered the issue to achieve road safety goals?
2. How do ``Guzo`` road safety TV program of Federal Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS give concern for identified problems of road safety?
3. What are the challenges of the media covering road safety issue?

1.5 Significance of the study

Currently road safety issue is one of the crustal problems in some Asia countries, in Ethiopia out of Africa. Media is one of the prominent role players to solve the problem. To bring behavioral change and create awareness; road safety TV programs need to frame the issue they deliver according to the problem occur on the ground.

The study of this paper analyzes how road safety TV programs are going on and how they frame road safety programs for better change of the society. The study will provide the possible recommendation what ``Guzo`` road safety TV program of Federal Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS need to practice according to road safety program. FTA and EBS also journalists specially the reporters and program producers of television road safety program, media house and organizations who are responsible for road safety be beneficiaries of the study as it shows the relation between the media and road safety and the gaps of the media about the issue.

1.6 Scope of the study

The study emphasized on road safety ``Guzo`` road safety TV program of Federal Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS address road safety issue. The coverage of the study is the episodes of the programs transmitted from September 11/2018 to August 2019.

The research cover the stories in national level as both programs stories produced in national level and exclude the road traffic accident and road safety issues covered by the selected media that which are not part of ``Guzo`` road safety TV program of Federal Transport Authority on Walta and ``Ke hiwot seleda`` road safety TV programs of EBS.

1.7 Limitation of the study

Road safety issue is so vast, complex, complicated and interlinked. There is no single institution or one specific corner that we can addressed for road safety issue. Following this; it makes little bit challenging to study only the media side in specific separating from the other stakeholders of the issue. It also need more scientific and multi professional study as it explained. The epidemic Covid 19 which made the planed unplanned the expected unexpected made affected the time schedule that the researcher sketch when the study started. It also changes the design of the research method so that the researcher avoided the focus group discussion data collection. It makes so challenging the depth interview collection too.

1.9 Organization of the research

The research paper will have five chapters. The first chapter contains background of the study statement of the problem, objectives, research questions, theoretical frame work and organization of the paper.

Review of related literatures which are directly and indirectly related to the study discuss in chapter two. The methods, procedures, data gathering techniques, sampling and data analysis which is a methodology of the study will discuss in chapter three.

Chapter four will consists data presentation and analysis and the last chapter will have conclusion and recommendations.

Chapter Two

2. Review of related literature

2.1 Road traffic accident issue at global level

Unintentional accidents are harmful acts that occurred without any intention of causing damage to oneself or others. A large proportion of unintentional injuries occur in or around home and many of these injuries occurs as a result of falls, like down the stairs or when someone uses a ladder to fix something. Outside home most common places of unintentional injuries are streets, high ways and recreational areas. Unintentional accidents are stated number four cause of death in the world next to heart disease, cancer and chronic respiratory disease. Unintentional accidents include road traffic accident, drug over dose, falls and fire (CDC, 2014).

Current data and reports show that how road traffic accident is the most dangerous problem which causes death, adjusted life years' disability and psychological distress which has an impact on the socio economic status of each nations especially for law-income and middle-income level countries.

According to WHO (2004), road traffic accident is the leading cause of death especially for the people in the age range of 15-29, while, it is the second leading health problem for children whose age range is 4 to 5 and it is the third cause next to HIV/AIDS and tuberculosis for the people who are found between the age 30 to 40.

Following the traffic accident more than 3000 people die throughout the world daily. Countries which categorize in law-income and middle-income countries account for about 85% of the deaths and for 90% of the annual disability adjusted life years lost because of road traffic injury. According to the projections, between 2000 and 2020, road traffic death will decrease by about 30% in high income and middle level income countries. If not major safety action taken place, by 2020, road traffic injuries are predicted to be the third leading contributor to the global burden of disease and injury (WHO, 2009).

Road traffic crashes are not just a highway safety problem – they are a public health problem! (Binder and Runge, 2004:1).

The 2007 report of UN General Assembly on global road safety crisis declares road traffic injuries as major public health problem and a leading cause of death, injury and disability around the world. It says, each year, because of car crashes, 1.2 million people die, and other millions more are injured or disabled. It also emphasizes the fact that road crashes are especially affecting the urban areas of developing countries (UN, Global Road safety crises, 2007:3).

Unlike in other countries of the world, road traffic injuries are the highest in Africa. The road traffic injury mortality rate in Africa is 28.3 per 100,000 of the population, the report states that compared with 11.0 per 100,000 in Europe (Since Daily, June 27, 2007).

2.2 Trends of road traffic accidents in Ethiopia

Developing country is a country whose average GNP is less than US\$ 3,500 per year (World Bank, 1993). Following these definition countries which are found in low economic status, middle income countries in Africa, Asia, island of India and Pacific Ocean, Middle East, central and South Africa, the Caribbean`s and these countries lose about US \$ 36 billion per annum (Odero,1997).

Ethiopia is categorized as one of under developed countries which are currently one of the fastest growing countries in Africa. The country economy is said to be growing by 11% and in 2014 the GDP per capital was 315.99 US dollar, it`s estimated to be US \$ 329.8336 in 2015. In Ethiopia, vehicles are the chief means of transportation, averagely the country import 7 % of vehicles per annum. However, Ethiopia has one of the least vehicle ownership compared with other underdeveloped countries and those vehicles have to take an annual vehicle inspection each year. Vehicles which have whether mechanical or technical problems are not allowed however, traffic accident fatalities are gradually increasing in Ethiopia with the growth in population and number of vehicles, this situation makes the country to be one of the worst countries with respect to road traffic accident related problems (Africa, 2009).

During the six years` period study from 2005 – 201, 66,115 fatal accidents and injuries are recorded in Ethiopia. The highest rate of accident is happened on the age in between 18 – 30 and about 39.9 fatal accidents are also happened in between this age (Misaganaw, 2011).

Police reports reveal that in 2005/06 injuries and fatalities rise in 17% and 10% per year respectively although in year of 2007/8 because of 15,086 accidents 2,161 people were died.

From 200% of fatal accidents per 10,000 vehicles in the developing countries, 191.6% of fatal accidents are happened in Ethiopia (Caroline Ghee, 1997).

2.3 Issues and challenges in road safety at a global and national level

Road safety issue is not one organization responsibility. Road safety work is multidimensional which need multi view and a cooperative activity.

There are a number of causes for traffic accident among which the major ones include vehicles, environment and roads (Neway, 2015).

Drivers are playing a major role in the happening of road traffic accident problems. Globally, more than 74% of the accidents occur because of driver to commit traffic accident. Drink driving, wrong way driving, over speed and improper turns are the major factors for the causes (ibid, 2005).

According to Hingson (2003) studies indicate that alcohol is the major cause for the happening of traffic accident; about 43% of accidents and 80% of fatalities happen because of drunk driving.

Alcohol impairment has a significant consequence on the crash risk drivers as well as pedestrians moreover; it is regulatory reported as one of serious contributing factor to road accidents (Cherpitel, 1993).

In low and middle income countries 33% to 69% of fatalities and 8% - 29% of non – fatal accidents are happening because of alcoholic drivers (WHO, 2007).

Speeding is the other factor which causes traffic accident related problems.

Speed is directly contacted with the capability of brain function, especially with the visual capacity of one person during the time of driving. The normal visual capacity of healthy person is 180⁰ however, at the time of driving it will decrease to 90⁰ in this case at the time of driving the brain will eliminate things out of mind because it cannot process things at the time of speed diving. It also will have a particular influence on the capacity of human vision mainly for visual field. Furthermore, while the speed limit of the vehicle is increased, the visual capacity of the driver will be diminished or out control. People also need time gap to respond or react on certain

information and to pass their decision whether they have to react on it or not. In other words, when the speed limit one vehicle is increased, the capacity of being at risk will also increase simultaneously (Sergeie, 2008).

The driving speed is the speed which is the driver to drive for, but the legal speed limit is set by the authorized body. The speed limit of drivers varies from country to country (Transportation 2005) in Ethiopia the regulated speed limit for the drivers is 60 km/hr. (37 mph) for the city limit and 100 km/hr (62mph) for outside the city. The true several factors that lead to go over the speed limit of the vehicle, that are driving at night, drinking driving and being at your age other than this factors traffic condition and speeding exponential curve are the cause to happen traffic accident. But the most terrible problem of speeding is drivers drive deliberately and knowing the risk, though they totally ignore the risk that is happening. The reason is that most drivers think few kilometers faster than the road limit is not seen as violating the speed and also they relate their violation with enjoying driving fast, being in a hurry, and being bored. At the same time they don't think or accept that dangerous driving means violating the speed limit even some of the drivers are not aware of speed limit (Safety Net, 2009).

There is alcohol measurement test, and speed limit control on road in Ethiopia but the controlling activity taken place in some places and which is not regular.

Environment is a surrounding that can influence and have an effect on the societies. It can also be divided in to physical, biological, social and cultural categories and which have influence on the health status of population (Smith, 1999).

Weather is one part of environment; it is current atmospheric condition and includes temperature, rainfall, wind and humidity. Whether situation doesn't have constant period and can happen at any time (Henderson, 2015).

Environment is one factor that causes road traffic accident. Since weather condition is included as one part of environment, it plays a significant role in traffic accident related problems. Weather like cloud, rain, snow and fog, low sun and temperature have an impact on the crash rate and directly related with traffic hazards (Safety Net, 2009).

The time after an hour about the sun rise and about an hour before the sun set time will affect the driver`s ability to see clearly. This situation obstructs driving even lead to road traffic accident (Fokkema, 1987).

A rainfall affects drivers because during these time cars reflect rain water at the day time as well as at night time which cause blindness (Ellinghaus, 1983). When the amount of rainfall and snow or hill falls is high, the roughness of the road will be less and the vehicle loses it contact with the road surface which in turn leads vehicles to lose it control. During foggy times also the driver`s visibility will reduce to see things approximately from 50 meters because of the light dispersed by the fog droplets and this in turn will increase the danger (Oppe,1988).

Temperature is other environmental factor which has an effect on driving. During the time of heat waves, drivers get tired and lose their concentration. Furthermore, driving in hot time also has psychological effect on the drivers and these situations will increase the number of crashes (DVR, 2000).

Road type and structure like improper lane width, pedestrian zebra stripes and medians have an impact on traffic accident related problems (Petritsch, 2004).

As road safety issue is not one sector responsibility, several organizations are the major stakeholders in working together to reduce the traffic accident and ensure safe and efficient movement of the citizens.

In Ethiopia different stakeholders take the responsibility. Some of these organizations are;

- Ministry of Transport
- Federal Transport Authority
- Road Transport Authority
- Federal Police Commission
- Addis Ababa Transport office
- Addis Ababa city Road Office
- Addis Ababa Road Traffic Management Agency
- Addis Ababa Police Commission

2.4 Prevention and safety strategies to control road traffic accidents using media

As road safety is a corporative work each governmental institution are responsible. Effective road safety strategies should implement in police, justice, health, planning, education and other sectors too according to the sector work principle related to road traffic accident.

Lot of activities and prevention work done and still working by the sectors for years in Ethiopia. Ethiopian Ministry of Transport designed different kind of programs additionally from its routine and basic responsibilities to decrease the level of road traffic accident. One of the programs which held on December 2019 was the acknowledging selected drivers, traffic polices, student traffic polices, health center, higher education center in national level. The drivers to get the acknowledgment they need to drive from 5 – 10 years and don't have any traffic record that they can bring the evidence from traffic police office. The ministry designed the program to appreciate drivers whom make pre caution to avoid road traffic accident and let other drivers get good experience share from it.

Addis Ababa Road Traffic Management Agency is established in November 2015 to solve the core problems of road traffic safety specifically in Addis Ababa. The agency made a design work on 7 squares which found in main road and high ways, increase the number of traffic lights from 10 to 48 on joint roads, made symbols and lanes on road which covered 150 kilometers with new long lasting ink, sit defense fence for pedestrians on more than 16 squares and places, built more than 69 speed hump and 98 rumble strip on 13 block spot area which identified by places which accident happen repeatedly, identified dedicated bus lane from Mexico road until Jemo and put 76 road traffic symbols, put 313 new standardized road traffic signs, better law enforcement done on; speed driving and drunk driving. Training about road safety given for 1500 drivers, 140 drivers training school trainers and awareness creation activities done using print, electronics and face to face for different parts of the society on 2017/18 and 2018/19 (Fenote Dehnenet, 2019).

The agency used theater, television programs, documentaries and printing products to change the behavior of drivers about speed driving and drunk driving. A campaign prepared with four round and transmitted 1,712 different spots using 18 radio and television channels and prepared more than 10 thousand printed materials. In training delivery program 3,936 whom are student traffic

polices from the ten sub cities trained, 450 young volunteers trained and assigned in 23 train stations, main road and squared. Also it trained 50 volunteer mothers for first time and assigned them in different places of the city (Fenote Dehnenet, 2019).

The agency organizes religion leader's forum with 140 members, journalist's forum with more than 70 members and trained them that they can aware the society about road traffic safety issue (Fenote Dehnenet, 2019).

Federal Transport Authority is one of the sectors which are working on road traffic safety. There is lot of activities done by the authority in national level.

Federal Transport Authority designed ten years plan of 2011 – 2020 and strategies in national level to bring a change on the status of road traffic accident. The authority practices the multi sectorial corporate work on the issue. It adjusts different training and conferences with collaboration of Abet hospital in 2018/19. It participates vulnerable societies who gat serious injuries by road traffic accident and they made speech how the road traffic accident affects their socio-economic and psychology. Also celebrities assigned as road traffic safety ambassadors to bring behavioral change on the society about the issue. Artist Makda Hile is one the ambassador selected for this program. The authority prepared belabored and posters which can enhance the awareness of the society using the photo of celebrities and their opinions about road safety. Mr. Wubeshet Werkalmahu, Coach Sewnet Beshaw, Athlete Derartu Tulu, Miss Solome Tadesse and Miss Meaza Ashenafi participated in this project (FTA annual report; 2019).

The authority prepared running race which participate 3000 students with the aim of giving concern for children vulnerability for road traffic accident. Forming a joint work plan with ministry of education to make road safety as part of education curriculum from kinder garden to grade 12, prepared 22 videos and transmit using plasma television in 1493 schools. By forming joint plan with ministry of health give training of first aid for Addis Ababa traffic polices and Meter taxi drivers and start preparation work of trauma center in Tirunesh Beijing and Minilk hospital.

Federal Transport Authority beyond organizing the `` Media Forum``; it produces Guzo road safety 20 minutes' weekly television program by purchasing air time from media owners.

2.6 Theoretical frame work

2.6.1 Social cognitive theory

Social cognitive proposes that people are driven not by inner forces but by external factors as Banduras mentioned it. This theory suggests that human functioning can be explained by a triadic interaction of behavior, personal and environmental factors and it is called also as reciprocal determinism. Environment factors represent situational influences in which behavior is performed while personal factors include instincts, drives, traits, and other individuals' motivational force. (UNICEF (2005) In Bandura opinion (1977), in the process of behavior change these variables may intervene in some way for instance, self-efficacy in a judgment of one's ability to perform the behavior. Outcome expectations in a judgment of the likely consequences a behavior will produce. The importance of these expectations may also drive behavior. Self-control: - the ability of an individual to control their behavior. Reinforcements: - something that increases or decrease the likelihood behavior will continue. Emotional coping: - the ability of an individual to cope with emotional stimuli. Observational learning the acquisition of behaviors by observing actions and outcomes of other behavior.

Therefore, as Bandura (1977) suggests that if we are interested in getting others to enact behavior change it may be important to provide incentives and rewards for the behaviors. Even when individuals have a strong sense of efficacy they may not perform the behavior if they have no incentive. It may be important to provide resources and supports to raise individual confidence in order to increase level of self-efficacy and even suggested to raise self-efficacy should be approached as a series of small steps. In addition to that, shaping the environment may encourage behavior change because it is important to cognize environmental constraints that might deter behavior change opportunities for behavioral change and offering social support.

