



ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

**Quality of News Content in two Radio Stations in Addis Ababa:
Case Study of Abay FM 102.9 and Bisrat FM 101.1**

By
Berhanu Tessema

August, 2018

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School of Graduate Studies

This is to certify that the thesis prepared by Berhanu Tessema Beyene, entitled: Quality of News Content in two Radio Stations in Addis Ababa: Case Study of Abay FM 102.9 and Bisrat FM 101.1 and submitted in partial fulfillment of the requirements for the Degree of Masters of Arts in Journalism and Communication complies with the regulations of the University and meets the accepts standards with respect to originality and quality. Signed by the Examining Committee:

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Dedications

This thesis is dedicated to the memory of two generations: First to my late son, Yishak, who passed away in March 2017 at the age of 20. Dear Yishak, your memory is always afresh in me. Second to my mother, Kibe Gebre Michael, to my kindest and generous sister Gete Legesse and her husband, Bekele Amare, as well as their children, Netsanet(Free) and Tewdros(Deboche).

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

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Place of Submission: Addis Ababa University

Operational Definitions

Category and Sub Categories (10)-The news story are divided in to 10 sub categories that fits more or less proper to that category. The classification is made in what each story classified overwhelmingly after listening it meticulously.

Depth of News -This is what the quality standard of the stories as they are presented by the broadcasters and evaluated by the researcher for its integrity and completeness.

Relevance- /including **low relevance, no relevance**/refers what the news item individually represent at the time of reporting to the public. How fresh the news is, the newness of the information and its timeliness.

Types of News – this is the classification of the news according to their sources. Be it a single or multiple sourced news items.

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Acronyms /Abbreviations

ABC	Australian Broadcasting Corporation
AFP	Agence France Presse
AM	Amplitude Modulation
BBC	British Broadcasting Corporation
CNN	Cable News Network
EBA	Ethiopian Broadcasting Authority
EBC	Ethiopian Broadcasting Corporation
EPRDF	Ethiopian Peoples’ Revolutionary Democratic Front
ERTA	Ethiopian Radio and Television Agency
FDRE	Federal Democratic Republic of Ethiopia
FM	Frequency Modulation
FMs	Frequency Modulation radio stations
GCAO	Government Communication Affairs Office
GM	Global Media
ICT	Information Communication Technology
ITU	International Telecommunications Union
MCH	Ministry of Culture and Heritages
OBN	Oromiya Broadcasting Network
PLC	Private Limited Company
SPSS	Software Package for Social Sciences
SBS	Special Broadcasting Service
SNNPR	Southern Nations, Nationalities and Peoples’ Region
UNESCO	United Nations Educational, Scientific and Cultural Organization
UK	United Kingdom
USA	United States of America

Abstract

My research focuses on two FM radio stations in Ethiopian capital-Abay FM 102.9 and Bisrat FM 101.1 in serving their audiences by providing content deliveries in news writing and reporting. The study based on what listeners of the mushrooming FM radio stations complaints on lacking content from the broadcasters particularly news in keeping informing them about their lives and what is going on in their surroundings and beyond that internationally. The research's specific objectives and research questions were focused on examining the reasons of the broadcasters in delivering their works in professional ways keeping standards, assessing the factors that affect the quality of news and investigate what room the radio stations have to diversify their sources of news. The stations are selected by taking the time of their licensing, since they were the second generation FM radio stations in the capital(and of the country).The time of the study was from early March- mid April 2018 for six weeks (Monday- Friday). A total of 542 news items Mid-day(12:00 p m) news from Abay and early evening news(06:00 p m) from Bisrat were collected, coded, categorized and evaluated as well rated for their news values. The researcher utilizes both qualitative and quantitative research methods. News of radio stations thoroughly investigated by hearing each of them qualitatively in professional ways the quantitative research work was done by Software Package for Social Sciences (SPSS). The findings reveal that the problems of lacking content from the FMs are a real one. It has to be addressed by the regulatory body by enforcing existing regulations on local content and adopting experiences from other countries. Broadcasters have to quench thirst of their audiences need their information provision role in quality and keeping balance with their other roles of the media to the public -entertainment and education.

CHAPTER ONE

INTRODUCTION

1. Introduction to the study

1.1 Background

The history of human kind is the history of communication. Man lives throughout history communicating one another -in small groups or in broad forms. This planet turns itself into global village fast, so, the need for information is vital for our day to day activities. Communication is an exchange of information, beliefs, experiences, views, opinions and sharing of meanings among individuals, peoples, and cultures among other things.

Media is one means of communication for mankind. For peoples in developing countries media is the most important tool for poverty reduction and speeding up development, and building democratic system. It also helps to keep the existing social interactions and cultural diversity of the peoples. Media are the sources of information to empower people. It provides information to decide on peoples' lives for better in different ways of its presentations.

For Coronel (n.d, p 13) democratic society requires citizen participation and media are the vehicle that keep citizens in the business of administration and help them to take action. "As a tool for information dissemination, the media aid the public in making informed choices." Democratic society requires citizen participation. As a tool for information dissemination, the media aid the public in making informed choices here:

Democracy requires the active participation of citizens. Ideally, the media should be informing, educating and mobilizing the public. In many new democracies, radio has become the medium of choice as it is less expensive and more accessible. FM and community radio have been effective instruments for promoting grassroots democracy by airing local issues, providing an alternative source of information to channels, and reflecting ethnic and linguistic diversity (Coronel, n.d, p 2).

As Myers (2008, p.5) puts it, radio is still the dominant mass-medium in Africa with the widest geographical reach and the highest audiences compared with television (TV), newspapers and other information and communication technologies (ICTs). Overall, radio is enjoying a renaissance and numbers of small local stations have exploded over the last twenty years, due to democratization and market liberalization and affordable technologies. Radio seems to have proven itself as a developmental tool, particularly with the rise of community and local radios, which have facilitated a far more participatory and horizontal type of communication than was possible with the older, centralized broadcasting model of the 1960s and 70s.

It leaps around the world on short waves linking the continents in a fraction of a second. It jumps to high satellites to put its footprint across a quarter of the globe. It brings those who cannot read and for those who cannot see.

Nowadays, the distribution of radio content by satellite has aided the rebirth of the radio networks. Music and other forms of radio content can be distributed quite inexpensively to thousands of stations. As a result, one “network” can provide very different services to its very different affiliates as elaborated by the scholars in the field. The unpublished document of GCAO of June 2016 states that the current status of the media in this country are not in a position of satisfying the peoples’ needs for information, among these problems cited by the Office, one is the problem of content delivery.

The audiences do not get what they would get from the media in terms of informational and educational programs and even in some media outlets their right of entertainment is denied. “Ethiopia lacks what this country has in terms of its geographical location, its diversity of nations, nationalities and peoples and in languages from its broadcasting service delivering institutions”, the discussion paper for prepared for forming the Ethiopian National Media and Communication Policy, which is under the Office as reveals.

EBA is responsible for the tasks of issuance and regulation of broadcasters in this country. The Authority’s last year inspection showed that broadcasters lagged behind in their roles of building one economic-political society ,constructing democratic unison among citizens, and

building national consensus among the peoples, hosting diversity of ideas, as well safeguarding editorial independence. Besides that the content of the media is nowadays fall under the influence of commercialization the Authority reviewed.

This researcher tries to demonstrate what FM radio stations in the capital, especially “Bisrat” FM 101.1 and “Abay” FM 102.9 radio stations lack in terms of delivering local content that acceptable to news writing and reporting .The problems of delivering local content as the profession demands in their news broadcasts will be assessed.

1.2 Statement of the problem

The existence of mass media in this planet has three general objectives: information, education and entertainment. Whoever controls the media outlet these are the pillars of the media in the past, present and in the future. The role of media all over falls under these objectives-ownership, objectives and goals remain the same. Media outlets have no difference in this regard whether it is in hands of the government and privately administered. The roles of the media remain so vital from social, political and cultural points of view of the society it serves. Thus, the media have a responsibility serve the public by providing information pertinent to their audiences.

Fraser as cited by (Mikissa,2010,p.18),the broadcasting media will be successful if it is capable of stimulating creativity and participation, speeding up the emergence of the national culture rich and its diversities, promoting an economic activity, brotherhood and national values. The main objective of the private FM radios ought to be the improvement of people’s lifestyle both materially and politically. The broadcasters should serve the public interest because the airwaves are an enriching and limited resource that should be employed most judiciously for the needs and aspirations of the entire spectrum of society.

FM radio stations make little or no investment in news or analysis of global or national political developments and very little exposure or reference to the rural, marginalized majorities in the country. Only pure entertainment, trivial information and gossips about the lives of western celebrities and English premier league stars cannot help the country and its people betterment. In

this regard, continuous audience research can have paramount importance to undertake such criticisms, which are likely to be the concern of Ethiopian media as well (Milkissa (2010, p.19).

In most developing countries such as Ethiopia, “ mass media are considered the most powerful channels used to educate, inform and encourage people to build a nation in which spiritual richness and material comfort can exist in equilibrium.” Thus, the main criterion is the evaluation the media output is the extent of its influence on the society (Nigussie , 2008 ,p.23).

There are problems in delivery of the local news in most FM radio stations in presenting in what their audiences expecting of them. Local news are lacking in its relevance to the peoples’ lives in general. The quality or depth of the news is not satisfactory. The sources of the news are similar and they do not give place to peoples’ voice and do not give proper attention of issues what the people think and discuss about. So, the stations do not give enough emphasis for the communities that they ought to serve properly for which they licensed to render services in the airwaves.

The problem becomes the concern of government and the media and communication sector in general, GCAO in particular takes content development of the media of the country as one of the 12 sub programs of study as indicated in the unpublished document of June 2016. EBA review of broadcasters in 2017 also reflected on local content delivery of FMs in similar manner.

This researcher tries to show the ways and possible solutions to the problems faced by the stations and their audiences get the most by hearing these radio stations.

1.3 General Objective

The thesis, therefore try to explore what FM broadcasters lack in presenting local content to satisfy their audiences needs and aspirations particularly in news delivery.

1.3.1 Specific objectives

1. To examine the reasons of the broadcasters in delivering their works as professional news writing and reporting standards demands,

2. Assessing factors that affect the depth (quality) news affect by the broadcasters,
3. To examine what room the radio stations to diversify sources as per standards of news.

1.3.2 Research questions

1. Are the broadcasters working as per the standards of news writing and reporting?
2. What factors affect the depth (quality) of news by these broadcasters?
3. Are the sources diversified as the standards of news writing and reporting demands?

1.4 Significance of the study

As Coronel (n.d, p.14) put it, in many new democracies, radio has become the medium of choice, taking the place of newspapers in drawing citizens to the town square for discussion and debate. Compared to television, radio is a less expensive and more accessible media and is popular in poor countries where the media infrastructure is not well developed.FM radio with its localized signal can be an instrument for promoting grassroots democracy.

This researcher tries to show how the radio stations should reflect in their news broadcasts reflect issues of the public in professional ways of delivering locally significant matters interestingly and in the ways that attract their audiences' interests for long times ,if possible permanently. How they can handle in providing information in their news casts will be the main point of this study.

1.5 Scope of the study

This researcher will see the experiences local content delivery from different countries, developed and developing with due interest in respecting their own identity and ownership. I think, we are missing these points from our broadcasters especially, FMs.

What our broadcasters lack in delivering in our content is my focal point in this thesis. Thus, I bring experiences from abroad on the subject matter to be a lesson for us for respecting our identity, owner of the media that in services of the public interest. The researcher tries to study local content deliveries of two FM radio stations (Bisrat and Abay) in their news broadcasts in their locally and from international sources.

The researcher didn't find any research concerning these two radio stations. My research on these radio stations will shed light for further research in local content production and presentation for investigations in other FM radio stations and other media outlets of this country in which the audiences deserves for betterment of their lives.

The Study will be conducted mainly on qualitative research method, and add quantitative research method occasionally. So, it mixes the two methods. Even if, content is the main problem for all media outlets in this country in general and particularly for those in the capital the thesis concern on two purposely selected FM radio stations in Addis.

1.6. Limitations of the study

The thesis limits itself for two FM radio stations, out of 14 FM radio stations that take air waves daily. My research takes only one sixth of the radio stations in the capital. Due to limited resources of time and finance, the researcher confides himself in studying these two radio stations focusing on their informational particularly news broadcasts only. This research does not review the entertainment parts of these stations.

I exclude state owned FM broadcasters such as FM 97.1, which is under the national broadcaster: EBC, FM 96.3, under Addis Ababa City Administration. As well as SNNPR's, FM 91.6. I also exempted FM 92.3, under OBN of the Oromiya National Regional State. This broadcaster uses Afan Oromo Language.

These are commercial broadcasters they are entitled to broadcast generalist programs in their air times as their licensed by EBA, which licenses and regulates the media of the country for their content deliveries. The stations host musical shows of different types by outsourcing and by their own staff, but these programs are not my focus areas for this research.

There are some sports programs entertained by these broadcasters especially "Bisrat" 101.1 has broadcast sports programs including live foot ball tournament coverage. I exclude it from this study since it is too broad and out of the objective of this research.

Lack of researches and well documented materials for local content development on Ethiopian media in general, particularly on the two FMs might have affected this research paper in some way.

1.7. Organization of the study

The thesis has five chapters including the introductory chapter. Chapter two of the study establishes the discourses, practices and concepts set forth by various scholars in explaining the relationship between content and mass media broadly, particularly the role of local content of private FM radio stations.

Chapter three of the research discusses the methods used in data collection and analysis of these data, strengths and weaknesses, description and criteria for the selection of the samples, and the nature of empirical materials gathered.

Chapter four presents the findings, analysis and discussion and interpretation of the data. Finally, Chapter five presents the conclusion of the thesis with possible solutions and recommendations.