2.6.2 Framing Theory

The idea of framing has become more attractive in media research. Frame refers to axioms, texts and pictures and the idea is found in several fields including communication, sociology, and political science as well (Reese, 2015).

Different scholars define framing in different ways, but for the purpose of this study, only few definitions are selected and discussed. According to Gilton, media frames are “persistent patterns

of cognition, interpretation and presentation of selection, emphasis and execution by which symbol handlers routinely organize the discourse, whether verbal or visual” (Gilton, 1980).

In other words, media reports are not only presenting facts but they are subjective to the journalists who interpret the reality. In this case the way peoples “picture of the world” and frames used in the media texts might be changed because of the journalists who interpret the text (Lippmann, 1991/1992).

Gamson (1987) define framing as a media package which is on the power to give a sense to a certain topic and it provides a sense to an unfolding event. As to this definition frame is used as “interpretative schema” in a diverse issue; for the audiences it helps to give them a meaning and let them to discuss over the issue and for the journalists it used as a bridge for the multifaceted issues on to their news reports. Frames also defined as a schema of explanation this allows individuals to perceive, organize and make sense of the received information (Pan, 1993).

According to Tuchman (1978), news frame is a frame which is attached together within the day to day reality and form the day today`s reality. On the other hand, some scholars use framing in relation with agenda setting or priming (Iyengar, 1987). On the other hand, McCombs (1997), argue that the relationship between agenda setting and framing is not simple or ordinary. The writers interpret framing as an extension of agenda setting or used framing as a second level agenda setting. Furthermore, the writers used the term second level agenda setting as the way to deal with the salience or the feature of media coverage.

According to Angelo (2002), frames are influential discursive cues which have an effect on the perception, individual socialization on the social discussions, creating public opinion and group use of media messages in order to accomplish their objectives. Reese (2001) also defines frames as an ideological package. Some scholars define framing as an active process. As to (Snow, 1988) framing is something that is done by societal movements, which is the product of their activities with their accomplishment is highly contingent on the outcome of their framing success efforts (Friedland, 1996) Frame is a bridge which serves to connect the social and cultural domains and day to day sympathies of social interaction. On the other hand, (Scheufele, 1999) define media in two perspectives those are media frames and individual frames. Media frames are “a control organizing idea or story line which provides meaning to an unfolding strip of

events...the frame suggests what the controversy is about the essence of the issue” (Gamson, 1987). According to this definition media is the one which give meaning to meaningless events and changing unrecognizable incidents in to noticeable events.

2.6.3. Agenda Setting Role of the Media

According to the agenda-setting concept of McCombs & Shaw, (1972), media influence public opinion by emphasizing certain issues over others. The amount of media attention, or the media salience, devoted to certain issues influences the degree of public concern for these issues. The roots of this approach can be found in Lippmann’s (1922) argument that the world around us is too complicated and out of reach, and that consequently people must rely on the media to understand it. Not all the world is out of reach, however, and agenda setting studies too often ignore occurrences where people do have direct experiences with real-world events (Behr & Iyengar, 1985). Therefore, Behr and Iyengar argued that “it is imperative that indicators of national conditions be brought to bear on the relationship between news coverage and issue salience” (1985).

One of the key features of agenda-setting theory is the capability of the media to highlight certain topics or aspects of issues through the processes of agenda setting (Hayes, 2007). In addition, according to scheufele (2007), media has the power in commanding public attention (agenda setting) and control how audiences interpret new information.

Mass media campaigns are also useful for agenda setting or changing social norms, that is, they can have a societal value (Noar, 2006).

Chapter Three

3. Research Methodology

This chapter of the research presents the methodological framework of the study. The research design, data collection tools, sample size, data gathering procedures, ethical consideration and data analysis method discussed in this point.

3.1 Research Design

The study has fully employed mixed research method such as qualitative and quantitative comparative content analysis and in depth interview as main tools of data collection. Qualitative method of study is essential to obtain data in depth and to achieving the objective of the study. There are two types of basic research methodologies: quantitative and qualitative. According to (Pamela, 2009:13) quantitative research approach is empirical in its nature which presents data in the form of numbers and uses mathematical operations to investigate their properties.

The levels of measurement used in the collection of the data i.e. Normal, ordinal, interval and ratio are an important factor in choosing the type of analysis that is applicable, as is the number of cases involved (Walliman, 2011:113). Whereas, qualitative research method is a technique of obtaining data in the form of note, cases, observations and transcripts of interview (Hancock.et al., 2007:6).

Qualitative research methods deal with some quality or a certain occurrence which is relating with quality. Qualitative study provides relevant explanation in order to develop new concepts on the study. The main concern of qualitative study is to collect, integrate and present relevant data from several sources in order to include them in the given study area (Kothari, 2004).

3.2 Data Source

Data source are source of a study that we can categorized them as primary and secondary data. Primary data are types of data which are found or gathered for the first time by the researcher him/herself. Primary data include interview, observation, and other different firsthand information obtained from the sources (Kothari, 2004). Whereas, secondary data include various documents, publication of governments, technical and trade journals, books, magazines, newspapers, publications of various associations (ibid,2004). Following this, the researcher

collected the selected one year TV program episodes of K ehiwot seleda from EBS You tube channel as they don't respond for the data request. Guzo television program selected year episodes gathered from the archive of FTA Guzo TV program team.

3.3 Sampling Techniques and Procedures

Sample is a sub-section of the population. In other words, sample is a model which examines only some part of the population (Kumar, 2006). Sampling involves taking a representative selection of population or an organization and using the data collected as research information (Battaglia, 2008:523).

Applying correct sampling methods in study allow researchers the ability to reduce costs in relation to research and helped them to conduct research and helped them to conduct research more efficiently with greater accuracy and flexibility sampling method can be categorized under probability and non-probability sampling (Saunders et al, 2009:213). Mostly the goal of the research decides the choice of sampling. In this study to meet the target research the researcher used non-probability technique.

The researcher selected three non-probability sampling techniques namely convenience, purposive and snowball sampling. In this research purposive or judgmental sampling technique used to gather the data. Purposive sampling technique implemented in this study to select important informants both for interview deliberately. Informants selected with knowledge related on the issue. The researcher applied snowball sampling to obtain data from potential informants through the recommendations of other informants.

3.3.1 Sample Size

Purposive, convenience and snow ball techniques used for selection of informants and of depth interview interviewees. Using these techniques the researcher selected 15 informants for in-depth interview. From the interviewees 6 of them are the selected programs producers and journalists and the rest 9 are from different professions that link directly and indirect way with the issue.

The interview held face to face, Telegram, phone call and email with the interviewees. The informants were from WALTA TV, EBS TV, Transport Authority, and Federal Police Commission, Bloomberg initiative for global road safety, drivers, journalists and health professionals too.

All informants age were 18 and above.

3.4 Data Collection Tools

The sources of data collection tools for this study are primary and secondary data collection tools. In the primary source of data, data acquired directly from informants through in-depth interview and analysis of the selected media TV program episodes' content with regard to road safety television programs. Secondary source such as published and unpublished literatures found both in soft and hard copies were utilized to the research. Semi structured or open ended questions also designed and on the spot interview for the informants. Full and clear explanation given about the research purpose for informants and also they are informed well to have detail information and related data if they have the access on the issue. The depth interview held according to the participant's suitable day and time.

3.4.1 Primary Data Collection Tools

A. In-depth Interview

In-depth interview is a data collection method which helps to get views and opinions of a single person (Gunter, 2002). In-depth interview helps to get an intensive background, specific and elaborated answers about the data (Wimmer, 2011).

Interviews can be conducted either through structured, semi structured (in-depth), unstructured and group interview. In qualitative research method in-depth interview is one of the most common elements. In-depth or semi structured interview has involved one to one interactions, larger group interviews of focus groups and may takes place face to face, over the telephone or by other means. Also the method is helpful to obtain a relatively informal style, with the appearance in face to face interviewing of conversation or discussion rather than a formal question and answer format (Masson, 2002:63-64).

Thus, on the study in-depth interview conducted face to face with 15 informants in semi structured way using purposive, convenience and snowball techniques. The interview applied face to face, e-mail, telegram and phone call when it need additional explanation or brief information.

B. Content Analysis

Content analysis is a research technique used to determine the presence of certain words or concepts within texts or sets of texts. In content analysis, researchers quantify and analyze the presence, meanings and relationships of words and concepts then make valid inferences about the messages (Krippendorff, 2004:18). Content analysis as a research technique, provides new insights, increases a researcher's understanding of particular phenomena, or informs practical actions (Krippendorff, 2004:18). Content analysis definition given by Wimmer and Dominik, (2011:156) explained as first, it is systematic procedure devised to examine the content of recorded information, second it has a research technique for making replicable and valid references from data to their context and third, it is a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables. Elo and Kyngas (2007:109) states that as a methodological framework, content analysis may be used either in qualitative or quantitative data or it may be used in an inductive or deductive way.

In this research the method used to study the selected media outlets coverage towards road safety from September 2018 to August 2019. The researcher select the year considering that they can show the program level of status and to be a base of comparison if further researchers done on the program. Also the researcher believes that one year data selection use to solve gap of inadequate data and wrong finding results of taking a few months episodes from the whole year. The researcher employed quantitative analysis using coverage frequency, themes, story source and frame to examine the content and used qualitative content analysis to explain the detail of the quantitative analysis. The researcher used mixed method to examine the coverage. The aim for using mixed method of content analysis is to systematically analyze road safety coverage in Ethiopia by the selected outlets through different platforms. This helps to assess how road safety issue presented with the contribution of media role on the issue in Ethiopia.

3.4.2 Ethical Consideration in Primary Data Collection

The researcher gives great concern for ethical issues in revealing the findings of the research. The researcher respected the dignity of the targeted informants and participants who are involved in interview. The researcher clearly explained the research aim and what is their role in it. The use of unnecessary language was removed from the interview questions. In different parts of this

research literature works were properly cited and any forms of fabrication or plagiarism were avoided from the research.

3.4.3 Secondary Data Collection Source

The researcher use published and un-published secondary source materials to support the finding of the study. Relevance secondary sources collected and utilized for the study. In the research hard and soft copy of books, journals, articles, reports, magazines, video and audio materials, photographs, documents and proclamations which are international and local were used to support the study.

3.5 Data Analysis Arrangement

In the research in-depth interview result is presented through narration. To demonstrate comparisons based on interviews response in some extent figures and tables were used. The content analysis part of each of selected media outlet coverage reviewed separately. To support the analysis of the findings different theoretical frameworks and viewpoints were also incorporated. The analysis part arranged to address the research objective of analyzing the practice of road safety TV programs on Walta and EBS.

Chapter four

4. Data presentation and analysis

This chapter of the research present data findings of the study using the collected data. The data obtained from the two road safety weekly television programs one year episodes, from depth interview and related print and related print and electronics sources.

The content review of the two programs outlets are presented in a systematic and suitable order categorized according to the programs presenting style to answer the research questions and meet the objectives.

As the main purpose of this study is to evaluate how the two road safety TV programs covered road traffic accident and road safety problems. The researcher used the most and the best ways in detail of each programs content with depth interview.

The researcher done data analysis and presentation parts; depth interview and content review quantitatively and qualitatively. The data used for content review of the two programs is from the time September 2018 to August 2019.

4.1 Coverage of road traffic accident and road safety issue by the two weekly road safety TV programs

``ke hiwot seleda`` weekly road safety TV program of EBS and ``Guzo`` weekly road safety TV program of Federal Transport Authority on Walta coverage is analyzed from the time September 2018 to August 2019.

4.1.1 ``ke hiwot seleda`` weekly road safety TV program of EBS

``ke hiwot seleda road safety TV program produced and transmits by EBS TV. The program transmitted weekly for 30 minutes' air time coverage. It concerns is road traffic accident and road safety, legal cases and other social problems.

4.1.2. Types of stories by Ke Hiwot Seleda (EBS)

``ke hiwot seleda`` weekly road safety TV program starts to transmit in September 2018. The trailer of the program starts with some kind of scary movie sound and black graphics of carton pictures with text which explain it like road traffic accident, transportation, legal issues

then social problems. Following this the program host introduces the program content of the week.

“ke hiwot seleda” weekly road safety TV program present each issue using drama. The story of each road traffic accident story of the actual person written in a drama script and the real person of the story replaced by actors who plays as the actual person of the story as it. Next to that after the story told and played by the actors, the person of the story or if they can’t speak because of the accident injury even after years their visual appearance and their nearby person who treats them interviewed also if the person of the story died the family members interviewed. After this video transmit discussion held in the studio about the story by raising questions like who is responsible? Why things happen in this way? And even if there is other related legal insurance amends cases raised by the journalist which is not satisfied the victims also the causes of accidents and solutions for them with government officials or concerned body.

From one-year program video analysis of 35 episodes only 11 are related to road traffic accident and road safety issue but the rest 22 are about other social problems and 2 of them are repetitions.

Etageghu Mekonen the program producer and host answers for the question why the number of programs only 35 as its weekly program is that because of seasonal break in each quarter of year which might take a month or more. Also other urgent live programs and holyday programs transmit ion shift it.

The researcher couldn’t show in which months are transmitted or not because that the videos downloaded from EBS you tube site as they are not cooperative and respondent more than two months for the request of the program data.

Ke hiwot Seleda weekly television program present road traffic accident and road traffic issue with other social problems. From September 2018 to Aug4st 2019 the program covered 11 stories about road traffic accident. The way transmission is presenting the true story by drama using actors. Ke hiwot seleda present 9 of the program in this way and the rest two as skimming documentary style.

From 9 of the stories in the two programs the victims don't express their feelings and only their visual appearance presented as they lost their speaking skills by the accident so one of the victim brother presented to explain how things became complicated and they can't get insurance payment. The producer and host of Ke Hiwot Seleda Etagegnehu Mekonen explained before the discussion on it that victim died few season ago and was so painful for who were in the studio in united for the discussion. In other two programs too family members interviewed after the story narrated by the drama.

The other two skimming documentary style programs focus on about the Ethiopian Celebrities lost their life by road traffic accident and the other one is about sharing Sweden experience and road safety. In the discussion of the 9 programs which held on the studio after the drama; issues of road safety and road traffic accident discussed. Insurance case, ever speed driving drink and road traffic accident discussed. Insurance cases, over speed driving drunk driving fake car driving license, penalty judgments, legal gap, yearly car technical supervision, causes and solutions and questions raised by the victims are the points discussed in the studio by invited professionals and concerned bodies.

4.1.3. Themes of Ke Hiwot Seleda (EBS)

Themes	Coverage Amount
Cause	3
Solution	1
Cause and solution	4
Pre-Preventive strategies	1
Policy	2

Table 5: Themes of ke hiwot seleda program (EBS)

The researcher categorized the first part of the program mean the drama for categorization as the discussion going based on it. The program used caused and solution team from 11 of its program and 1-time solution team. Cause themes presented 3 times, policy themes 2 time and pre –

preventive strategies 1 time. This shows that the program gives more attention for cause and solution.

4.1.4. Story source used by ke hiwot seleda (EBS)

Story sources	Amount
Government officials	14
Victims	9
Police	8
Families	3
Community members	1
Drivers	0
Journalists (Reports)	2
Others	2

Table 6: Story source used by ke hiwot seleda (EBS)

In the story source section, the researcher analyzed the whole part of the program which mean the drama and the discussions the program use government officials 14 times and victims 9 times as story source. Police used 8 times, families of the victims 3 times journalist (reports) 2 times as source of the stories. The researcher categorized as community member is a celebrity and 2 of victim friends categorized under others on the table.