CHAPTER TWO

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2. 1 Introduction

In this era of information technology and the most useful weapon of communication called, radio has still a role to play in disseminating information, education and entertainment. Even if some people branded it as a “blind media”, this useful weapon is serving mankind in for over 100 years. It’s place in this sophisticated digitally connected world even in economically advanced countries today. “Radio broadcasting is in a process of change. Broadcasters are looking for new perspectives to make the business profitable and face digital media competition.” These days radio researchers has looking for a two way perspective, understanding radio both as sound broadcasting and other forms of media, in questioning radio as a social institution(ITU,p.153., UNESCO,2018,p.1, Cordeiro, 2012,p.492).

According to McLeish (2006, pp.9-11)radio works in the world of ideas and in serving the society enormously. It is a medium of education that excels with concepts and facts. Radio dramatically illustrates events in history or pursuing current political thought. Radio’s role in services of the society in speeding up the information process and giving awareness are huge.

“It disseminates ideas. They may be radical, leading to new beliefs, so promoting diversity and change or they may reinforce traditional values, so helping to maintain social order through the status quo.”

As Obada (2018, pp. 95-116) mentions radio remains very popular around the world, specifically Since 1930s, due to it is free and easily accessible everywhere. Radio plays a significant role since it has radicalized the face of human communication, and ultimately become in which people are informed, taught, nurtured, and reformed and relaxation. “Radio as a mobilizer and a formidable factor in the new world order in economy, technology and politics, and it as the cheapest, safest, and the most effective medium of communication available to man.” Radio reaches more than 90% of the population of European countries, this enduring popularity has rooted broadcast of radio is strong in European society.

Radio is the leading technology that serves the population in the developing countries. (UNESCO, 2018, p.1). “Radios are everywhere, with at least 75% of households in developing countries having access to a radio.” Members of the family such as spouse or partner and children listen together. Besides that, people and policy makers use the media to change to change life styles for better.

According to Mytton (1989,p.1, Myers (2008, revised March 2009), p.8, Da Costa, 2012, pp.135-138) radio remains the top media in terms of the number of people that it serves despite a widespread liberalization of the press and expansion of television after 1990s. Radio outstrips both media in reaching most people in especially in Africa. Even if there are variations between countries in access to and use of radio, “the weekly reach of radio ranges from about 50 percent of adults in the poorer countries to virtually everyone in the more developed ones. But even in some poor countries the reach of radio can be very high.” Radio is still the dominant mass-medium in Africa with the widest geographical reach and the highest audiences compared with TV, newspapers and other ICTs. Radio’s place in African society is great because radio sets are cheap, portable, run independently of power grids and do not exclude illiterates, so radio is the media of choice for more than two thirds of Africans. For 100,000 people on average 20,000 radio receivers available. A community of 100,000 can be served by a single local radio station, broadcasting either on FM or AM. In addition, the society considers radio as a powerful means to counter extremism, mediate conflict and building a culture of peace and tolerance.

The availability of radio is significant for mankind, because it enhances national identity, provides outlet for domestic media content and informing the public about important news and information. Radio is an important weapon in promoting linguistic diversity and cultural identity. It can also serve for educational purposes as well. (ITU,pp.153-4).One of the tasks of this global body is regulating information and communication flow to the world. It describes what radio is playing in maintaining the cultural diversity and identity, linguistic diversity and presenting local content this way:

support to media based in local communities and support projects combining the use of traditional media and new technologies for their role in facilitating the use of local languages, for documenting and preserving local heritage.. and as a means to reach rural and isolated and nomadic communities...Enhance the

capacity of indigenous peoples to develop content in their own languages (ITU, p.154).

Selormey (2013,pp.228-9) mentions what a responsive and accountable government uses the media to perform well. The electronic media, in particular radio remains the dominant form of communication and channel for debate between government and citizens. It can offer a unique form of citizen participation and enhance social accountability. Radio stations transform participations into concrete platforms for demanding and producing public goods. “ The desired outcome of government is when it is actually responsive to the demands of citizens in a democracy, and where citizens on the other hand are able to punish them for lack of accountability or responsiveness.”

2.2 F M radio stations in Africa

According to Mytton(1989,p.8) in December 1987 a trend to end state monopolies in African countries began in Ouagadougou, Burkina Faso.“ Horizon FM went on the air in, launched by a local entrepreneur. A week later the station was forced to close by the then revolutionary government, which it had not authorized and unhappy by this development.” The station survived that early dispute and became one of independent radio stations in that country. He demonstrated what happened after that in this way:

The arrival of Horizon FM was of historic significance in that it marked the beginning of the third phase of radio in Africa, one in which the national state radios continue but must compete for audiences with a growing number of independent radios. There are important differences between state and independent radio on the Continent. While the State radio services are mostly national in both reach and purpose, the new independent radio stations are mostly based in cities, and their coverage tends to be confined to the urban areas. They have also almost all been FM stations, whereas the national broadcasting stations have relied and continue to rely on a mix of transmission methods- FM, AM, medium wave, and shortwave (Ibid,1989,p.9).

The history of the continent media especially its radio use is long. South Africa was in opening its own broadcasting in 1936 under the colonial rule. United Kingdom and France had their controls and influences on their colonies. The 1960's witnessed the coming of broadcasting bodies in every independent nation in Africa established like as an army or a police force. "At the turn of the century there were more than 45 independent radio stations in Africa... Only five or six radio stations existed on the entire continent 20 years earlier." The role of these radio stations in politics, commerce and culture highly significant.(Mytton 1989, pp.3-10).

2.3 FM radio stations in Ethiopia

According to information obtained from EBA website, Ethiopia licensed the first two commercial radio stations namely, "Sheger" FM 102.1 and "Zami" FM 90.7 in 2007. The stations broadcast daily for 18 hours, from 06:00a.m-12:00pm. The stations are licensed to air, informational, educational and entertainment programs. These stations joined the first state - owned broadcaster, FM Addis 97.1 which began broadcasting since 2000 for Addis Ababa and its surroundings in 125 kilo meter radius. Currently, this pioneer state owned station a 24 hour broadcast.

Ethiopia now licensing more FM radio channels are joining the airwaves to satisfy needs in their programs. The growing numbers indicate efforts to fill the gaps in unmet desires by existing radio stations. FM radio stations are taken as an expression of modernity for urbanites specifically in Addis Ababa. In recent years it is not uncommon to see state owned and private commercial FM radio stations all competing to attract the listening public in the capital city. The concern of almost all FM radio stations for their listeners is non-news and music based content. The fear is that the liberalization of the airwaves leading to commercialization and privatization of the airwaves, in which content being defined entirely by a consumer-oriented advertisement dependent, urban focused and generally youth life- style agenda. The peoples' of this land needs what they deserve from FMs while listening- political, economic, and social matters of their lives. The FMs make little or no investment in news or analysis of global or national political developments, though these stations are successful in getting popularity for entertainment programs, they have poor record on addressing issues of public. There are numerous problems of

FM broadcasters in the capital in their content that suits their needs. The broadcasters reflect the viewpoint of the elite rather than the majority (Milkissa ,2010, p.17,Jemal, 2013, p.9).