4.1.5. Frame distributed by Ke hiwot seleda (EBS)

Frames	Amount
Human Interest	11
Economic consequence	6
Educative advocacy	11

Conflict	2
Morality	10
Empathy	10
Attribution of responsibility	9
Diagnostics	10
Prognostic	7
Motivational	2

Table 7: Frame distributed by Ke hiwot seleda (EBS)

In the Frame distribution analysis, the researcher analyzed the whole part of the program both the drama and the discussion Ke Hiwot Seleda used all kinds of frames which listed in the analysis category. Human interest, Morality, empathy, educative advocacy and diagnostic frame distribution amount is found in 10 and 11 times. Attribution of responsibility is 9, prognostic Frame is 7 and economic consequence frame is 6 times. Motivational frame and conflict frame are which used is small amount of 2 times.

4.1.6. Coverage of major causes of road traffic accident by ke hiwot seleda (EBS)

From all causes of road traffic accident; drinking driving, wrong way driving, over speed, improper turns, roads and environments are the major causes of road safety accident all over the world (MC Maahon, 2005). According to our country there are additional reasons suggested for the increment of road traffic accident. Car driving training schools gap to train efficient and ethical drivers, driving with fake driving license, regulatory body's failure to take responsibilities and some gap in formulation and application of law and regulation noted many times as one of the causes for road traffic accident in Ethiopia.

Major causes of road traffic accident	Coverage amount
Over speeding	5
Driving Drunk	2
Environment	1
Roads	1
Wrong way driving	2
Improper Turns	0
Car Driving training schools	1
Fake driving license	2
Other causes	4

Table 8: Coverage of major causes of road traffic accident by ke hiwot seleda (EBS)

Ke hiwot seleda television program covered all causes of road traffic accident listed for analyzing. Over speed covered more than others causes by 5 times and improper turn covered 0 times. Drink driving covered 2 times, environment and roads covered both 1 time, wrong way driving and fake driving license covered 2 times each of them and driving schools covered as major causes of road traffic accident 1 times. The researcher categorized driving without getting training. Making someone to train on the main road by who are not a trainer, not prior zing pedestrians and other related issues categorized as other causes.

4.2. Discussion findings

This part of the research answer the questions raised at the beginning of the research. The findings discussed using the program one year episodes of September 2018 to August 2019. The researcher used 11 program Episodes relevant to the research the depth interview informant's response also analyzed in this part of the study as one component of the findings.

4.2.3. Coverage Frequency

Ke hiwot seleda weekly television programs transmitted 32 programs in 48 weeks and only 11 are selected for this study which is relevant to the research. The time frame of the program episodes' selections is from September 2018 to August 2019. Key informant Etagegnaw Mekonen, the program producer and host of kehiwot seleda replayed for the question that why is the transmission of the program is only 32 in 48 weeks? Is the program take a seasonal break which could take more than a month to make a production for the next season and also national urgent live program canceled the program from the transmission.

The program is weekly program which transmit once a week for 30 minutes most of the respondents in the interview suggested that the coverage time amount is too small for this kind of issue which need continuous concrete work from the media. Ke hiwot seleda television program produces and host key informant Etagegnaw Mekonen not argued by other respondents in the interview suggested that the coverage time amount is too small for this kind of issue which need continuous concrete work from the media. According to her the program repeated two times within a week after transmit on the permanent set of day and time and also downloaded on youtube channel.

On the other hand, informants suggested the time of transmission need to be suitable to watch for the drivers. As Tigest Kidane FTA road traffic safety department team leader and Ayalew Seyoum a driver mentioned that ke hiwot seleda television program transmit when the drivers are driving and that they don't have an access to watch it.

However, the program producer and host tries to persuade how the coverage time is ample, in the nation which more than 5000 people died within a year because of road traffic accident is not efficient to make the time coverage of road safety television program only 30 min.

4.2.4. Themes

Ke hiwot seleda weekly television programs touches cause, solution, cause and solution, preventive strategies and policy themes. The coverage amount of cause and solution is 4 from the 11 program episodes and the cause is 3 policy team covered 2 times. Solution theme and Pre – Preventive time covered one time each in the 11 program episodes.

The program addressed the victims un-respond questions and grievance about insurance and penalty judgments Following this in one the program a victim named Addis Zemene whose story transmitted by the program invited in discussion after months and thanks the program that they help aim to get his insurance indemnification after his story and his case present and discussed with legal issue professionals and insurance fund administration official in the studio.

However, the program covered pre preventive strategies theme in a very minimal amount. As N3 FTA road traffic safety training expert who is one of the interview informants said that the program tries to present in the themes explained above but the main concern of program is transmitting road traffic accident stories after they already happened Solomon Tiumelisan argue with Samuel Yigezu and suggested this kind of programs need to make professional researches to work more on pre – preventive strategies and to challenge policies and rule and regulations which are not applied and which are not applicable too.

4.2.5. Story Source

Ke hiwot seleda television program story source analyzed from the selected one-year program of 11 episodes both from the drama and interview of the real victims it the drama production and discussion held in the studio by making the drama the trigger point.

Government officials are used more than other sources by the program which is 14. Victims also take the great role as a story source for Ke hiwot Seleda television program. In the selected 11 programs 9 of them are dramas which are played by actors but certain the interview of the victims too. In two episodes of the program victims not interviewed as they lost their speaking skills so that only their appearance presents visually for the audience and in one episode as the victim was passed away families give the interview, police used as a story source 8 times. From all, the programs don't include any driver in the coverage as a story source. Drivers are the one who take the great share on road traffic accident but the program doesn't include any of them. This implies that the program gave less voice for the drivers who are accused mostly as responsible for the traffic accident happening in national level. This also might take as ignoring the source of the problem and the acceding problem from the driver's angle which could bring negative impact in the responses given from other sides.

4.2.6 Frame

In this part of analysis, the distribution frame analyzed both from the drama and interview of the real victims done with the drama production and discussion held in the studio by making the drama the trigger point conflict and motivational frames are less used in the program. As the drama shows bloody bodies, the way the story present and the car crash which seem real makes the empathy frame the second most widely used by the program next to human interest and educative advocacy.

The researcher grouped the frames in to groups of four parts. 1. Human interest and empathy frames, 2. Educative advocacy economic consequence and attribution responsibility frames, 3. Morality and conflict frames, 4. Diagnostic, prognostic and motivational frames.

4.2.6.1 Human interest and empathy frames

According to Carlyle (2008), by portraying the accident without discussing the underlying causes of the accident in brief away, victims may be more likely to feel blamed for their own victimization and ashamed to tell their stories. Ke hiwot Seleda television program used dramas which show the life of the victims before the accident happened and also how the accident exactly happens to them briefly with the penalty judgment.

Dramas which made by the true stories of the victims makes the audience to share the feeling. The program is also successful in framing the stories by empathy frame. The drama scripts in detail of each victim background with his/her life goals, efforts and what he/she was doing during the accident. It also clearly shows that victims were nothing to do and were helpless in the condition when the accident happened.

4.2.6.2 Educative advocacy, attribution of responsibility and economic consequence frames

Economic consequence frame used in Ke hiwot Seleda television program even though it's not that much sufficient. The programs give focus for individual level economic crisis more than for national level. In the interview the interviews explain how road traffic accident affects the nation economy highly. Goytom Berhe mention that as we need to give concern for human being we need to magnify the damage and losses happen by road traffic accident that influence both the national image towards the globe and the influence it creates a foreign currency.

Education advocacy is one of the frames used widely by Ke hiwot seleda television program. The frame actually used not indirect way but in the dramas which are fully true story get some points how to keep our self from traffic accident. The other way that the frame considered used by the program is the legal procedures, the insurance cases, things that the victims or their nearby family could do when road traffic accident happen covered during the discussion which held in the 9 program episodes of 11. The gap in using this frame by the program is the issues which designed for educative purpose is not produce o the audience get it by observing and examining the story according to their understanding level.

Ke hiwot seleda use body I detail attribution of responsibility frame in 9 of the program episodes from the 11. In each true story drama, the script played by the actors and the narration explain well how the victims are harmed and how the drivers are responsible and because of their fault that the accident happened attribution of responsibility distribute mine times in one-year program of selected 11 episodes.

4.2.6.3 Morality and conflict frames

The analysis finding show that ke hiwot seleda television program used mortality frame in high level of amount next to human interest and educative advocacy which is ten times. According to vank (2000), morality frame is that the media after the society information on how to behave.

In both the drama of the program and in the discussion following it what drivers should do and what happened because of doing what they shouldn't.

The research finding result allocate the conflict frame distribution in ke hiwot seleda program is too low which is 2. Mostly the program focuses on just presenting what happened using true story drama and discussion based on it. The conflict frame distribution used by the program only during discussion the idea raised by two government organizations but there is no any planned issue framed in it by ke hiwot seleda.

4.2.6.4 Diagnostic, prognostic and motivational frames

Motivational frame is the other frame which ranked poorly which is two the same as conflict frame ke hiwot seleda television program produced two programs which used as an alarm call how road traffic accident is affecting each sector and the other episode addressed what measures should take to minimize current road traffic accident of our country. The information responds

that as one of the gaps which the program has is not presenting inspiring stories for concerned body.

Diagnostic frame used by ke hiwot seleda program in selected program episodes well the distribution amount of ten in the dramas of the true stories the cause of the accident explained well in detail. Almost all of the drivers' faults like to show how the accidents takes places by the drivers' faults like drunk serving, over speed, driving without training licensed and others reasons. One of the points raised by the depth interviews informants is that what over the program focus on what happened than what should heed to do pre preventive, it shows well that the real causes of traffic accident based on the true story dramas.

Frame analysis of Ke hiwot seleda television program done both in the drama and discussion parts of 11 episodes of the programs. The effects of road traffic accident on the individual as well as national level and providing solution is not set clearly but we can see well how it affect the individual life from the story of the drama and not the solution. As the program give more focus on what already happened and present it as the way to keep the audience sense it dominantly shows how the road traffic accident affect the life of the individual. In some of the discussion part and in one of the program which bring the distribution amount 7, explained well about both the causes and the solution too. This show that the program need to elaborate the view at least during the discussion part of address both the effect and the solution of the accident in individual and national level of status.

4.2.6.5 Major challenge and limitation of ke hiwot selda (EBS)

The researcher tries to find out what challenges and limitations are facing EBS television Ke hiwot seleda program side by side to the analysis of the gaps and strong side of the program.

Informant Etagegnew Mekonen producer and host of ke hiwot seleda television program explain three major points as challenge and limitation they face when in the production. The first one is the program need very large amount of finance as the program participate actors who plays as the victims and other needed characters in the story, vehicles which are the same as the true story and related costs. The victims also request money to share their stories and to be interviewed. EBS needed to cover these costs alone because government organization who are responsible

don't support financially and private sectors and trade companies prefer to give sponsorship support for entertainment program than this kind of social issue television program.

The second challenge mentioned by informant Etagegnew Mekonen is government officials are not accessible for the request of information specially if the issue of the program allocate the gaps of the system related to their organization. Lastly it's so hard to get the victims and the one who are accessible request payment so share their stories rather than to enhance the society awareness.

4.3 ``Guzo`` TV program of FTA via Walta

``Guzo`` weekly road safety television program produced by FTA and transmit by Walta. The program transmitted weekly for 20 minutes' air time coverage. It concerns is only road traffic accident and road safety issue. FTA is one of the most prominent and responsible organization for road safety and terms in road terms in road traffic system. The authority works in different ways to achieve its responsibility that expecting from it. One of the activities of FTA to minimize road traffic accident and to enhance the current road safety level is, organizing media department with professionals whom produce television road safety program production.

4.3.1. Types of stories by "Guzo" weekly road safety TV program of FTA via Walta

Guzo road safety weekly television program has magazine format style. It has three different sub programs with in it. ጉዞ ዳሰሳ (guzo dasesa) took most of the air time. It gives focus for different and of road safety issues both on the cause and solutions too. In this sample study of the program ጉዞ ዳሰሳ (guzo dasesa) touches different corners of road safety issues like car diving training schools gap, pedestrians gap on the road, disability and road safety and more others.

The second part of the program ጠረ ላይ (meri lay) seems the most educational messages transfer by celebrities and also there are some episodes which focus on car automotive sector that help to in hence awareness for the audience about car major bodies and safety major that we need to do.

The last part of the program አንድ ለጠንገድ (and lemenged) totally about educating the audience about major causes of road traffic accident and practiced daily by most of us. The program mostly takes in average between one and two minutes. It uses spots prepared by FTA and other organizations even from abroad.

Guzo road safety program tries to cover its informative and educative role with in twenty minutes by making the program in magazine format of style.

4.3.2. Themes of “Guzo” TV via walta

Themes	Coverage Amount			Total
	ጉዞ ዳሰሳ	ሞሪ ላይ	አንድ ለመንገድ	
	Guzo Dasesa	Mery Lay	(Ande lemnged)	
Cause	2	-	-	2
Solution	-	-	-	0
Cause and solution	10	24		34
Pre-Preventive strategies	10	6	31	47
Policy	9	1		10

Table 9: Themes of “Guzo” TV via walta

In the categorization Guzo road safety weekly television program themes the analysis done dividing the program in three parts according to the format.

In ጉዞ ዳሰሳ (guzo dasesa) part of program the cause explained two times but causes with the solution present ten times. According to pre – preventive strategies አንድ ለመንገድ (and lemnged) part of the program fully engaged in educating the public and by creating awareness present the road traffic accident. ጉዞ ዳሰሳ (guzo dasesa) also present then times pre-preventive strategies. In gives coverage nine times about policy issue both sorting out gaps and the success of practicing it.

4.3.3. Story source used by “Guzo” TV via walta

Story sources	Amount
Government officials	42
Victims	1
Police	22
Families	0
Community members	31
Drivers	15
Journalists (Reports)	6
Others	20

Table 10: Story source used by “Guzo” TV via walta

FTA media team produced Guzo weekly road safety television program. As FTA is one of the main responsible organization on road safety and most of officials of other organizations who work in cooperative with are easily available for the media team; the program uses government officials as story source more than the others. Not only this, most of the program especially Guzo Dasesa part coverage is different kind of meetings and public discussion of FTA with other stake holder following this; the number of government officials number as source is greater than the others. The number of community members used as a source is higher next to government officials’ number as source is greater than the others.

The number of community members used as a source is higher next to government officials. The program doesn’t use any family members on victims.

As a story source for the program the coverage amount for victims given is also low which is one as a story source on the analysis table which explain as others are different association leaders, car driving training school owners, Automotive professional and other profession professionals who are not listed in the table.

4.3.4. Coverage of major cause of traffic accident by Guzo of FTA via walta

Major causes of road traffic accident	Coverage amount
Over speeding	25
Driving Drunk	15
Environment	2
Roads	3
Wrong way driving	5
Improper Turns	3
Car Driving training schools	5
Fake driving license	5
Other causes	19

Table 11: Coverage of major cause of traffic accident by Guzo of FTA via walta

Guzo road safety weekly television program caused over speed as a cause of road traffic accident in the assessment of the whole three parts of the program selected data of this study. Drink driving take the second place to be covered as a major causes of road traffic accident in Ethiopia.

The other causes categorized in the table are cause like low efficiency of drivers, vehicles problem, pedestrian's wrong practices on the road, using mobile during driving and other related cases.

4.3.5. Frame distribution of Guzo of FTA via Walta

Frames	Courage amount		
	ጉዞ ዳሰሳ (guzo dasesa)	መሪ ላይ (meri lay)	አንድ ለመንገድ (And lemenged)
Human interest		1	

Economic consequence	23		
Education advocacy	7	25	30
Conflict			
Morality	8	16	30
Empathy		1	
Attribution of responsibility	8	5	30
Diagnostic	14	15	
Prognostic	21	10	
Motivational	1	4	

Table 12: Frame distribution of Guzo of FTA via Walta

Guzo road safety weekly television program has magazine format which means it has different separate parts in one program. During Frame Distribution analysis the researched analyzed the frames according to the three parts of Guzo program, ጉዞ ዳሰሳ (Guzo dasesa), ሞሪ ላይ (Meri lay), አንድ ለመንገድ (and lemenged).

As the type of አንድ ለመንገድ (and lemenged) is a way of message transmission about road traffic accident and road safety using spot it combines educative advocacy, morality and attribution of responsibility together in each single spots of it.