There is no interaction between producers and consumers before programs are planned, produced and broadcast, the type of radio programs and their contents are decided, planned, and broadcasted by journalists and radio managers who are confined themselves within the studio where radio broadcasters are virtually taken as not only the sources of information, knowledge and wisdom but also the givers while audiences are considered as takers. Second, these programs are conceived in the studio, with very little or no consultation with specialist agencies and virtually no coordination between them and the communication specialists. Their strategy does not allow audience participation and involvement, it also has no room for the consultation of various stakeholders, i.e. education and development agencies, who are engaged directly in the development endeavors (Jemal, 2013, p.9).

Sileshi (2017, October 7,p.26) is one of the critiques of FMs in Addis in what they bring to their audiences content wise dividing the day's broadcast in two: on weekdays mornings are allotted for European football reviews and afternoons for DJs. "I doubt media houses conduct proper care while selecting the music they air. I sometimes have the feeling that what worries those in charge of contents the most is filling the airtime. "What these broadcasters should focus in serving their audiences with their own concerns rather than obsessed with issues of overseas that are nothing for their lives:

There is no interaction between producers and consumers before programs are planned, produced and broadcast, the type of radio programs and their contents are decided, planned, and broadcasted by journalists and radio managers who are confined themselves within the studio where radio broadcasters are virtually taken as not only the sources of information, knowledge and wisdom but also the givers while audiences are considered as takers. Second, these programs are conceived in the studio, with very little or no consultation with specialist agencies and virtually no coordination between them and the communication specialists. Their strategy does not allow audience participation and involvement, it has no room for the consultation of various stakeholders, i.e. education and development

agencies, who are engaged directly in the development endeavors(Ibidl,2013, p.9).

Since the airwaves of Africa begun to be liberalized in the 1990s,the number of radio stations grown tremendously, in 11 countries surveyed across the continent, local commercial radio stations grew by an average of 360 percent between 2000 and 2006, whereas community radio grew by 1,386 percent, on average, over the same period (Myers, 2008,p.12).

2.4 Theories on media content

2.4.1 Definition

As Baran and Davis (2012.p.11) explain , scientists, define theory in various ways. For others occurrences, relationships and processes among variables depending on the needs, beliefs and nature of knowledge. “Scientific theories begin with the assumption that the universe, including the social universe created by acting human beings, reveals certain basic and fundamental properties and processes that explain the ebb and flow of events in specific processes”.

Theories are the reflection ideologies, but they may not be consciously given. “ideologies usually do not appear in media texts because writers and producers consciously want to impose their value systems on audiences.” They are the output of different forces, including the producers’ ideas of the target audience is and what viewers would like to see, industry culture, genre conventions, their own knowledge of human relationships, as well as cultural standards in a given social content. There are four major categories of theory in communication differ in goals, views of the nature of reality, how knowledge is created and expanded and proper role of values in research and theory building. The differences demonstrate not only the differences by their types, but also by making social science in mass communication more flexible.

(Croteau et al, 2012,p.157, Baran and Davis(2012,p.12).

As Steinberg(1966, p.135) reflects, there is an interaction between a society in general and its media, more attention for the research has been given to the impact of the media on society than to the way the media are shaped by the society-they serve. It is mainly in the last two decades that scholars in this field have begun to concern themselves with the relationship between the

mass communication system and the political, economic and social systems, and to examine the former as a product of the latter. “It is not ideas, however, that have given us the sort of communication system we have social, economic and political forces shaped the media too and a combination of ideas and these other things made the media what they are.”

As Halloran et al (1981, pp,17-18) explain the society has a role to play in shaping mass media, the adoption of sociological perspective in which the information and the relevant information individuals and groups are studied its historical and social contexts demonstrates the importance of other non-media factors. People may get the necessary information on any issue but may not possess the social skills for translating into the social action, they describe those who face difficulties into converting what they get due to conflict of information may or opposing attitudes or experiences. Effective conversation and utilization may rely on other institutional arrangements and support in the social structure generally.

The content and function of the media in a society are determined by the political system and power relations in that society.(Golding, Murdock,1981, p.197, Curran, Gurevitch (eds) ,1979,p.35) Empirical evidence suggests that in so-called “developed liberal” societies of the West, the media serve to propagate and support a dominant ideology. Media production is also influenced by the underlying structure (the ownership and management) of its institutions such as media organizations that have their own policy and code of conduct. A writer's or a communicator's talent and creativity restrained by these rules and professional values.

The media reflect and mirror society with its structure in all its aspects. Greater the similarities between particular cultures, the greater the similarities between their media. The world economic order has incorporated most countries into a system that leaves its mark on other aspects of life in these countries, particularly on their media systems. The population of a society as a source of managers, owners, editors, technical personnel and audiences will influence media institutions by setting conditions for their performance, survival and growth. However, some groups in certain societies are in a better position to influence these conditions than others, depending on the political system, and economic structure of that society. (MacBride et al, 1981, p,8).

The relations between media and society are determined in what relations they formed. Media is the property of one dominant group, who controls it to impose an ideology of its own supremacy. On the other hand, members of the society need media to get information to lead their lives for better. The underlying fact for these two groups is their interdependent nature of existence.

2.4.2 Theories

2.4.2.1 The authoritarian theory

According to (Siebert et al,1976, p .11) in this theory the state or nation is a particular group that has a monopoly in social, political and economic control of the society. They further goes in explaining the theory here:

The state is the highest expression of a group organization, superseded the individual in a scale of values. Since without the state the individual was helpless in developing the attributes of a civilized man, the individual's dependence on the state for achieving an advanced civilization appears to be a common ingredient of all authoritarian systems. In and through the state, man achieves his ends; without the state man remains a primitive being (Siebert, Theodore,Schramm,1976, p.11).

This is the oldest media theory in history. “Freedom of information is unheard of in an Authoritarian-type government where the press and all information contained in it are strictly controlled by the government. Authoritarian governments use the media to reach the people under their control. They used media channels for propagate their policies and prepare public support for the introduction of plans. They claim legitimacy for their actions on the grounds that they act on behalf and in the interests of the people. Consequently, the media, are subjected to tight control by the authorities in their management and operation.(Global Media, p,3,Mohamed,1987, pp.9-10).

By and large, the practices by authoritarians contribute in one form or another to further the objectives of the dominant group in power. Thus, the authoritarians while controlling the media, they decide on the content of the media, they want to infiltrate in the minds of their subjects.

2.4.2.2 The libertarian (free press) theory

According to McQuail (1983.p.27) this theory allows all individuals, have an equal right to information, socially, politically or economically. It is only the individual members of the society who have the right to judge what is in the interest of the public, and what is not. All people have an equal right to express themselves through the media of mass communication. The theory emphasizes that people must have the same opportunity but it omits the fact that people unfortunately do not have the same means and ability to access information.