ጉዞ ዳሰሳ (Guzo dasesa) part of the program mostly present meeting and public discussion which discussion which different participants express their opinion in the discussion so the speakers and interview present in the program about economic consequence. Also at the beginning and ending the program about economic consequence additional to the speakers and participants. This makes the program to register the greater number type of frame which is 23 in the analysis.

prognostic frame is the second type of frame mostly used in the program especially in the ጉዞ ዳሰሳ (Guzo dasesa) part of it.

The other part of the program ጠረ ላይ (Meri lay) as it present interview of celebrities about road traffic accident and road safety by asking about the issue using different views for each of them and invites other professionals, it use different type of frames.

4.4. Discussion of finding

In this discussion part the research questions addressed by the analyzed data of year program episodes and the interview informant's response.

The finding discussed using the analysis explained in the beginning of the chapter in terms of types, themes, sources, frames and coverage on major causes by correlating with the theoretical frame work of the study.

In this chapter the profile and means of interview with the informants of depth interview presented earlier. The respondents are journalists of the two weekly television programs and editors also journalists from other media, training and awareness creation experts from FTA and from other professions who watched the programs and who inter link which road traffic accident and road safety issue directly or indirectly in their professional life.

4.4.1. Coverage frequency

According to the data gathered the program transmitted 31 programs in 48 weeks the number of transmission might be more than 31 but the researcher gathered from the Guzo media team 40 program episodes but 8 of them are repetitions and 1 of it is out the sample selection episodes. The researcher ask the question that could there be a situation that the program not transmitted in the week and team leader of Guzo media team informant Biruk G/Sadek explained that if there is holyday or if there is urgent national issue the program will be cancelled on the on the transmission day.

From the interview of the journalists of Guzo road safety weekly program several reasons raised in the coverage of the stories. The coverage of the air time which is law, the cost of air time and finance shortage is some of the problems mentioned by the journalist.

Key informant Belete Alene is one of the Guzo media team journalists mentioned that after they shift the program from EBC which was transmitted at the day time to walta the program transmitting in prime time after evening news. But all of the Guzo Media team agreed that the coverage time is too small.

Guzo road safety TV program producer informant Tatek Negash explain that the program role should be sharing of the better experience of other nations and alarming both the government and society, criticizing the sector policy and rules for better of road safety, painting out corrupt practices in the system, correcting the society distorted view of driving and other related works. Guzo road safety television program the problem is not only about the minimum air time but also not addressing its role explained before.

The other reason informant Tatek Negash raised about the coverage is; most of the program stories are covered after the accident happened. There is lack of skilled professional human resource who can give professional analysis about prevention action so most of the program contents are repetitive and boring.

4.4.4. Themes

The reasons which suggest as factors for road traffic accident and road safety problems are human factor, vehicle factor and environment or road factor. According to and sager and powers (1999), when issues and events have several side, the media tends to focus on certain elements of that issue of problem. The finding show that Guzo television program give more coverage amount for pre preventive strategies time by its አንድ ለመንገድ (and lemenged) part of the program አንድ ለመንገድ (and lemenged) present its message using spots which made both in our country and from the others. But the finding shows that this team is used in very low amount in the other parts of the program The other them most widely used by the program is cause and solution team used in high amount by the two parts of the program ጉዞ ዳሰሳ (Guzo dasesea) 10 and መሪ ላይ (mery lay) 24. But this coverage is not from detailed and professional analysis rather from the comment and n given from the comment and suggestion given from the public and participants on meeting covered by ጉዞ ዳሰሳ (Guzo dasesea) and also from the interview made with celebrities and others who engaged from different profession on መሪ ላይ (mery lay) part of the program.

As editor in chief of Walta road safety television programs need to work properly and intensively. They need to cover each corner of the problem well and this not should be by transmitting meeting and public discussions but with practical and actual fact of the nation.

Considering the finding the program has a gap to touch each of themes and to use the theme practically than presenting the idea by others opinions and mention in each program narrating causes and solution and other times too.

4.4.5 Story source

Story source is very significant for media in various ways. It influences highly the media coverage. Guzo television program dominantly use government officials according to the one-year analysis of the research. The program uses community members and police in high coverage amount next to government officials.

In the system which is criticized by corruption and multi issue problem sector considering the government officials dominantly specially reporting discussion, interview and public meetings is not much encouraged.

The program gives 31 coverage amounts for the community members. The community members who are categorized most of the celebrities known in their artistically works and related sector. The program episodes' contents show clearly that Guzo television program present repetitively one person. So even it gives better coverage amount for community members the person called invited on the program more than one time or more. This makes the audience to watch same face always and lack interest to watch the program. Also the program gives very small amount for victims and no coverage for victims' families.

Guzo television program is produced by the FTA which is run by other than PR department. So the story source coverage may relate with ownership influence which might not be made in purpose.

Guzo media team members or journalists suggested in the interview that most of the victims or their families are not voluntary to give interview for the program and that's why they use only available sources in the program coverage. But in any means, the program should do more on its source of coverage for the program.

4.4.6 Coverage of major causes of road traffic accident

It's widely accepted that the cause of road traffic accident categorized in three. Human problem, vehicles technical problem and road and the topography or environment is identified as the major road traffic accident causes internationally. Human problem or human factors include both the driver and pedestrian ethics and practices. Road and environment factor include the type of road and engineering design problem and also environment topography weather condition, altitude and related cases. According to our country beyond the above causes there are lots of serious cases which cause road traffic accident than other contents which owned very large amount of vehicles twice and more double than ours.

Most of the depth interview informants enumerate over speed driving. Pedestrians lower awareness about road safety practices, not keeping the distance when driving as the main causes of road traffic accident.]From depth interview respondent's informant Asmeret Negus, informant Tatek Negash and informant Etagegne Mekonen raised other points as major causes of road traffic accident. As informant Asmeret Negus, not using safety belt, helmet and improper motorcycle driving behavior are major causes for road traffic accident.

Informant Tatek Negash addressed the corrupted system of the sector which give efficiency assurance for vehicles which don't fit the need requirement. In the same way delivering the car driving license who is not trained examined using corrupt way for the sake of money as one of the major cause of road traffic accident. He explained as the second reason for road traffic accident is that the attitude given for driving profession is low as the government, drivers, parents, higher officials and whole society think driving is a profession of who can't achieve good result in educational status rather than the truth of driving is science and art. He mentioned that most of the law and regulations are not formulated according the nation actual fact but just copied from others as sharing good experience. Following this most of them are not practical after formulation.

Not only this the controlling system backwardness that not civilized according to current technology and which is not serious and constant the small salary of traffic police leads to corruption system that result unethical controlling measures and the responsible organizations of the sector work individually than corporately are taken as major road traffic accident by the producer of Guzo television program.

The coverage of major causes of traffic accident by Guzo television program analysis shows that over speed is the greater one than others and drunk driving too. Fake driving license, wrong way driving, improper turns, car driving schools, roads and environment also covered slightly as major causes of traffic accident. The researcher categorized as other causes and the amount of coverage is higher next to over speed which is 19 include using mobile during driving, drivers' efficiency, law practice of using zebra cross by pedestrians and related issues.

Guzo road safety television program covered almost most of the major causes of traffic accident but the way of presenting and description is not specific and detail which can show how each cause affect each part of society as it present using between the interviews and in the transmission of the meeting held by FTA or other concerned organization. The spots have a better role as covering major causes of traffic accident even though the time coverage is not more than two minutes in maximum.

It's better if the program produces episodes for each week to use both practical and scientific way of presenting each of major causes of road traffic accident.

4.4.7 Frames Distribution

Analyzing media frame includes the number of stories which were covered on the media and location within the media. Rather than the contents, media framing is related with the physical characteristics and particular frequency and location of the story (Entman, 1991)

The researcher finds from the analysis that Guzo television program used almost all framing with various amount of coverage except conflict frame.

One of part of the program አንድ ለሙንገድ (And lemenged) a message transmit by spots fall in different way from others categorized in the three types of frame educative advocacy, morality and attribution of responsibility as it holds all this frame at once.

The researcher tries to find out in detail during the analyzing steps by doing the analysis of three parts of the program separately. The categories to the frames grouped in to four descriptions of finding for the sake of simplicity. The groups are 1. Human interest and empathy frame, 2. Economic consequence, educative advocacy frame and attribution of responsibility frame 3. Morality and conflict frames and, 4, Diagnostic, prognostic and motivational frames.

4.4.7.1. Human interest and empathy frame

Semetko and valkeburg (2000), explained that because of news story market competition, media practitioners are exerting greater effect to produce stories that captures public's interest. It means that the frames we used influence the audience and make to have an interest to get to know the stories. Human interest frames have great role to catch the audience's attention easily and make them to stay watching the program without shifting the channels for searching other interesting programs.

Guzo television program of FTA via walta used human interest once in part of the program ሞሪ ላይ (meri lay) by presenting a victim interview. According to the one-year program episodes analysis of the stories coverage most of the program concern is meeting, public discussions held by FTA and other concerned organizations. The road traffic accident explains in terms of numbers in the transmission of the meeting of public discussions and interview also some visual pictures of road traffic accident areas as a flash but the program don't work to present road traffic accident and road safety issue framed in human interest.

The same as human interest frame the empathy frame distribution is just only once the program explain how it affect the society but describing the victimized people as victims is not clearly shown concretely.

4.4.7.2. Economic consequence, Educative advocacy and Attribution of responsibility frames.

Economic consequence frame widely used by the program specifically in ጉዞ ዳሰሳ (Guzo dasesa) part. Even though this part of the program contains the greater time coverage of the program which is 20 minutes and present meeting and public discussions, it tries to show how road traffic accident affect the economy in national level.

Educational advocacy is the frame used in the three parts of the program of the ሞሪ ላይ (meri lay) part of the program concerned in this frame more next to አንድ ለመንገድ (And lemenged) part of the program አንድ ለመንገድ (And lemenged) present in most cases celebrities and other professional which interview used about road safety accident and road safety issue concerning what is the going on the ground and their experience.

All of the information agreed that the program is so educational but the way of presenting need to be attractive. One of the informants Ayalew Seyoum said that sometimes he watched in not because the way of presenting makes him interested to watch but because he knows that the content is educative. He suggested that it's better if the program tries to produce program which can control the attention of the audiences by minimizing covering meeting and public discussions which give educational message but which need the audience intention to watch it until the end of the program.

in the three parts of Guzo program attribution of responsibility frame used well. In each part the caused stories suggest pedestrians, drivers and government organizations in the sector addressed to take actions on issue. From 31 of the program one year selected episodes; ጉዞ ዳሰሳ (Guzo dasesa) covered 8 times, ሞሪ ላይ (meri lay) covered 5 times, አንድ ለሞንገድ (And lemenged) covered 30 times attribution of responsibility frame.

4.4.7.3. Morality and conflict frames

Guzo television program morality distribution in the three of its program is ጉዞ ዳሰሳ (Guzo dasesa) 8 times, ሞሪ ላይ (meri lay) 16 times, አንድ ለሞንገድ (And lemenged) 30 times. From the data analyzing of story covered of each episode of one-year program things should be done by drivers, pedestrians, road engineering department, traffic police, license assurance sector and others transmitted. In the same way what things should not done covered too.

The spots used on አንድ ለሞንገድ (And lemenged) shown greatly what we need to do both as a driver and pedestrians. But it doesn't mean that the program works as expected to be using this frame. Amazingly there is no conflict frame used by the program episodes during selected one year of the study.

4.4.7.4. Diagnostic, prognostic and motivational frames

In the 31 selected Guzo television program of September 2018 to August 2019 episodes, diagnostic, and motivational frames in the ጉዞ ዳሰሳ (Guzo dasesa) and ሞሪ ላይ (meri lay) parts.

In ጉዞ ዳሰሳ (Guzo dasesa) part of the program diagnostic frame covered according to the meeting and public discussion speakers and participant's causes of road traffic accident mentioned not during the meeting or discussions in the cases happening to the area where the meeting or

discussion held. The Interviews of ሞሪ ላይ (meri lay) part of Guzo program explain the causes of road traffic accident towards there observation and experiences which covered the frame 15 times.

Prognostic frame distribution of Guzo television program is 21 times in ጉዞ ዳሰሳ (Guzo dasesa) part and 10 times in ሞሪ ላይ (meri lay) part of the program. In both parts of the program the effects of road traffic accident on the individual as well as the country and provides solution but the way presenting it is not specified and detail which is more dependent on expressing in number. The solutions are also suggested to in each participant of the meeting or the discussion and the interviews invited ሞሪ ላይ (meri lay) program whom most of them are celebrities and invited more than once.

Motivational frame is one of the frame distribution used is small amount by Guzo television program which is 1 time in ጉዞ ዳሰሳ (Guzo dasesa) part of the program and 4 times in ሞሪ ላይ (meri lay) part of the program the issued which present about how first aid is very important, its proceeding injuries to death because of un availability and our culture and life style that we are not familiar with first aid training and related issues framed by the researcher as motivational frame used by Guzo television program.

4.4.7.5. In-depth interview findings

The informants of in-depth interview agreed that ke hiwot seleda television program produced by EBS and Guzo television program produced by FTA transmit via walta not cover road traffic accident and road safety issue as much as expected from road safety programs. As Dr. Solomon Degfa, road safety television programs are not attractive to get the audience`s attention and the coverage amount of the programs doesn`t fit with the actual status of the issue.

Tigest Kidane said `` the programs should focus on the principles of safety goals using different presenting styles which can entertain and educate the society of all age level. Road safety programs need to be in suitable time for the drivers as they take the grate responsibility for road safety. ``

According to Ayalew Seyoum, some of road safety programs don`t show the reality of the road traffic accident and road safety issue. He explain that `` Guzo television program produced by

FTA cover it`s full air time with road traffic and road safety issue but most of the stories are covering of meeting and discussions held by FTA. It`s so limited to present the exact condition of road traffic accident and road safety in Ethiopia. ``

Ayalew seyoum mentioned that there should be adequate air time for road safety program. He said “ke hiwot seleda is doing well with producing stories as human interest frame but the program produces other social problem issues too which limit the frequency of road safety stories.”

The interviewees appreciate how ke hiwot seleda television program produced by EBS and Guzo television program produced by FTA are producing road traffic accident and road safety issues. The point that mentioned to get focus is , the programs need to give concern for identified problems of road safety.

Asmeret Nigus explained “It is good to have these programs for the change that we want in the sector. The gap in the program is not well organized and scientific that suggests pre-preventive practices.”

Solomon Tiumelesan said “Road safety programs need to have plan that organized with scientific research and findings. The journalists who engaged in road safety program need to have adequate information and related knowledge about road safety. Currently the programs are not doing in plan and specific goal of identified road safety problems.

4.47.6 Major challenges and limitations of the media

In this part of the study Guzo television program produced by FTA and transmit by walta major challenges and limitations discussed.

Guzo television program team members painted that as they don`t have their own studio and well organized and much modern production material which affect their capacity to produced program with the best and competitive standard as they want one of the interview editor in chief of walta said that they tried to support when Guzo television program team need technical help in the production beyond having an air time agreement deal with fair price. He also identified some challenges like drivers don`t want to be story source even they have evidence about un ethical

traffic polices and other corrupted officials in the sector, production material and victims are not volunteer for interview that Guzo television program team face.

Guzo program producer add some other points that challenging them when they produced. He explained that lack of professional human resource who can present scientific analysis, television (media) stations are not volunteers to transmit program or allow only small coverage of air time and human resource who just work according to routine practice than be skilled. Informant Yohanes Lema and informant Biruk G/Sadek explains well how finance is challenging for Guzo television production. According to their expression this is which makes the program to be only 20 minutes' program as it is so costly to pay for the air time.

The other interview of Guzo television team journalist mentioned that lack of necessity materials like vehicles and allowances for the journalists to cover road traffic accident and road safety issue in national level as expected from the program.

ke hiwot seleda television program produced by EBS and Guzo television program produced by FTA and transmit by walta producers and team members explains that there are lot of factors that challenge the production quality air time coverage amount and types of stories.

Biruk G/Tsadik FTA road safety assurance team leader said “The most challenges that affect programs are finance, production materials and lack of voluntary story sources. We don't have the new version of production materials to produce our program as much as the standard we want. We paid for air time after production and most media houses don't want to give prime time with charging less amount of money”

Takele Negash guzo television program, produced by FTA, program producer said “We face problem when we need professionals who can explain the issue in scientific way about the pre-Preventive methods of road traffic accident. The individuals in the sector are working in the issue with the experience rather than being a professional on road safety.”

Belete Alene guzo television program, produced by FTA, journalist mention lack of finance is the most challenging problem for the program. He said “guzo television program is national level program which cover stories in all parts of the country. But there is no vehicle and adequate

budget allocated separately for the program. Even if they want to produce in the better way they need to frame the stories according to the resource that they could only afford.

Etagehu Mekonen ke hiwot seleda television program produced by EBS producer and host `` we face to many challenges when we produce the program. It`s too coasty to produce this kind of program for private media house. Our program presents the true stories using drama so we should to pay for the actors, rent cars which look like exactly as the incident happened and most of the victims of the story need money to share their stories. Government organizations that are responsible for road safety issue are not interested to help the program in finance and private companies are not welling for be a sponsor for road safety program. ``

As Etagehu Mekonen they face challenge on story source both from the government officials and victims. She said `` we are challenging to get the accurate and trusted information because of the government officials are not respondent for our request. We tried to present stories which focus on the corrupt and an ethical practices on the sector and we want to do it more about it but the government officials don`t corporate for interview and studio discussion as they don`t want this kind of issue raised on media. This makes us to limit the number of road traffic accident and road safety than other social problem issues.”

The interviews explain that they are not satisfied by the stories the way they present and by the air time coverage amount but the challenge limits them to produce in high standard in every aspect.

Chapter 5

5. Summary, conclusions and recommendation

This chapter is the final chapter of the research which contains summary, conclusion and recommendations. The summary part of these research summarizes the overall research work presented earlier. Based on the findings from the two road safety television program episodes and depth interviews data analysis and discussion conclusion presented. Following the findings, the researcher suggests some recommendation points.

5.1. Summary

Road traffic accident is highly increasing from time to time. According to Federal police commission report more than 5000 people died yearly and 14 people died per day in average.

Road traffic accident or road safety issue is not one sector responsibility media are one of the responsible and the most important role player in minimizing and preventing road traffic accident. This research doesn't focus on only the stories coverage amount but the ways of presentation according to their frame usage. The research conducted with the objective of how road safety weekly television programs framed and addressed road traffic accident and road traffic issue in Ethiopia. It also examines how they are performing as road safety weekly television program. The study was carried out using mixed approach so as to develop the output. Content analysis and in-depth interview were employed to gather information.

The content analysis was used to analyze information concerning number of coverage, types of story, story sources and frames designing techniques of ke hiwot seleda television program produced by EBS and Guzo television program produced by FTA transmit via walta. The research takes one year episodes of ke hiwot seleda television program produced by EBS and Guzo television program produced by FTA transmit via walta from September 2018 to August 2019 as a sample and 15 in-depth informants conducted for the study.

The study analyze the programs in separate way using the same techniques present each findings quantitatively and in qualitative way. Based on the findings the conclusion of the research formulated and presented. The researcher includes the challenges each of the programs face to produce road accident and road safety stories in focus.

5.2. Conclusion

The researcher of this study drawn the following conclusions based on the findings which gained from the analysis and interpretation of the data.

Guzo weekly television program fully engaged in presenting road safety issue 31 programs produced and transmit from September 2018 to August 2019. Ke hiwot seleda weekly television program produced other social issue and road safety too. The program transmits 11 programs about road safety in one year from September 2018 to August 2019. Guzo television program air time is 20 min in a week and pay for walta to transmit it. Ke hiwot seleda weekly television program air time is 30 minute in a week which produced and transmits by EBS.

According to themes, story source, coverage of major cause and frame distribution there is a gap in both programs kehiwot seleda seems more focus on the victims and give a better coverage than Guzo television program ke hiwot seleda is better in framing stories by human interest frame Guzo television program used in audience educative frame than ke hiwot seleda.

Guzo television program is more dependent on government officials and most of its program especially in ጉዞ ሰሌዳ (Guzo dasesa) part which cover half of the air time in average is meetings and public discussions held by the FTA. Ke hiwot seleda use victims as the main source and government officials too but there is no driver whom his profession is driving that the person who drive for transportation purpose as a source.

Guzo television program work on pre – preventive strategies but which need progress and ke hiwot seleda need to work on this as it seem that it's almost in zero level. Guzo program economic consequence frame is better than ke hiwot seleda but not mean that it's enough. Both program should do on conflict frame and there is some flash seen in ke hiwot seleda and there is no any in Guzo program.

According to the analysis, Guzo road safety television program mostly acting as PR of FTA rather that road safety television program. It covered meeting and public discussion of held by FTA in average of 8 to 12 minutes by its 20 minutes paid air time program. The program face ownership challenges in covering stories and issue. Ke hiwot seleda program made the stories in human interest using drama but some of the drama should fail body, blood and a like thing which

could make fear and audience might lack interest to watch the program for the next time. It also gives more for what happen and not for what we should do as pre – preventive actions.

ke hiwot seleda television program of EBS and Guzo television program produced by government organization FTA and transmit via walta fulfilling their role by producing road traffic accident and road safety stories. But there are gaps explained in the finding part and producers and the journalists suggest the challenges that they are facing as a reason for it. According to the interview with ke hiwot seleda television program producer and host the program need large amount of money for the production as they present true stories by drama. The stories need to write in drama script and play by the actors. So, the cost for the actors, script writers and related production team is very high and companies are less interested to be sponsors as like as other entertainment programs. Guzo television program also challenged by finance constraints to provide stories which are concrete and professional that can change the behavior of the society. For Guzo television program not only production cost but also air time coverage payment is the major hindrance both for advanced production and limited air time coverage too.

5.3. Recommendations

This research has addressed on how road safety television programs were presented according to coverage in frame during the period. September 2018 to August 2019. The study selected ke hiwot seleda television program of EBS which is private and Guzo television program produced by government organization FTA and transmit via walta. Moreover, it would be advisable if further researches focus on each framing points in broad and how road traffic accident covered in private television station and government television station than program level in detail.

- During the interview with the selected interviewees the researcher noticed that most of the society doesn't have interest to watch road safety program as they are not produced in entertaining way. So road safety television programs need to superintend their programs for as and content. Also as road safety issue is not the only problem of old ages, youngsters or women or men's problem but it concern whole human being but most of our road safety television program including both studied in this research they are not designed according to each age level and life style of society. So media especially road safety television programs need to consider it.

- The researcher reached to the point depending on the data gathered and personal observation, why road safety television programs are not as they need to be is there is lack of proper knowledge on the issue of road safety and how it need to be so media organizations and FTA need to work together to share the relevant media theories and the basic professional knowledge of road safety.
- According to the interview with the interviews both programs collect the comment of who watched their program. But the researcher recommends that it is better to ask the one who are not watch the program why they are not watching it as it makes them to look back what they need to do on making the program interesting and accessible for the society.
- Lastly the researcher suggests that FTA to allocate enough amount of budget for Guzo television program to increase the air time coverage and the production team need to rearrange the program contents which can catch the audience interest, educative, criticizing the wrong practice in the sector; challenging the policy rule and regulations which need rather that covering of the meetings and discussions of the FTA in a very high amount of the program air time. This means the program need to act as a professional and safety television program than a PR as FTA already has PR directorate. Also it's advisable for ke hiwot seleda television program of EBS to produce road safety program alone than producing it as part of the social problem issue and presenting it in some of the program through the year.

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Appendix I
ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Region	NUMBER OF TRAFFIC ACCIDENTS					VICTMS OF MOTOR VEHICLE TRAFFIC ACCIDENTS								TOTAL PROPERTY DAMAGE ESTIMATE IN BIRR	
	DEATH	SERIOUS INJURY	SLIGHT INJURY	PROPERTY DAMAGE	General Total	DEATH		SERIOUS INJURY		SLIGHT INJURY		TOTAL			General Total
						M	F	M	F	M	F	M	F		
Tigray	301	459	97	550	1,407	268	106	632	226	447	137	1,347	469	1,816	47,397,561.18
Afar	53	24	6	71	154	66	6	40	9	26	5	132	20	152	89,781,800.00
Amhara	857	502	575	1,098	3,032	882	270	848	333	1,349	575	3,079	1,178	4,257	326,101,815.1
Oromia	1,319	729	532	1,806	4,386	1,475	407	1,286	424	1,072	514	3,833	1,345	5,178	236,362,117
Somalia	142	219	33	16	410	164	40	391	142	369	78	924	260	1,184	35,850,000.00

Ben. Gumuz	24	78	122	42	266	32	4	97	29	157	58	286	91	377	4,970,550.00
SNNP	582	608	199	154	1,543	557	163	829	292	648	274	2,034	729	2,763	29,557,590.00
Gambella	15	15	21	38	89	13	5	13	7	30	18	56	30	86	3,894,677.50
Harari	31	102	286	346	765	25	9	146	78	277	230	448	317	765	22,972,900.00
A.Ababa	456	1,903	1,074	24,928	28,361	392	193	1481	323	819	413	2,692	929	3,621	109,882,371.00
Dire Dawa	40	101	128	316	585	31	10	97	31	169	110	297	151	448	13,999,933.00
Total	3,820	4,740	3,073	29,365	40,998	3,905	1,213	5,860	1,894	5,363	2,412	15,128	5,519	20,647	920,771,314.78
						5,118		7,754		7,775		20,647			

Federal Police annual report of Number of road traffic accident in Ethiopia July 2017- June 2018 by Federal police commission

Appendix II
ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Region	NUMBER OF TRAFFIC ACCIDENTS					VICTMS OF MOTOR VEHICLE TRAFFIC ACCIDENTS								TOTAL PROPERTY DAMAGE ESTIMATE IN BIRR	
	DEATH	SERIOUS INJURY	SLIGHT INJURY	PROPERTY DAMAGE	General Total	DEATH		SERIOUS INJURY		SLIGHT INJURY		TOTAL			General Total
						M	F	M	F	M	F	M	F		
Tigray	329	483	60	640	1,512	290	96	618	236	257	124	1,165	456	1,624	96,524,434.82
Afar	36	33	11	114	194	52	4	66	7	13	7	131	18	149	35,480,300
Amhara	881	441	376	893	2,591	833	271	765	267	897	355	2,495	893	3,388	305,167,314
Oromia	1,209	535	480	1,738	3,962	1,096	382	1,057	391	1,046	340	3,199	1,113	4,312	189,972,568
Somalia	93	73	20	15	201	109	23	94	33	80	54	283	110	393	24,400,000

Ben. Gumuz	43	89	114	45	291	88	3	95	41	172	94	355	138	493	3,808,500
SNNP	594	536	105	85	1,320	584	128	865	287	511	214	1,960	629	2,589	30,600,469
Gambella	14	23	22	46	105	12	7	28	15	46	35	86	57	143	7,501,198.17
Harari	48	87	119	152	406	38	17	133	70	113	75	284	162	446	23,891,986
A.Ababa	460	1,926	1,143	26,019	29,548	406	122	1,745	465	1,006	268	3,157	855	4,012	141,822,992
Dire Dawa	31	98	137	475	741	24	12	101	28	178	64	303	104	407	13,715,119
Total	3,738	4,324	2,587	30,222	40,871	3,532	1,065	5,567	1,840	4,319	1,630	13,418	4,535	17,953	872,884,881
						4,597		7,407		5,949		17,953			

Federal Police annual report of Number of road traffic accident in Ethiopia July 2018- June 2019 by federal police commission

Appendix III

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Rank	Reasons for the road traffic accident	2007/8	2008/9	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2015/ 16	2016/ 17	2017/ 18	2018/ 19	Total
1	Don't give a way for other vehicle	1,704	1,804	1,820	2,270	3,285	4,609	4,532	3,676	5,725	6,622	6,646	7,752	50,445
2	Don't give a way for other pedestrians	4,045	1,780	2,221	2,835	3,184	3,785	5,388	7,831	4,355	5,427	4,513	4,742	50,106
3	Driving without keeping the right distance	346	2,794	1,916	2,150	3,080	3,692	2,744	364	5,909	8,469	8,756	8,790	49,010

4	Speed driving	2,009	1,200	1,343	2,584	1,739	1,967	3,222	4,256	3,536	3,878	5,558	4,691	36,013
5	Not keeping the right side lane	1,226	1,411	1,196	1,198	1,213	1,893	3,815	4,163	1,246	1,755	1,203	1,808	22,127
6	improper precedence	660	799	716	580	2,450	1,010	1,251	3,274	2,153	1,324	2,414	2,683	19,314
7	Improper turn	1,523	1,114	879	187	861	1,512	750	1,727	2,422	2,225	1,514	2,314	17,028
8	Other	400	293	230	645	799	946	597	945	505	583	923	1,248	8,114
9	Unknown	266	236	242	726	644	739	583	959	764	619	743	832	7,353
10	Unexpected turn	157	349	159	378	232	1,100	561	532	890	567	1,289	1,134	7,348

Federal Police ten years report of causes for road traffic accident in Ethiopia 2007/8 – 2018/19 by Federal police commission

Appendix IV

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Issue	Way of Presentation	Coverage Time
<p>Title የተሸረፈችው ከኮብ (The star she was wearing)</p> <p>About a car accident happen because of not giving prioritizing pedestrians on zebra cross. A discussion on the story and what happened after the accident related to the victim life and insurance case.</p>	<p>Drama</p> <hr/> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Daniel Kibret • Binyam Argu (Lawyer) • Asefa Mezgebu (Inspector from A.A Police commission) • Hasen Mohammed (Insurance fund Administration Agency) 	<p>10:00</p> <hr/> <p>18 Min 40 Sec</p>
<p>Title አሳዛኝ የትራፊክ አደጋ ከዱባይ እስከ ሱሉልታ (The tragic car accident story from</p>	<p>Drama</p>	<p>11 min 30 sec</p>

<p>Dubai to sululta)</p> <p>About car accident happen because of over speeding and make how it ruining the lives of the victim and her family.</p> <p>Discussion of the story, the insurance payment amount related to injury, about over speeding court decision on the driver.</p>	<p>Studio discussion with</p> <ul style="list-style-type: none"> • Inspector Debebe Dinku (Oromia police commission) • Temesgen Lapiso (Prosecutor) 	<p>18 min</p>
<p>Title አራስ ልጃቸውን ለመጠየቅ ከቤት ወተው የቀሩት አባወራ (A father who didn't return back home who went to visit his daughter who gave birth)</p> <p>Discussion on the story, speed ways (toll roads) accidents, drivers of speed ways (toll roads), the penalty judgments and the legal gap.</p>	<p>Drama</p> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Abdurazak Mubarek (Adiss Ababa toll roads enterprise) • Inspector Abera Bekele (Tulu dimtu traffic office) • Yakob Belay (FTA) 	<p>11 min 14 sec</p> <p>16:00</p>
<p>Title በአካል ጉዳተኛዎ ወጣት ህይወት እንዲህ መሆን ተጠያቂው ማነው?(who is responsible for the disabled youth life to be in this way?)</p> <p>Discussion on the story,</p>	<p>Drama</p> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Behaylu Tamrat 	<p>9 min 15 sec</p> <p>18:00</p>