Unlike the Authoritarian system, here the media is not owned by the ruling forces, but individuals have the right to own, operate and distribute media products. The only constraint that limits this right is the cost of operation. It excludes “ those groups who lack the capital base required for successful entry.” (Murdock & Golding ,1977, p.37) This theory advocates, “the press should be a separate institution that belongs to the people and serves their best interests.” This theory is based on principles of : (1) people want the truth and will use the truth as a guide for thinking and decision making, (2) the only way to achieve this is for ideas to be freely and openly discussed, (3) people have varying opinions of which they must be allowed to develop on their own, and (4) the most rational ideas will then be accepted(G.M, p.4).

This theory is “ a free market place of ideas” in which the best would be recognized and the worst fail. In one respect it is a simple extension to the (newspaper) press of the fundamental individual rights to freedom of opinion, speech, religion and assembly. A free press has thus been as essential component of a free and rational society. The nearest appropriation to truth will emerge from competitive exposure of alternative viewpoints, and progress will depend on the choice of “right” over “wrong” solutions (McQuail , 1983, pp.128-9).

As McManus (1999. p.4, Picard, 1999. p.7) indicate the principal norm of journalism— whether broadcast or print—is public enlightenment: The most learning about consequential current issues and events for the largest number of persons. News decisions are rarely made by consciously thinking through the components of business and journalism standards, but by reference to the organizational culture that integrates the two into practices that are rewarded, tolerated, or punished. The greater the volume and quality of such information a source controls

at a given cost, the greater the motivation of reporters to use that source. The likelihood of a consumer choosing a particular news product is proportional to the amount or intensity of some expected reward—being informed and/or entertained—relative to the effort or cost thought to be required to gain the reward.

The Authoritarian theory has distinguished characteristics from that of the totalitarian theory (Siebert et al, 1976, pp. 19-20). First, the communists teach the necessity of proletarian dictatorship via the communist party, the media has an obligation to assist the process. Its main role remains reporting on the positive side stories. The other characteristics of the theory are that, the state monopolizes and controls the media for its use only.

To sum, the libertarian theory in general is the wheel for free flow of ideas and its practices allow citizens' freedom of choice for information they rely on. The soul of market journalism is the logic of the market to buy and sell goods and services based on principles of the market. As it is called, "a free place of ideas."

2.4.2.3 The Soviet communist (totalitarian) theory

The theory is derived its name from the general characteristics of the Soviet mass communication system. The theory varies from the Authoritarian theory, since it derives validation from particular interpretations of Marx. The working class has the power to control a cultural production. It is only the communist party's officials and members who have the right to own and use the mass media, a practice based on the belief that, "The dominant ideas and institutions of any society are the ideas and institutions of the dominant economic class." The media are expected to propagate socialism and help to spread communism inside, and outside the Soviet Union. Under the Soviet Communist theory the mass media are not allowed to criticize the party's main objectives. However, it is not forbidden to discuss and criticize "the minor functioning and functionaries of the regime." The system differs from other authoritarian systems mainly in to aspects: first the soviets and their former East Europeans affiliates on the positive use of the mass media for agitation and propagandistic purposes, under this system media are not allowed to interfere in state policies, and the other and the most important point is

that the communists hold the monopoly on media in reaching the people (Siebert et al, 1976,p.142 , 1981,p.19).

As G.M,(p.3) describes, the theory was first implemented boldly by the defunct Soviet Union and its satellite countries of Eastern Europe. It is similar to the authoritarian theory, but it goes further in control over information. Instead of overseeing the press and punishing offenders, the government runs the media; so, its needs are met without any question. Thus, “the media’s main function is to serve as a tool for the government’s propaganda.”

In general, the theory advocates the supremacy of the proletariat and the ideology of communism boldly, however, the executive body does not like criticism of any kind in practice- that means in name of the broad masses, the socialists reigns in dictatorship.

2.4.2.4 Social responsibility theory

This theory was formulated in the U.S.A. It was initiated by the Commission on Freedom of the Press and the writings of W. Hocking. Its emergence is widely seen as an attempt to remedy the situation created by the liberal system. With technological advances in communication free ideological market, resulted in concentration of cultural power in the hands of those who owned the means of production which meant the elimination of minority views and opinions from the cultural market. Those who have access to the media, profit-motivated groups, will do everything they can to maximize profit at any cost, which in the end benefits them and harms the rest of society as this abolishes the individual and social benefits promised. Media outlets in democratic, capitalistic societies have made the philosophical shift necessary to ensure that the free press remains free. Further, under this theory, the press is obliged to (1) provide the news and information needed to make the political system work, (2) give the public the information they need to effectively self-govern,(3) provide opportunities for diversion, entertainment programming, (4) be a watchdog of the government, (5) provide opportunities for buyers and sellers to communicate, and (6) of course, be profitable enough to avoid outside pressures from advertisers and big business. (Hocking, 1983, p.147).

As (Mohammed, 1987,pp.30-31, Siebert et al,1981, p.42)put it, the theory acknowledges the importance of the right of free speech. The theory is an attempt to lessen the effect to privatized ownership and control of the means of cultural production, to influence public opinion in two means: the first is by encouraging some form of public ownership of the electronic media open for the population, secondly, to foster the professionalism among journalists to seek fairness, objectivity, accuracy and balance for media use. The concepts of the theory is freedom of expression under this theory is not an absolute right, it is as under the libertarian theory, the right to free expression must be balanced against the private rights of others and against the interests of the society.

Hocking (1983, p.124) quoted the US Commission on Freedom of the Press as: The media have obligations to society and media ownership is a public trust. He forwarded these points: News media should be truthful, accurate, fair, objective and relevant. The media should provide a forum of ideas, it should be free but self-regulated. The media should follow agreed codes of ethics and professional standards. Under some circumstances, society may need to intervene in public interest.

Under this theory, the press is taken as the servant of the society. The media is taken as a “ voice for the voiceless” - where each and every person has the right to speak, express and publish what in his/her mind. It is considered not an end but a tool for social development. Therefore, the objectives of media are stated above is to: inform, document, analyze, interpret, mediate and mobilize by creating and finding solutions.

To sum up, the above theories clearly show us the political system of any country or the dominant ideology in the world decides what kind of theory to follow, control, regulate and lead the media. The theories by themselves are right for themselves since all governments say democratic and serve the interests of the people. Of course, there are basic differences between the authoritarian or social responsibility theories, for instance.

Since the services of the media directly related peoples' lives, the theory you follow matters on your service delivery and on what you give to the people deserves locally, which includes kinds

of news the stations air, for whom, its quality, relevance and purposes behind for dissemination. This researcher tries to demonstrate local news delivery of the two commercial radio stations in depth by collecting the data from their broadcasts.

2.5 Criticisms on libertarian theory of the press

A number of intellectuals in media and communication have some ideas on the four theories of the press particularly on the libertarian theory. Some of them added additional theories to supplement in to sustain these theories. Scholars such as McQuail added two theories to fill normalize what are missing namely: development media and democratic -participant media. Other intellectuals like Nerone (1995) was one of them who opposed the theories as they are the ones those denied the public rights. A Polish man, Jakubowicz was another intellectual against these theories. He described the relations as “media systems” and “media theories”. The theories lacked the present world because of their ideologies and disability to analyze the political changes of modern media systems. The fundamental problem with them is “they [authors] try to prescribe rather than to describe social phenomena by using an empirical basis for inquiry”. The theories are “evolutionary” by its nature and focus on the traditional mass media. (Nordenstreng.1997,pp.1-4.Ostini& Fung.2002,pp.3-6).