<p>yearly car technical supervision and investigation, penalty judgment</p>	<p>(Nyala Insurance S.C law department)</p> <ul style="list-style-type: none"> • Mendeaye Addis (A.A Driver and vehicle licensing and supervision authority) • Gerye Tilahun (Vehicle fitness team leader) 	
<p>Title በሰው ህይወት መኪና መለማመድ (make car driving practice by making others life in danger)</p> <p>Discussion on the story, about cars without yearly technical supervision and insurance that get crash and injured or killed others.</p>	<p>Drama</p> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Adel Abdulahi (Insurance fund Administration) • Bekele Metku (FTA road safety training expert) • Endalkachew worku (Prosecutor) 	<p>11 min 20 sec</p> <p>15:00</p>
<p>Title መንጃ ፍቃድ የሌለው የሌለው አሽከርካሪ ያደረሰው የሞት አደጋ (A death accident</p>	<p>Drama</p>	<p>11 min 40 sec</p>

<p>by a driver who is not trained and licensed)</p> <p>Discussion on the story about false car driving license, list of legislative articles about false documents and court judgment. Also who prepare false car driving license and it's efficient.</p>	<p>Studio discussion with</p> <ul style="list-style-type: none"> • Behaylu Tamrat (Nyala Insurance SC law department) • Mesgan Kebede (A.A driver and vehicle licensing and supervisor authority deputy G\manager) 	<p>16:00</p>
<p>Title ወጥታ ከእነ ልጅ የቀረቸው አሳዛኝ እናት (The mother who didn't return back home with her kid.)</p> <p>Discussion on the story about the one who drive a car without training and get driving license, why this kind of accidents happen? Why not it gets solution? What kind of awareness creation work should do?</p>	<p>Drama</p> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Commander Niguse Girma (Oromia police PR) • Yakob Belay (FTA road safety director) 	<p>19:00</p> <p>5:00</p>
<p>Title የሁለቱ ጎረቤታዎች አሳዛኝ ፍፃሜ እና የወጣቱ ካሳ ክፍያ (The two neighbors tragic end up and the young man</p>	<p>Drama</p>	<p>9:37</p>

<p>insurance policy payment)</p> <p>Discussion on the story , why drivers escape after they make crash?, Drunk driving , the young man current situation that his story transmit before on the program and his insurance compensation payment</p>	<p>Studio discussion with</p> <ul style="list-style-type: none"> • Hasen Mohamed (Insurance fund Administration) • Adis zemne (victim his story transmitted on the program months ago) 	<p>10 min 30 sec</p>
<p>Title አደጋ በተደጋጋሚ የሚጎበኛቸው የአዲስ አበባ መንገዶች(አምግል ሊገዙ ወተዱ አደጋ የደረሰባቸው አዛውንት)</p> <p>Risky roads of Addis Ababa which have traffic accidents frequently/ The old man who went out from home to buy a light bulb got crushed by a car.</p> <p>Discussion on the story, about roads routine which are known by road traffic accident with the cause and solution.</p>	<p>Drama</p> <p>Studio discussion with</p> <ul style="list-style-type: none"> • Hgere Hailu (A.A Road Traffic Management Agency) • Engineer Betlhem Hailu (A.A Road Transport Office) 	<p>15:00</p> <p>10:00</p>
<p>Title በመኪና አደጋ ያጣናቸው</p>		

ታዋቂ ሰዎች(Famous celebrities we lose by car accident)	Documentary	20 min and 15 sec
Title አዲስ ነገር በስዊድን ምንደር (New thing from Sweden) Description video about Sweden previous severe road traffic accident facts and how they change this history currently Interview with FTA official about how we can share Sweden experience and what is planned as a nation.	Descriptive video	8:00
	Interview Yakob Belay (FTA road safety director)	10:00

Types of stories by “Kehiwot seleda” of EBS TV.

Appendix V

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Name	Sex	Organization	Position	Means of interview
Yohanes Lema	M	FTA	Road safety education and awareness creation director	Face to face
Biruk G/Sadek	M	FTA Guzo Media team	Road safety assurance team leader	Face to face
Tatek Negash	M	FTA Guzo Media team	Producer (journalist)	Via email
Belete Alene	M	FTA Guzo Media team	Host (journalist)	Face to face
Zelalem Endashaw	M	Walta	Chief editor	Face to face
Etagegnew Mekonen	F	EBS	Producer (journalist)	Via email

Profile of interviewed informants from the selected media outlets

Appendix VI

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Name	Sex	Organization	Position	Means of interview
Tigest Kidane	F	FTA	Road traffic safety department team leader	Via Telegram
Meglina Dosa	F	FTA	Road traffic safety department team leader	Via Telegram
Samuel Yigezu	M	FTA	Road traffic safety training expert	Via Telegram
Solomon Tiumelisan	M	Solomon Media & Communication Addis Automotive radio program	Journalist and Addis Automotive radio program producer on 97.1	Face to face
Goytom Berhe	M	Addis Automotive radio program	Automotive technician	Face to face
Inspector Dereje G/Maryam	M	Federal police commission	Crime prevention sector division Head of public relations and Audio visual.	Face to face
Dr. Solomon Degafa	M	Zowi Absiniya	Medical Doctor	Face to face
Ayalew Seyoum	M	Self employed	Taxi driver	Via phone

Asmeret Negus	M	Bloomberg initiative for global road safety	Road safety communication officer	Via email
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Profile of interviewed informants from FTA non media team and from other organization

Appendix VII

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

No	Issue	Way of presentation	Coverage time
1	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Public discussion with car driving training school owner and responsible organizations on the problems raise about the training schools.	Transmit the meeting with editing/suitable to the program to make air time	12 min and 5 sec
	Part II. ሞሪ ላይ (Mery lay) Explanatory interview with Bahirdar city car driving training school trainer about car light system and how it affects driving of it`s not wording property.	Interview with Solomon Bate car= driving trainer in Bahirdar city	4 min and 15 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/video which show how car crash or traffic accident occur due to driving training and licensed	Using spot made for this purpose.	42 sec
2	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Drivers share their experience special events that they save from getting crash.	Interview with drivers	9 mins and 45sec
	Part II. ሞሪ ላይ (Mery lay) Interview about car driving and driving ethics with Selome Tadese.	Interview with Soloma Tadese	4 mins and 42 sec

	<p>Part III. አንድ ለሌሎች (And lemenged)</p> <p>A spot which show that both driver and pedestrians have responsibility for road safety and protect them self and other from road traffic accident</p>	Using spot made for this purpose	1 min and 35 sec
3	<p>Part I. ጉዞ ዳሰሳ (Guzo dasesa)</p> <p>How disabled face road traffic accident because of the pedestrian walk way big by different organization and not made comfortable too when they constructed. also drivers how don't consider disables on the Zebra cross.</p>	Interview with disable A.A residents and some other who are not disable.	7 mins
	<p>Part II. ሞሪ ላይ (Mery lay)</p> <p>Discussion about car driving training schools, trainer and the western experience.</p>	Interview with Solome Taddese	8 mins and 17 sec
	<p>Part III. አንድ ለሌሎች (And lemenged)</p> <p>Short film/Video which show an old guy celebrating 50 years' marriage anniversary and telling for the family that he reached for this day and celebration because he doesn't drink and drive, don't drive over the speed and follow the rule and regulation of road safety.</p>	Using spot made for this purpose	1min and 30 sec
4	<p>Part I. ጉዞ ዳሰሳ (Guzo dasesa)</p> <p>Last week part two program about how disables face road traffic accident because of the pedestrian walk way dig by different organizations and not made comfortable too when they constructed. Also</p>	<ul style="list-style-type: none"> • Interview with disable A.A residents and some other who are not disabled. • Interview with Ashu sintayu (A,A T.M.E operation director) and Hagere Hailu 	7 min and 4 sec

	dome drivers how don't consider disables on the Zebra cross.	(A.A T.M.E road safety education & awareness director)	
	Part II. መሪ ላይ (Mery lay) Discussion about precautionary before driving our car.	Interview with Anduaem Melese (car driving trainer in Bahirdar Selam Car driving training School)	7 min and 44 sec
	Part II. መሪ ላይ (Mery lay) Discussion about precautionary before driving our car.	Interview with Anduaem Melese (car driving trainer in Bahirdar Selam Car driving training School)	11 mins and 45 sec
	Part III. አንድ ለመንገድ (And lemenged) Educational video which show how risky and dangerous of un proper turn.	Using spot made for this purpose.	2 min and 44 sec
5	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Public discussion with religion leaders, Ider leaders, disabled to make awareness creation work for them as they can teach their members about road safety and road traffic accident.	Transmit the meeting with editing to make suitable to the program air time.	11 min and 35 sec

	<p>Part II. መሪ ላይ (Mery lay)</p> <p>Discussion in titled “know, train and o\practice” about road safety and sharing personal experience and observation.</p>	<p>Interview with coach Sewnet Bishaw</p>	<p>6 min and 31 sec</p>
	<p>Part III. አንድ ለመንገድ (And Lemenged)</p> <p>Short film/video which show an old gay celebrating 50 years’ marriage anniversary and telling his family that he reached for this day and celebration because he doesn’t drink and drive, don’t drive over speed and follow the rule and regulation of road safety.</p>	<p>Using spot made for this purpose</p>	<p>1 min and 30 sec</p>
6	<p>Part I. ጉዞ ዳሰሳ (Guzo dasesa)</p> <p>Discussion with different parts of discussion with different parts of society about how the pedestrian road safety practice looks.</p>	<p>Interview with volunteers students, drivers and A.A</p>	<p>10 min and 35 sec</p>
	<p>Part II. መሪ ላይ (Mery lay)</p> <p>Discussion about traffic accident and safety and sharing personal experience and observation.</p>	<p>Interview with Webshet Workalemahu</p>	<p>7 min and 35 sec</p>
	<p>Part III. አንድ ለመንገድ (And lemenged)</p> <p>Short film/Video how asking text message while driving is dangerous and make to lose our self and beloved once.</p>	<p>Using spot made for this purpose</p>	<p>1 min and 36 sec</p>

7	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussion on keeping line while driving on the road.	interview with drivers and Dereje W/Yohanes (FTA transport directorate department deputy general manager)	11 min and 9 sec
	Part II. ጠረ ላይ (Mery lay) Discussion about car driving training school and public view, driver's ethics and female participation this sector.	Interview with Betelhem Member (car driving School owner)	4 min and 19 sec
	Part III. አንድ ለጠንገድ (And lemenged) How to give first aid for injured person?	Interview and demonstration by Dr. Yohannes (St, Paul Hospital, Abet Trauma Hospital Students Coordinator)	3 min and 28 sec
8	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Public discussion held by truck drivers to create owners for their association member with the collaboration of east showa zone police department, A.A police commission and Oromia region transport office.	Transmit the meeting with editing to make suitable to the program air time.	13 min and 12 sec
	Part II. ጠረ ላይ (Mery lay) Discussion about traffic accident and road and sharing personal experience and observation with an artist.	Interview with Mekdes Tsegaye	7 min and 4 sec
	Part III. አንድ ለጠንገድ (And lemenged) Short film/Video which show how using mobile	Using spot made for this purpose	56 sec

	is dangerous when you are driving.		
9	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Public discussion about how road traffic service is going on according to road safety in southern part of Ethiopia silte zone Welberg? And areas around like werabe and Delecho effective achievements a road safety.	Transmit the meeting with editing to make suitable to the program air time and interview with the area traffic department and transport office.	11 min and 48 sec
	Part II. ጦሪ ላይ (Mery lay) Discussion on the relation between driving and life with personal experience and observation.	Interview with Meaza Ashenafi (Federal court president)	8 min and 4 sec
	Part III. አንድ ለጠንገድ (And lemenged) None	None	None
10	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussion held after 4 days training for all regulatory bodies and traffic polices about how real traffic rule and regulation violence become one of the cause for traffic accidents and measures should be taken.	Transmit the meeting with editing to make suitable to the program air time.	10 min and 32 sec
	Part II. ጦሪ ላይ (Mery lay) Discussion on the causes for road traffic accident and driver's ethics with Ustaz Abubeker Ahmed Mohammed.	Interview with Ustaz Abubeker Ahmed Mohammed	5 min and 13 sec

	Part III. አንድ ለሞንገድ (And lemenged) Three questions from drivers theoretical training manual to artist Mekdes Tsegaye .	Interview with Mekdes Tsegaye	2 min and 30 sec
11	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussion held by FTA with regional transport offices about the corrupt system in the sector.	Transmit the meeting with editing to make suitable to the program air time.	11 min and 32 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about role of artistically works and the way we use it for road safety.	Interview with artist Makda Haile (2019/20 road safety Ambassador)	7 min and 21 sec
	Part III. አንድ ለሞንገድ (And Lemenged) Short film/Video which show how using mobile is dangerous when are driving	Using spot which made in Europe for this purpose	56 sec
12	Part I. ጉዞ ዳሰሳ (Guzo dasesa) How first aid centers and trauma hospitals necessary but we only have one which is Abet Addis Ababa burn, emergency and trauma hospital. Also new private trauma and emergency specialized hospital named Yanet established by Dr. Girma Ababi	Interview with Dr. Gellila Mengstu (G/Manager of Abet trauma hospital), Dr. Abera Alemneh (south Region surgical medication association president), Dr. Fekadu Teshome (orthopedic treatment specialist) and Dr. Girma Ababi (Yanet Trauma and Emergency hospital founder)	8 min and 40 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about road safety and road traffic accident with personal experience and	Interview with Muaze Tibat Daniel Kibret	7 min

	observation.		
	Part III. አንድ ለሞንገድ (And lemenged) Short film/Video how making text message whole driving is dangerous and make to lose our self and beloved once.	Using spot made for this purpose	1 min and 36 sec
13	Part I. ጉዙ ዳሰሳ (Guzo dasesa) Discussion held by Addis Ababa traffic management Agency with health professionals about road traffic accident, road safety and the role of health professionals to minimize the problem. Also how A.A T.H.A and health professionals could work together on road safety.	Transmit the meeting with editing to make suitable to the program air time and interview with the area traffic department and transport office.	12 min and 21 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about pedestrian road traffic practice, traffic police enforcement and personal experience and observation about road traffic accident and road safety.	Interview with Meaza Ashenafi (Federal court president)	5 min and 40 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/video which show how car crash or traffic accident occur due to driving training and licensed	Using spot made for this purpose.	42 sec

14	<p>Part I. ጉዞ ዳሰሳ (Guzo dasesa)</p> <p>Discussion about driving ethics problem currently observed and what should it look like.</p> <p>Dr. Biruk Lambeso (A.A.U Tikur Anbesa Hospital orthopedic treatment head)</p>	<p>Interview with</p> <ul style="list-style-type: none"> ✓ Ustaz Abubeker Ahmed ✓ Muaze Tibebat Daniel Kibret ✓ Artist Mekdes Tsegaye ✓ Artist Tsedeniya G/Markos ✓ Artist Debebe Eshetu <p>Yohanes Lema (FTA road traffic safety director)</p>	12 min and 55 sec
	<p>Part II. ጠረ ላይ (Mery lay)</p> <p>Discussion on road traffic accident and it Social effect.</p>	<p>Interview with Dr. Ayalew Zewde (Assistance professor in Abet trauma hospital)</p>	6 min and 21 sec
	<p>Part III. አንድ ለጠንገድ (And lemenged)</p> <p>Film/Video which shows both driver and pedestrians has responsibility for road safety and protect them self and other from road traffic accident.</p>	<p>Using spot made for this purpose.</p>	1 min and 35 sec
15	<p>Part I. ጉዞ ዳሰሳ (Guzo dasesa)</p> <p>South nation and nationalities region technology application for registering traffic lawsuit of drivers in a system using mobile text message.</p>	<p>Interview with</p> <p>Merkebu Tadese (South nation and nationalities region transport and road development office traffic safety and information efficiency director)</p> <p>Abnet Ermiyas (south nation and nationalities region transport department office)</p>	11 min and 5 sec

		network and data base officer) Assistance Sajen Danto Tulu (Hawase city administration traffic police) Shifa Ahmedin (silte nation and nationalities region road and transport development office head.	
	Part II. መረ ላይ (Mery lay) Discussion about road safety and road traffic accident according to medical view with personal observation and experience.	Interview with Dr. Biruk Lambiso (A.A.U Tikur Anbesa Hospital Orthopedic treatment head)	8 min and 7 sec
	Part III. አንድ ለመንገድ (And lemenged) Short film/Video which shows the use of using safety belt and what will happen if we don't wear it and accident happen.	Using spot which made in Europe for this purpose	27 sec
16	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Book inauguration ceremony written by Debebe Tenaw which focuses on drivers' ethics. Discussion about the book content and benefit for the sector.	Transmit the ceremony with editing to make suitable to the program air time.	11 min and 18 sec
	Part II. መረ ላይ (Mery lay) How to use steering wheel when driving it type and what kind of care we need to do for our steering wheel.	Interview with Abrham Alemu (Tsge car driving training center trainer at Dese city)	6 min and 15 sec
	Part III. አንድ ለመንገድ (And lemenged) Short film/video shows how and why we need to care for other drivers when we turn, change line	Using spot which made in Europe for this purpose	1 min and 9 sec

	and open/our car door		
17	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Graduation ceremony of 500 student traffic police and 50 volunteer mothers trained A.A.R.T.M.A	Transmit the ceremony with editing to make suitable to the program air time and interview with some of the graduates and officials	11 min and 18 sec
	Part II. ጠረ ላይ (Mery lay) Discussion on how the societies view drivers and things to do to make driving as respectful profession.	Interview with Tesfaye Niguse (car driving training school owner and A.A car driver training school association president	7 min and 13 sec
	Part III. አንድ ለጠንገድ (And lemenged) Short film/video which show how car crash or traffic accident occur due to driving without getting car driving training and licensed.	Using spot made for this purpose.	42 sec
18	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Experience sharing of the great work on the way of giving car driving training supervision in schools Tigray region	Interview with government officials, training school owners and trainers	12 min and 24 sec
	Part II. ጠረ ላይ (Mery lay) Discussion about road safety and road traffic accident according to medical view with personal observation and experiences	Professor Aklilu Agazhe	7 min and 4 sec
	Part III. አንድ ለጠንገድ (And lemenged) Short film/video shows how and why we need to care for other drivers when we turn, change line and open/our car door	Using spot which made in Europe for this purpose	1 min and 9 sec

19	Part I. ጉዞ ዳሰሳ (Guzo dasesa) One year report of journalists forum that organized by FTA	Transmit the meeting with editing to make suitable to the program air time.	12 min and 18 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about road traffic accident and first aid.	Interview with Nurse Bezabh Belayneh(Abet trauma hospital)	4 mins and 52 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/video which show how using mobile is dangerous when are driving	Using spot made in Europe for this purpose.	56 sec
20	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussion held by FTA with insurance company for collaboration work to minimize road traffic accident	Transmit the meeting with editing to make suitable to the program air time.	16 mins and 27 sec
	Part II. ሞሪ ላይ (Mery lay) Their questions from drivers theoretical training manual to Artist Tsedeniya G/Markos	Interview with Artist Tsedeniya G/Markos	2 mins and 7 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/video which show that we need to drive any and only according to the speed limit.	Using spot which made for this purpose	2 mins and 7 sec
21	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussion held by FTA with insurance company for collaboration work to minimize road traffic accident part two	Transmit the meeting with editing to make suitable to the program air time.	22 sec
	Part II. ሞሪ ላይ (Mery lay) Three questions from drivers theoretical training manual for to Artist Mekdes Tsegaye.	Interview with Artist Mekdes Tsegaye.	2 min and 13 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short video which show that we need not drink if	Using spot which made for this purpose	

	we drive.		
22	Part I. ጉዞ ዳሰሳ (Guzo dasesa) South nation and nationalities region motor cycle accident and controlling measures that should be taken.	Transmit the meeting with editing to make suitable to the program air time.	10 min and 27 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about road traffic accident and road safety and personal observation and experience.	Interview with chief Adisu Fantaye	5 min and 10 sec
	Part III. አንድ ለሞንገድ (And lemenged) Educational video which show how risky and dangerous of un proper turn.	Using spot made for this purpose	2 min and 44 sec
23	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Great public run held in Bahirdar city to make awareness about road traffic accident and road safety	Interview with organizers and participants	10 min and 42 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about road traffic accident and road safety and personal observation and experience (part two)	Interview with Chief Adisu Fantaye	1 min and 30 sec
	Part III. አንድ ለሞንገድ (And Lemenged) Short film/Video which show on old guy celebrating 50 years' marriage anniversary and telling for this family that he reached for this day and celebration because he doesn't drink and drive, don't drive over speed and follow the rule and regulation of road safety.	Using spot made for this purpose	11 min and 17 sec
24	Part I. ጉዞ ዳሰሳ (Guzo dasesa) First aid training for drivers given by ministry of health to minimize the number of death and	Interview with health professional who delivered the training, trainers and ministry	1 min and 9 sec

	injury happen after traffic accident because of law access of first aid for victims	of health officials.	
	Part II. ሞሪ ላይ (Mery lay) Discussion about road traffic accident and road safety and personal observation and experience	Interview with Artist Debebe Eshetu	8 min 13 sec
	Part III. አንድ ለሞንገድ (And Lemenged) Short film/video show how and why we need to care for other drivers when we turn, change line and open our car door	Using spot made for this purpose.	11 min and 36 sec
25	Part I. ጉዙ ዳሰሳ (Guzo dasesa) Discussion on how Sebeta Hawase woreda traffic system is going on and celebration of international traffic accident day.	Transmit the meeting with editing to make suitable to the program our time and interview with some of the participants.	11 min and 36 sec
	Part II. ሞሪ ላይ (Mery lay) How to use car brake when driving, its type and what kind of care we need to do for ours.	Interview with Birhanu Asmare (car driving training school trainer)	4 mins and 8 sec
	Part III. አንድ ለሞንገድ (And lemenged) Discussion about the role of artistically works to minimize road traffic accident.	Interview with Artist Shimels Abera (Joro)	2 min and 40 sec
26	Part I. ጉዙ ዳሰሳ (Guzo dasesa)	Transmit the meeting with editing to	10 min and 21 sec

	Discussions about F.T.A and Federal police law enforcement collaboration work supervision.	make suitable to the program air time.	
	Part II. ሞሪ ላይ (Mery lay) Testimony how road traffic accident affects individual life.	Interview with a victim deacon Hailu Mengstu	6 min and 37 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film which show how schools can aware society about road traffic accident and road safety using children.	Using spot made in India for this purpose	1 min and 10 sec
27	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Pre accident prevention we need to do when we drive in rainy season	Interview with FTA traffic awareness and training tem members	12 min and 45 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion about current status of road safety issues.	Interview with Yohanes Lema (FTA road traffic training director)	4 min and 4 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/Video which show that when we drive, our kids are learning our practice seating with us so we are responsible for the next generation too.	Using spot made in for this purpose	1 min and 58 sec

	Part II. ሞሪ ላይ (Mery lay) Discussion about road traffic accident and road safety and solutions.	Interview with Birhanu Girma (Addis Ababa road traffic management deputy general manager)	4 min and 50 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short film/video which show how using mobile is dangerous when we are driving	Using spot made in Europe for this purpose.	56 sec
29	Part I. ጉዙ ዳሰሳ (Guzo dasesa) Discussion held on Silte werabe zone about drivers ethics and road safety	Transmit the meeting with editing to make suitable to the program our time.	9 min and 10 sec
	Part II. ሞሪ ላይ (Mery lay) Discussion on a book written on road traffic accident with a title “የ18 አደባባይ ጋንጮሮ”	Interview with the book author Yigremachew Kefelegn (prosecutor)	8 min and 55 sec
	Part III. አንድ ለሞንገድ (And lemenged) Short Film/video which shows old guy celebrating 50 years’ marriage anniversary and telling for his family that he reached for this day celebration because he doesn’t drink and drive, don’t drive over speed and follow the rule and regulation of road safety.	Using spot made for this purpose	1 min and 30 sec
30	Part I. ጉዙ ዳሰሳ (Guzo dasesa) Discussion of FTA with house of people representatives transport department	Transmit the meeting with editing to make suitable to the program our time.	13 min and sec

	supervision comities on yearly report of 2018/20		
	Part II. ጠረ ላይ (Mery lay) Discussion and the way to give first aid.	Interview and demonstration with A with Altayew Mengesha (vital first aid and volunteer service founder)	6 min
31	Part III. አንድ ለጠንገድ (And lemenged) How Children be safe when they cross the road.	Interview with Inspector Asefa Mezgebu (A.A police commission)	2 min
	Part I. ጉዞ ዳሰሳ (Guzo dasesa) Discussions about F.T.A with house of people representatives transport department supervision committee on yearly report of 2018/19 which is part two of the previous week.	Transmit the meeting with editing to make suitable to the program air time.	11 min 57 sec
	Part II. ጠረ ላይ (Mery lay) Discussion on road traffic safety, how to drive, driver ethics and personal observation and personal observation and experience.	Interview with Tsegaye Berhe (Automotive professional)	6 min and 20 sec
	Part III. አንድ ለጠንገድ (And lemenged) Short film/video which show that we need to entertain our self by keeping safe from road traffic accident.	Using spot made in Europe for this purpose	1 min and 40 sec

Types of stories by “Guzo” weekly rood safety TV program of FTA via Walta

Appendix VII

ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Introduction

The following interview questions are designed to collect data through face-to-face with respondents (journalists and program heads) who would be purposefully selected from the two media stations such as EBS and WALTA also from Guzo road safety TV program producer Federal Transport Authority. The data obtained from the respondents would only be used for research purposes and will be kept confidential. In order to manage properly the responses of interviewees, the researcher with the consent of the respondents would capture their voices electronically. Your answers to my question would determine the content and findings of my research. Therefore; I kindly request you to provide your genuine response to all the questions openly to the best of your knowledge.

Thank you in advance for your kind cooperation!

1. What do you think are the key factors for road traffic accident in Ethiopia? Please enumerate at least three factors in their order of priority?

1st reason:

2nd reason:

3rd reason:

Others:

2. As a journalist how do you assess your level of information or understanding about causes, risks, and the highly vulnerable segment of the society and consequences of road traffic accident in Ethiopia?

Information understanding level	or	About most vulnerable segment of the society	consequences consequences
Very high			
Moderate			
Very little			
None at all			
I do not know			

Note: Please put "X" in the place of your choice

3. Do you think media has role to minimize road traffic accident in Ethiopia?

Yes -----

No -----

If your answer is yes please explain how? If your answer is No please explain why?

4. How do you rate the coverage of road traffic accident and road safety in Ethiopia by your program in terms of adequacy, quality and reliability? Why?

Rating	Adequacy	Quality	Reliability	Reason for your rating
Very high				
Moderate				
Very little				

None at all				
I do not know				

Note: Please put "X" in the place of your choice

5. Has your program offered chance to road traffic accident victims to have a say on the issue and their actual status? If yes, in what way?
6. Has your program offered chance for different sectors officials who are related directly or indirectly to road traffic accident and road safety to have a say on the issue and give explanation and respond when it needed?
7. Has your program made researches on which help as a pre accident prevention and work to bring solution for it?

Yes -----

No -----

If your answer is yes please explain how? If your answer is No please explain why?

8. Do you asses how much your program is accessible to the audiences and gather feedback from them?
9. What are the challenges you face in relation to addressing the issue?

A.-----

B.-----

C.-----

D.-----

10. In your opinion what should be done to improve the coverage style and quality of TV road safety programs?

Recommendation 1; -----

Recommendation 2; -----

Recommendation 3; -----

Appendix IX አዲስ አበባ የኒሽርስቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

መግቢያ

ይህ ቃለ-መጠይቅ መረጃ በተናጥል ወይንም ፊት ለፊት ለዚህ ጥናት ከተመረጡ ሁለት የሚዲያ ተቋማት ማለትም ከኢቢኤስ፣ ከዋልታና ከፌደራል ትራንስፖርት ባለስልጣን ጉዞ የቴሌቪዥን የመንገድ ደህንነት የቴሌቪዥን ፕሮግራም ውስጥ ከሚሰሩ ጋዜጠኞችና ፕሮግራም ክፍል ሃላፊዎች ለመሰብሰብ ታስቦ የተዘጋጀ ነው። በመጠይቁ የተገኙ መረጃዎች በሙሉ ለጥናቱ ዓላማ ብቻ የሚውሉ በመሆናቸው የሁሉም ምላሾች ሚስጥራዊነት የተጠበቀ ይሆናል። አጥኝው በተጠያቂዎቹ ፍቃድ መሰረት በቃለ መጠይቅ የተገኙትን ምላሾች በአግባቡ ለማደራጀት ይረዳው ዘንድ የድምጽ መቅጃ መሰሪያ ይጠቀማል። በመጨረሻም ጥናቱ የእርስዎን ተዓማኒ ምላሽ መሰረት ያደረገ በመሆኑ ከስር ለተዘረዘሩት ጥያቄዎች በሚያውቁት መጠንና በነጻነት እንዲመልሱልኝ በትህትና እጠይቃለሁ።

ለመልካም ትብብርዎ በቅድሚያ አመሰግናለሁ!

1. በኢትዮጵያ እየደረሰ ላለው ከፍተኛ የትራፊክ አደጋ መሰረታዊ ምክንያቶች ምንድናቸው ብለው ያስባሉ? እባክዎትን ቢያንስ ሶስት ምክንያቶችን በቅደም ተከተል ያስቀምጡ?

ሀ. የመጀመሪያው ምክንያት: _____

ለ. ሁለተኛው ምክንያት: _____

ሐ. ሶስተኛው ምክንያት: _____

መ. ሌላ ካለ ይጥቀሱ: _____

2. እንደ ጋዜጠኛ እርስዎ በትራፊክ አደጋ እና በመንገድ ደህንነት ጉዳይ እና የትራፊክ አደጋ ምክንያት ተብለው የሚጠቀሱትን ምክንያቶች በሚመለከት ያልዎትን መረጃና መረዳት እንዴት ይገመግሙታል?

ያልዎት መረጃና የመረዳት መጠን	ስለ ትራፊክ አደጋና የአደጋ	የመንገድ ደህንነት
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	ምክንያቶች	
ከፍተኛ ነው		
መካከለኛ		
ዝቅተኛ ነው		
ምንም ያላችኛም		
አለውቅም		

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫዎ ላይ ያስቀምጡ።

3. ሚዲያ የትራፊክ አደጋን ለመቀነስ ሚና አለው ብለው ያስባሉ?

ሀ. አዎ ለ. አይ

መልስዎ አዎ ከሆነ እንዴት? መልስዎ አይ ከሆነ ለምን?

4. በእርስዎ የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም ስለ ትራፊክ አደጋና የመንገድ ደህንነት ጉዳይ ላይ ያለውን አቀራረብ እንዴት ይለኩታል? ለምን? (ሰንጠረዥን ይጠቀሙ)

መጠን	የሽፋኑ በቂነት	ጥራት	ተአማኒነት	ለሰጡት ምላሽ ምክንያት
እጅግ ከፍተኛ				
ከፍተኛ				
መካከለኛ				
ዝቅተኛ				
ምንም መረጃ				

የለኝም				
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ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫዎ ላይ ያስቀምጡ።

5. የእናንተ ፕሮግራም በትራፊክ አደጋ ተጎጂ የሆኑ ሰዎችን በጉዳዩ ላይ ሀሳባቸውን እንዲገልጹ እድል ይሰጣል? ከሆነ በምን መልኩ?

6. የእናንተ ፕሮግራም ከትራፊክ አደጋ እና ከመንገድ ደህንነት ስራዎች ጋር በተያያዘ በቀጥታም ሆነ በተዘዋዋሪ ኃላፊነትና ተጠያቂነት ወይም የስራ ግንኙነት ያላቸውን ተቋማት፣ ባለሙያዎችና የስራ ኃላፊዎች በጉዳዩ ላይ ሀሳባቸውን እንዲገልጹ ወይም በአስፈላጊ ጉዳዮች ላይ ምላሽ እንዲሰጡ ያደርጋል?