As Ostini & Fung. (2002,pp.6-15,Nordenstreng.1997,pp.7-10) Democracy and media have integration. Democracy when fully and truly implement, media get political freedom “to freely criticize state policies and to operate largely without government controls in a free marketplace of ideas without precluding the possibility of invisible control of the market.” to advance in pluralistic society. The need for new model that encompasses journalistic autonomy and state policy is undeniable. Understanding press systems and the societies in which its exercise must be guaranteed. There are paradigms and roles proposed by group of intellectuals in addition to normative theories for its relevance modern world. The paradigms include five points: Liberal-individualist, social responsibility, critical, administrative and cultural-negotiation. The four roles classified for autonomy are namely: collaborative, surveillance, facilitative and critical/dialectical incorporated with the believed smooth the information flow in the right direction.

The publication of “Beyond the Four Theories of the Press” didn’t break the old tradition. The publication can be seen “a crossroads in journalism studies, with its emphasis on history and philosophies, met the social sciences with their new concepts of a system and their international orientation”. Some of the architects of the four theories believe the development of another theory that deserves this changing world is a necessity. Even Fred Siebert indicated the new concept for press system was needed for development of freedom of expression (Rantanen,2017 ,p.17).

2.6 Market driven journalism

Market Driven Journalism is the most dominating idea in the fields of communication and media in the current World. This governing idea also known as: “market place of ideas” or laissez-faire doctrine. This idea is a deep rooted one and its effects are seen by many as influential. McQuail(2010 ,p.334)puts it, “ as the media have become bigger business, the term ‘market’ has gained in currency. It can designate regions served by media, social-demographic categories, or the actual or potential consumers of particular media services or products.” Its preference is not in what media reception but in its consumption. It does not keep public interest in its delivery, instead commercialization of information is the main characteristics in practice to get profits. Quality becomes secondary importance as it is based in market thinking.

The marketplace-of-ideas theory, the laissez-faire doctrine should be applied to mass media; that is, if ideas are “traded” freely among people, the correct or best ideas should prevail. The ideas compete, and the best will be “bought.” They will earn profits that will encourage others to compete and market similar good ideas. Bad ideas will have no buyers and thus there will be no incentive to produce and market them. But there are some difficulties in applying this logic to our large contemporary media. Media content is far less tangible than other consumer products. The meaning of individual messages can vary tremendously from one person to the next. The marketplace of ideas is self-regulating, so there is no need for a government agency to censor messages. Audiences won’t buy bad messages, and therefore irresponsible producers will go out of business. (Baran & Davis, 2012. p.105).

Another term that closely attached and goes to market driven journalism is commercialization. It began in USA 150 years ago by selling news as one product to earn profit by business enterprises. “The commercialization of news as any action intended to boost profit that interferes with a journalist’s or news organization’s best effort to maximize public understanding of those issues and events that shape the community they claim to serve. Even if there are controversies in its implementations (Wahl-Jorgensen & Hanitzsch,2009 , p.219).

To Allern (n.d, p.142) “Market-orientation in journalism is much more than commercial news media’s indulging popular tastes and interests.” Three factors are decisive for news selection and news production:

- 1) geography and type of audience;
- 2) competitions between media institutions ;and
- 3) budget allocated for news departments.

Among these factors geography or the area of coverage is the most decisive factor regarding judgments of newsworthiness for events and personalities. Events nearby are more worthy than distant ones.

The effects of market driven journalism are felt by many intellectuals. Merrill (2005 ,pp.1-6)describes the media around the world is a composition of two main systems of journalism: the authoritarian view which is government-controlled for its political content and ethically uncontrolled. In those libertarian countries the news no political or ethical control at all. “The media give the people is what the media say is what the people want -not what they need. The media determine what the people see as their world, see as their interests,see as the values of their time.” Journalism becomes a business enterprise by losing its role in delivering serious issues of public appeals and attention.

For Mogensen (n. d, p.2) Market driven journalism affects news production and distribution heavy handedly. The concentration of influential media in the hands conglomerates affects the control of the flow of news globally, even if the media are in service of public welfare. Capitalists influence the media to “pursue their own self-interests, and they have no special responsibilities to society.” News is a public property of strategic importance to change people lives in some developing countries.

Journalism has abdicated its roots of news and news analysis. It has turned into a profit-making business not a public service. It has enthroned entertainment and not credible information and analysis. It has largely adopted Machiavellian and not humanistic ethics. (Merrill,2005, p.10)

2.7 Media Ownership and media content

2.7.1 Media ownership

As Croteau et al (2012, pp.48-49) discuss it, “Media ownership refers to the degree to which there is diversity in media content readily available to audiences.” The presence of different and independent voices, that includes views and opinions as well as variety of cultures).on the other side, media pluralism encompasses both a matter of ownership (varied media suppliers) and output (varied content).When media ownership has become more concentrated, researchers more interested how ownership patterns influence the diversity in terms of form and content. Consequently, the content of media will become uniform.

The ownership of the media organization is an important factor in determining the form and content of production. The owner of such an organization, if a private individual, may become involved in its day to day running, editorial decisions etc., as well as simply its finances , “ownership of a radio station allows considerable control of what it broadcasts. Large groups of licensed commercial radio stations can achieve economies of scale, by sharing expertise and concentrating particular activities in skill centers” (Starkey, 2004, pp 4-5, Mohammed, 1987,p.8).

2.7.2 Media content

Media content has to entertain diversity of ideas, views and opinions. Pluralism is the way to get it what are diversified in many ways. Pluralism is associated with diversity in the media; the presence of a number of different voices, and of different political opinions and representations of culture within the media. Citizens expect and need a diversity and plurality of media content and media sources. The need for pluralism is associated with the more fundamental right to freedom of expression too. The Council of Europe, which is responsible for ensuring compliance with their convention, has long taken an interest in the issue of how media concentrations affect

pluralism. The Council has defined pluralism in the following terms: “media pluralism should be understood as diversity of media supply reflected, for example, in the existence of a plurality of independent and autonomous media and a diversity of media contents available to the public.” According to the definition, pluralism is about diversity within what is made available. It is about public access to different voices and a range of content, irrespective of patterns of demand. Pluralism embraces both diversity of ownership (i.e. the existence of a variety of separate and autonomous media suppliers) and diversity of output (i.e. varied media content), So that, the existence of pluralism requires both a diversity of media owners and a diversity of media output (Doyle , 2002, pp.11-12).