7. ፕሮግራማችሁ በመንገድ ደህንነትና በትራፊክ አደጋ ዙሪያ ጥናት በማድረግ የቅድመ መከላከል የጥቆማ ስራ (ፕሮግራም) በመተግበር አደጋ እንዳይደርስ ይሰራል?

ሀ. አዎ ለ. አይ

መልስዎ አዎ ከሆነ እንዴት? መልስዎ አይ ከሆነ ለምን?

8. የፕሮግራማችሁን ተደራሽነትና የተመልካቾችን አስተያየት የምትሰበስቡበትና የምትመዝኑበት መንገድ አለ? ካለ በምን መልኩ ነው?

9. ይህን ፕሮግራም በምትሰሩበት ወቅት የሚገጥማችሁ ተግዳሮት ምንድነው?

ሀ. -----

ለ. -----

ሐ. -----

መ. -----

10. በእርስዎ አመለካከት የቴሌቪዥን የመንገድ ደህንነት ፕሮግራም የአቀራረብ መንገድና የጥራት ሁኔታ እንዴት ቢሆን ጥሩ ነው ይላሉ

ሀ. ምክረ ሀሳብ 1፤ -----

ለ. ምክረ ሀሳብ 2፤ -----

ሐ. ምክረ ሀሳብ 3፤ -----

Appendix X
ADDIS ABABA UNIVERSITY

School of Journalism and Communication

Introduction

The following interview questions are designed to collect data through face-to-face with respondents (journalists and program heads) who would be purposefully selected from different kind of professions. The data obtained from the respondents would only be used for research purposes and will be kept confidential. In order to manage properly the responses of interviewees, the researcher with the consent of the respondents would capture their voices electronically. Your answers to my question would determine the content and findings of my research. Therefore; I kindly request you to provide your genuine response to all the questions openly to the best of your knowledge.

Thank you in advance for your kind cooperation!

1. What do you think are the key factors for road traffic accident in Ethiopia? Please enumerate at least three factors in their order of priority?

1st reason:

2nd reason:

3rdreason:

Others:

2. According to your profession how do you assess your level of information or understanding about causes, risks, and the highly vulnerable segment of the society and consequences of road traffic accident in Ethiopia?

Information understanding level	or	About most vulnerable segment of the society	consequences consequences
------------------------------------	----	---	------------------------------

Very high		
Moderate		
Very little		
None at all		
I do not know		

Note: Please put "X" in the place of your choice

3. Do you think media has role to minimize road traffic accident in Ethiopia?

Yes -----

No -----

If your answer is yes please explain how? If your answer is No please explain why?

4. How do you think of the traffic accident and road safety issue programs coverage style should be?

5. How frequent do you follow EBS TV ``ke hiwot seleda`` road safety program and Federal Transport Authority ``Guzo`` road safety program transmit via WALTA TV?

Frequency of watching	Ke hiwot Seleda	Guzo
All of the time		
Mostly		
Occasionally		
None at all		
Others		

Note: Please put "X" in the place of your choice

6. How do you evaluate those programs in terms of addressing the causes, challenges and consequences of road traffic accident and informing the public about those issues?

Rating	About causes		About challenges		About consequence	
	Guzo	Ke hiwot Seleda	Guzo	Ke hiwot Seleda	Guzo	Ke hiwot Seleda
Very well addressed and informed the public						
Moderately well addressed and informed the public						
Poorly well addressed and informed the public						
I do not know						
Other						

Note: Please put "X" in the place of your choice

7. How do you evaluate the coverage style/frame of EBS TV ``ke hiwot seleda`` road safety program and Federal Transport Authority ``Guzo`` road safety program transmit via WALTA TV in terms of horrific, educative, morality, empathy and economic type? Please give short reason as to why you give the rating?

A. Coverage by Guzo

Rating	Horrific	Educative	Morality	Empathy	Economic	Reason for your rating
Very high						

High						
Moderate						
Very little						
None at all						
I do not know						

Note: Please put "X" in the place of your choice

B. Coverage by Ke hiwot seleda

Rating	Horrific	Educative	Morality	Empathy	Economic	Reason for your rating
Very high						
High						
Moderate						
Very little						
None at all						
I do not know						

Note: Please put "X" in the place of your choice

8. Have these programs give focus and work on pre accident prevention?
9. Have these programs improved the level of awareness about road traffic accident and road safety for you? If yes in what sense?

10. How do you assess the contribution of EBS TV ``ke hiwot seleda`` road safety program and Federal Transport Authority ``Guzo`` road safety program transmit via WALTA TV in reducing road traffic accident in Ethiopia?

Contribution for coverage	Guzo	ke hiwot seleda
Very high		
High		
Moderate		
Very little		
None at all		
I do not know		
Others		

Note: Please put "X" in the place of your choice

11. What do you think of about road safety TV programs way of coverage to improve the level of road traffic accident and road safety awareness and to minimize road accident in Ethiopia?

A. Recommendation 1; -----

B. Recommendation 2; -----

C. Recommendation 3; -----

12. What do you think of media (print and electronic) should further do for the minimization of road traffic accident in Ethiopia? (Focus on not been done at all or done very little).

A. Recommendation 1; -----

B. Recommendation 2; -----

C. Recommendation 3; -----

Appendix XI
አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት

መግቢያ

ይህ ቃለ-መጠይቅ መረጃ በተናጥል ወይንም ፊት ለፊት ለዚህ ጥናት ከተመረጡ ሁለት የሚዲያ ተቋማት ማለትም ከኢቢኤስ፣ ከዋልታና ከፌደራል ትራንስፖርት ባለስልጣን ጉዞ የቴሌቭዥን የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም ዝግጅት ክፍል ውጪ ላሉ ጋዜጠኞችና በተለያዩ ስራ ዘርፍ ላይ ላሉ መላሾች ታስቦ የተዘጋጀ ነው። በመጠይቁ የተገኙ መረጃዎች በሙሉ ለጥናቱ ዓላማ ብቻ የሚውሉ በመሆናቸው የሁሉም ምላሾች ሚስጥራዊነት የተጠበቀ ይሆናል። አጥኝው በተጠያቂዎቹ ፍቃድ መሰረት በቃለ መጠይቅ የተገኙትን ምላሾች በአግባቡ ለማደራጀት ይረዳው ዘንድ የድምጽ መቅጃ መሰሪያ ይጠቀማል። በመጨረሻም ጥናቱ የእርስዎን ተዓማኒ ምላሽ መሰረት ያደረገ በመሆኑ ከስር ለተዘረዘሩት ጥያቄዎች በሚያውቁት መጠንና በነጻነት እንዲመልሱልኝ በትህትና እጠይቃለሁ።

ለመልካም ትብብርዎ በቅድሚያ አመሰግናለሁ!

1. በኢትዮጵያ እየደረሰ ላለው ከፍተኛ የትራፊክ አደጋ መሰረታዊ ምክንያቶች ምንድናቸው ብለው ያስባሉ?
እባክዎትን ቢያንስ ሶስት ምክንያቶችን በቅደም ተከተል ያስቀምጡ?

ሀ. የመጀመሪያው ምክንያት: _____

ለ. ሁለተኛው ምክንያት: _____

ሐ. ሶስተኛው ምክንያት: _____

መ. ሌላ ካለ ይጥቀሱ: _____

2. እንደ ሙያ ዘርፍዎ እንደ ዜጋ እርስዎ በትራፊክ አደጋ እና በመንገድ ደህንነት ጉዳይ እና የትራፊክ አደጋ ምክንያት ተብለው የሚጠቀሱትን ምክንያቶች በሚመለከት ያልዎትን መረጃና መረዳት እንዴት ይገመግሙታል?

ያልዎት መረጃና የመረዳት መጠን	ስለ ትራፊክ አደጋና የአደጋ ምክንያቶች	የመንገድ ደህንነት
ከፍተኛ ነው		
መካከለኛ		
ዝቅተኛ ነው		
ምንም የለኝም		
አለውቅም		

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫዎ ላይ ያስቀምጡ።

3. ሚዲያ የትራፊክ አደጋን ለመቀነስ ሚና አለው ብለው ያስባሉ?

ሀ. አዎ ለ. አይ

መልስዎ አዎ ከሆነ እንዴት? መልስዎ አይ ከሆነ ለምን?

4. በእርስዎ አመለካከት የመንገድ ደህንነት የቴሌቫዥን ፕሮግራም ስለ ትራፊክ አደጋና የመንገድ ደህንነት ጉዳይ ላይ አቀራረብ በምን መልኩ መሆን አለበት ብለው ያስባሉ?

5. በኢቢኤስ ተዘጋጅቶ የሚቀርበውን “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቫዥን ፕሮግራም እና በፌደራል ትራንስፖርት ባለስልጣን እየተዘጋጀ በዋልታ ቴሌቫዥን የሚቀርበውን “ጉዞ” ሳምንታዊ የቴሌቫዥን የመንገድ ደህንነት ፕሮግራም ለምን ያክል ጊዜ ይከታተላሉ?

የሚያዩበት መጠን	ከህይወት ሰሌዳ	ጉዞ
ሁሌም(በየሳምንቱ በሚቀርብበት ጊዜ ሁሉ)		
ብዙውን ጊዜ		

አልፎ አልፎ		
ምንም አላይም		
ሌላ ካለ ይጥቀሱ		

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫዎ ላይ ያስቀምጡ።

6. የፕሮግራሞቹን የትራፊክ አደጋ መንስኤዎችና ውጣውረድና ውጤቱን ከማስተላለፍና ለህብረተሰቡ ግንዛቤና መረጃ ከማድረስ አንፃር ያላቸውን ሁኔታ እንዴት ይገመግሙታል?

መጠን	የትራፊክ አደጋን መንስኤ በተመለከተ		የትራፊክ አደጋን ውጣውረድ በተመለከተ		የትራፊክ አደጋን ውጤቱን በተመለከተ	
	ከህይወት ሰሌዳ	ጉዞ	ከህይወት ሰሌዳ	ጉዞ	ከህይወት ሰሌዳ	ጉዞ
እጅግ በጥሩ ሁኔታ ሽፋን በመስጠት ህብረተሰቡ መረጃ እንዲያገኝ አድረገዋል						
በመካከለኛ ሁኔታ ሽፋን በመስጠት ህብረተሰቡ መረጃ እንዲያገኝ አድረገዋል						
በዝቅተኛ ሁኔታ ሽፋን በመስጠት ህብረተሰቡ መረጃ እንዲያገኝ አድረገዋል						

አድረገዋል						
መረጃው አለውቅም	የለኝም					
ሌላ ካለ ይጥቀሱ						

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫ ላይ ያስቀምጡ።

7. በኢቢኤስ ተዘጋጅቶ የሚቀርበውን “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም እና በጨደራል ትራንስፖርት ባለስልጣን እየተዘጋጀ በዋልታ ቴሌቭዥን የሚቀርበውን “ጉዞ” ሳምንታዊ የቴሌቭዥን የመንገድ ደህንነት ፕሮግራም አቀራረብን በአሰቃቂ ሁኔታ በማቅረብ፣ በትምህርታዊ ሁኔታ በማቅረብ፣ በስነ-ባህሪ አንፃር በማቅረብ፣ በአሳዛኝ መልኩ በማቅረብ፣ ከኢኮኖሚያዊ ሁኔታ አንፃር በማቅረብ እንዴት ይመዝኑታል? እባክዎት ለሰጡት ደረጃ ምክንያቱንም ይጥቀሱ።

ሀ. “ጉዞ” ሳምንታዊ የቴሌቭዥን የመንገድ ደህንነት ፕሮግራም

የሚያስቀምጡት ደረጃ	በአሰቃቂ ሁኔታ	በትምህርታዊ ሁኔታ	በስነ-ባህሪ አንፃር	በአሳዛኝ መልኩ	ከኢኮኖሚያዊ ሁኔታ	ደረጃውን የሰጡበት ምክንያት
እጅግ ከፍተኛ						
ከፍተኛ						
መካከለኛ						
ዝቅተኛ						
ምንም የለም						
ምንም መረጃ የለኝም						

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫ ላይ ያስቀምጡ።

ለ. “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም

የሚያስቀምጡት ደረጃ	በአሰቃቂ ሁኔታ	በትምህርታዊ ሁኔታ	በስነ-ባህሪ አንፃር	በአሳዛኝ መልኩ	ከኢኮኖሚያዊ ሁኔታ	ደረጃውን የሰጡበት ምክንያት
እጅግ ከፍተኛ						
ከፍተኛ						
መካከለኛ						
ዝቅተኛ						
ምንም የለም						
ምንም መረጃ የለኝም						

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫ ላይ ያስቀምጡ።

8. በእርስዎ እይታ በኢቢኤስ ተዘጋጅቶ የሚቀርበውን “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም እና በፌደራል ትራንስፖርት ባለስልጣን እየተዘጋጀ በዋልታ ቴሌቭዥን የሚቀርበውን “ጉዞ” ሳምንታዊ የቴሌቭዥን የመንገድ ደህንነት ፕሮግራም በቅድመ አደጋ መከላከል ላይ ትኩረት ሰጥተው ይሰራሉ?

9. በኢቢኤስ ተዘጋጅቶ የሚቀርበውን “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቭዥን ፕሮግራም እና በፌደራል ትራንስፖርት ባለስልጣን እየተዘጋጀ በዋልታ ቴሌቭዥን የሚቀርበውን “ጉዞ” ሳምንታዊ የቴሌቭዥን የመንገድ ደህንነት ፕሮግራም ለእርስዎ በትራፊክ አደጋና በመንገድ ደህንነት ዙሪያ ያሉት ግንዛቤ እንዲጨምር አድርገዋል?

10. በኢቢኤስ ተዘጋጅቶ የሚቀርበውን “ከህይወት ሰሌዳ” ሳምንታዊ የመንገድ ደህንነት የቴሌቫዥን ፕሮግራም እና በጨደራል ትራንስፖርት ባለስልጣን እየተዘጋጀ በዋልታ ቴሌቫዥን የሚቀርበውን “ጉዞ” ሳምንታዊ የቴሌቫዥን የመንገድ ደህንነት ፕሮግራም በኢትዮጵያ የትራፊክ አደጋን ለመቀነስ ያላቸውን አስተዋፅዖ እንዴት ይገመግሙታል?

የሚያስቀምጡት ደረጃ	ከህይወት ሰሌዳ	ጉዞ
እጅግ ከፍተኛ		
ከፍተኛ		
መካከለኛ		
ዝቅተኛ		
ምንም የለም		
አላውቅም		
ሌሎች....		

ማስታወሻ እባክዎትን የኤክስ (X) ምልክትን በምርጫዎ ላይ ያስቀምጡ።

11. የህብረተሰቡ ግንዛቤ በመንገድ ደህንነትና በትራፊክ አደጋ ዙሪያ እንዲጨምር እንዲሁም በኢትዮጵያ የሚደርሰው የትራፊክ አደጋ እንዲቀንስ የቴሌቫዥን የመንገድ ደህንነት ፕሮግራም አቀራረብ ምን መሆን አለበት ይላሉ?

ሀ. ምክረ ሀሳብ 1፤ -----

ለ. ምክረ ሀሳብ 2፤ -----

ሐ. ምክረ ሀሳብ 3፤ -----

12. በአጠቃላይ የኤሌክትሮኒክስና የህትመት ሚዲያዎች በዋናነት በኢትዮጵያ የትራፊክ አደጋን ለመቀነስ ምን ማድረግ አለባቸው ብለው ያስባሉ? (በተለይ በጉዳዩ ላይ ዝቅተኛ ወይንም ምን ተግባር ያልተከናወነባቸው ላይ ያተኩሩ)

ሀ. ምክረ ሀሳብ 1፤ -----

ለ. ምክረ ሀሳብ 2፤ -----

ሐ. ምክረ ሀሳብ 3፤ -----