According to McLeish (2006,p.16,1983,p.127), people need the media for many of his/her motivations and the media has to address these motivations on proper ways to satisfy their audiences. These motivations broadly categorized into three main functions of media: “to inform people-the role of the journalist, to educate-enabling people to acquire knowledge or skill and to entertain- making the people laugh, relax and pass time agreeably.” The media has an obligation to render public service in forms of: universal service, diversity, editorial independence, social responsibility and accountability, plus cultural quality and identity.

Norberg(1996,p.6,.p.14)presents the reasons behind listening to the radio. People choose different channels on radio transmissions depending in their interests for what it brings to their lives. With radio programming there is a possibility to know what the audience behavior is. He describes how listeners choose their favorite radio channel as the following:

Listeners choose their favorite station at least partly because it seems to reflect - them their tastes, their values, their very selves. It’s a “cultural mirror” for them, in that respect- a touchstone by which they define themselves and which they keep in touch with elements of their culture.

As the above topics indicate media ownership and the content they deliver have close relationship. The owners of a particular media in certain countries or the dominant ideology in some parts of the world (for instance, the Westerners) and politico-economy system rule content delivery of the media.

Media owners want to maximize their profits they also strive commoditizing everything in their broadcasts in highest degree possible. So that , the right to get information falls in the hands of media owners, depending in what it brings good profit or not. However, the competitions of conglomerates in western countries and most of other nations depend on them get what they deliver whether stories of conflict or on celebrities' life styles. The influences of these broadcasters make us feel the temperature here too.

2.8 FM radio stations in reflecting local content

Radio has been considered an old form of media mainly for broadcasting news, announcements and for general entertainment. Nowadays, many countries in the developing world embraced democracy. So, radio can transform itself into the effective combination of programming and telephony, specifically, in this era of mobile phone technology for advancing transparency and accountability in better ways. The commitment of broadcasters to news on commercial radio stations supports media plurality. So that, stations must provide consumers with a choice of independent news sources and entertain plurality of voice, both nationally and locally. (Selormey , 2013 , p.25, Radiocentre,p.6).

For the New Zealanders New radio has still a valuable source , as the Ministry of Culture and Heritage (MCH,2008,p.23, p.70)describes it, radio content has mostly kept presenter-led programming, built around local or genre-based station brands. Programming is one of the tools that help the content of the radio stations for their audiences. Informative, educative and entertaining types of programs are the major categories all over the world. However, their content is the core of the message. “Radio generally has a distinct format from television broadcasting: it is anchored in local programming and therefore has a high proportion of local content.”

As McLeish (2006, p.174) puts it, “the more local content becomes, the more specific and practical can be the information it gives. It may be either carried in the form of regular spots, if its information content, the spots must be distinctive, yet standardized in terms of timing, duration,[and]style. For Starkey (2004, p.72) local content presentation in the radio stations tantamount values for the audiences and it brings competitions for the stations for better services.

“Local radio stations can benefit from the recognition factor when listeners hear people over the radio from their own neighborhood, and this can enhance the appearance of localness, which the station may be attempting to exploit.”

Dibesto & Smith (2012,p.9) define what local content mean to them, which integrates quality and diversity. So, the South African media in general, radio stations in particular are obliged to the followings:

- reflect South African attitudes, opinions, ideas, values and artistic creativity;
- displays South African talent in educational and entertaining programs;
- offers a plurality of views and a variety of news, information and analysis from a South African point of view; and,
- advances the national and public interest, where public interest relates to content which informs, educates and entertains citizens quotas for local content, and requirements for geographical coverage and language services.

The Uganda Broadcasting Policy(p.8)defines what local content means for that country’s media and state that broadcast content which recognizes the cultural and linguistic diversity of themes of relevance to the local audience and is produced under Ugandans’ creative control defines the broadcasting policy of the country.

For Ntab (2004) local content is a material conceptualized, produced and packaged by people using their own instruments (languages. values, beliefs). “Local content is a source of identity, and development and it enables cultures to flourish. More importantly, it provides the communities with important information necessary for their development.”

As Toby (2001, pp 7-8) local content is generally defined as “programming which is produced under the creative control of nationals of the country.” Local content rules need to be implemented in such a way as to promote local expression and pluralism as effectively as possible. Many countries (e.g. Australia, Canada and South Africa) use a layered and progressive approach with at least some of the following features: Firstly, it is measurable on time. Secondly, it has variable quotas for different types of broadcasting and programming, thirdly, progressive

implementation of quotas to give broadcasters an opportunity to increase their local content production over time, and fourthly, periodic review and amendment of quotas taking into account their effects on broadcasters.

Norberg (1996,pp.8-14)shows his experience in the United States of covering local issues that spanned over four decades. “FM programming since the 1970s has proved most effective for adults when it’s appropriate to these listeners’ expectations and uses.” To remain a favorite choice of listeners, radio stations must include many elements of diverse formats as far as they are consistent with their goals and the lifestyles of their audiences.” Build listener loyalty and repeat listening in order to keep up with “what’s going on” ...placement in the hour, consistent style of presentation, and consistently distinctive and reliable content.”

2.9 Standards of news writing and reporting

2.9.1 News and news values

2.9.1.1 News

McLeish (2006,pp.53-54,p.175)indicates news is one weapon in which the public has the right to know and discuss what is going on and experience a right to be informed. Radio programming and news have informational one. “News and information must sound like they fit in with the rest of the station programming, so the techniques employed in their production are motivated by the same goals.” Program variety is the one that goes with content and diversity in the meantime in passing information to the audience. Each program should be new thing that contains interest and surprise for the audiences. “First the subject matter of the individual items should itself be relevant and new to the listener. Second, the treatment and order of the items need to highlight the difference between them and maintain a lively approach to the listener’s ear.”

News is the main ingredient for radio stations and it is also an audience attractor (Norberg, 1996, pp.77-80) Radio stations must broadcast news for their communities by doing this the stations remain relevant to their audiences. Bringing news for the people have advantageous for the station to listen other programs on the air. Another advantage of news delivery is in building the demography of the audience by getting extra news listeners outside the station’s normal age groups by broadcasting locally oriented news that is relevant and compelling.

Your yardstick in determining whether the news coverage you offer on your station is effective and of value, no matter what your station's format, will have to be how well you meet the public's expectations that radio will be first with significant news stories. No radio stations can develop the image of "the radio station to turn to when news happens" if the news is not presented reliably around the clock. What listener expect of a good radio news operation is immediacy, authority, and the ability to catch the breaking stories early (Norberg, 1996, p.79).

2.9.2 News Values

The concept of news values is not unique for all over the world. Depending in the level development the country achieved, the values used by media institutions to disseminate in their broadcasts. However, some these values are universal in their nature and implementations. "An understanding of news values is clearly of importance for practitioners and scholars of journalism; but they are not the only ones to grapple with the question of what news is News values of the radio stations are a matter of concern for the audiences. The media have a great power to influence their followers in the selection of relevance items in their role of setting agendas to the public. "People discuss what they hear on the radio and are less likely to be concerned with topics not already given wider currency." News has been called, "a mirror of society" by some intellectuals in the field of media and communication. Radio news must enable its importance to be appreciated by the man in the street. The job news is to inform and a broadcasting service will be judged as much what it includes but it omits. News values resolve into what is the interest of the listeners and its effects (Wahl-Jorgensen & Hanitzsch,2009, 203, McLeish, 2006,pp.59-60).

"News values" are one of the most opaque structures of meaning in modern society [...] Journalists speak of "the news" as if events select themselves. Further, they speak as if which is the "most significant" news story, and which "news angles" are most salient are divinely inspired. Yet of the millions of events which occur daily in the world, only a tiny proportion ever become visible as "potential news stories": and of this proportion, only a small fraction are actually

produced as the day's news in the news media. We appear to be dealing, then, with a "deep structure" whose function as a selective device is un-transparent even to those who professionally most know how to operate it (Wahl-Jorgensen & Hanitzsch,2009,p.163).

Scholars in the media industry particularly those engaged in news gathering and reporting suggested the news values as more important elements. Here are some of these basic tools to be used to satisfy radio listeners' interests:

Timeliness: An event that happened or an event that has to take place in the immediate future-timely. For broadcast media, timeliness is considered immediacy and is even more value.

Proximity: An event or size may interest to local audiences because it happened to them as there are cultural and geographical proximity to be look at. ``The first depends on what is familiar and within the experience of journalists and their audience, while the second may depend on where correspondents are based.'`

Importance: The reporting is great value for most of the audience. Events and decisions that affect the world, the nation, the community, and, therefore me.

Brevity: A story with full of facts is preferable by listeners.

Human interest: Stories about people who live with special problems or achievements or those people who overcome their difficulties.

Conflict: Stories involving conflicts with their government or with other people are newsworthy, especially when the conflict reflects local problems or a national issue.

Impact: "Reactions to news events or news angles that affect readers have impact, especially when major national stories or tragedies occur in any community"

Helpfulness: News related to consumption, health and other things that touch help cope with audiences' lives. (McLeish, 2006, p,60,Wahl-Jorgensen & Hanitzsch,2009, 165-66).

Clarity: the actual words must be understandable. This involves clear and precise enunciation of words and sentences must be utilized.

Comprehension: the meaning of words must be clear: this involves the correct stressing or emphasis and the right phrasing of words so that the meaning is clear and unambiguous.

Compelling: "this involves good modulation or vitality so that what is said is interesting to listen to."(Rudin &Ibbotson.2002.pp.117-18)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 What is research methodology?

The 1920's were the years which witnessed the first "broadcast journalists" heard over radio waves. Radio was the first of technology to change the idea of what journalism was over the last 200 years. Radio became a forum for news and mass entertainment ever since. In mass communication the process occupies the central position between sender and receiver. The message is what the communicator and the audiences have in common to share and radio is one of the right tools to accomplish the task of communicating mankind. With the developments in the technology and the rising needs of audiences conducting research became a norm of the profession. Research is one of the tools to evaluate the effects of activities undertaken or ongoing. In many fields of study the media and communication sector is measured by the research. Research is the bridge between the sector and their audiences. "Research is the deliberate study of other people for the purposes of increasing understanding and/or adding to knowledge." Research methodology is the general principle which leads the research throughout the study while research methods are the tools to gather data analysis and interpretation (Dunn, 2018, pp.19-22, Windahl, Signitzer, Olson, 2012, p.133, Dawson, 2007, pp.12-42).

Qualitative research seeks to preserve and analyze the form, content and experience of social action, rather than subject it to than mathematical or other formal transformations. The qualitative research design in two broad phases: Firstly, it the phase of planning, in which is the process of research problem develops and the second phase is conducting the implementation of the research presence which involves negotiation for access, gaining entry into a setting of the research, introducing the research known to the participants, and applying a sampling strategy (Lindolf & Taylor, 2002, p.19, p.65).

This research utilizes the system of content analysis to find patterns by coding and interpreting materials gathered for the study. The researcher uses the two types of content analysis methods: Qualitative content analysis uses descriptive measures to determine the characteristics of a

material under study to explore attitudes, behaviors and experiences. Quantitative content to analyze coding to categorized data into numbers - in which the researcher can find patterns and draw inferences from it. The quantitative part of this research employs to quantify trends in the selected radio stations news output.

Probability and purposive samples are the systems to be used for the research. According to Dawson (2007.p.12,p.71),“In probability sampling method, all people within the research population have a specifiable chance of being selected.”

This researcher utilizes qualitative research method. So, all the news in the specific period of the study being selected from among seven commercial radio stations FMs in the capital based on their licensing time(2012).I use this method to demonstrate what these stations have in their stock daily for their audiences in one and half month. The time is ripe to show what the media stands for as a profession and to serve better since the timing is one of the historic period in Ethiopian history in five decades? How these FMs cover local content to their audiences in Addis Ababa evaluated in depth and quality they deserve using purposive sampling method of study here.

The focus of my thesis is the significance of delivering local content particularly in news writing and reporting for FM radio listeners in the capital. As Starkey (2007,p.56)explains it. “Local radio stations benefit from the recognition factor when listeners hear people on radio from their neighborhood, and this can enhance the appearance of localness, which the station may be attempting to exploit. This researcher utilizes mixed approach methodology for the research-that means both qualitative and quantitative research methods are in use for investigating the content analysis of the selected radio stations as case study for this research.

As Creswell quoted Starkey (2007,p,17)case studies are what the researcher explores in depth analysis a program, an event, an activity or a process. “The case(s) are bounded by time and activity and researchers collect data detailed information using a variety of data collection procedures over a sustained period of time.”

I will take two FMs as cases for this study. The thesis deals with the purposely selected the second generation of commercial FM radio stations that got licenses for broadcasting, they are in the same age group, they are more than four years of service for the public. The stations broadcast news at least twice a day, I choose mid-day news broadcast for Abay, and evening news of Bisrat. The news recordings of six weeks will demonstrate to investigate what these radio stations lack news writing and reporting techniques in professional way, in terms of relevance, local content, depth of news and quality.

As Hansen, et.al(1998, p.94)put it, a research technique is a tool for the objective, systematic and quantitative description to manifest the content of communication. Under this section, the researcher will try to demonstrate how the research objectively shows results in terms of quantity and quality in mixed ways. The quantitative content analysis method explains the extent and characteristics of local news coverage of the two radio stations, when the content of the issues varies according to the actors and the nature of the stories covered.

As Windahl et al (2000,pp.136-7)indicate one of the functions of the media is information delivery. It aims to bring the transfer of knowledge which, in turn, may changes attitudes and behaviors of the audiences. News fulfils the function in mass communication. The purpose communication applied to this function may be to obtain a more knowledgeable public. This may enable the public to make better decisions in their lives, “Mass communication becomes an act of invitation and sharing realities for realities, depending on the medium. The more tempting the invitation, the more likely the reader or viewer is to accept it.” The audience should be kept to discuss the issue until a real awareness about the problem emerges and they commit in taking steps to solve the problems.

3.2 Quantitative and qualitative content analysis

According to Wimmer and Dominick (2011,p.165)there are five main purposes of content analysis:

1. describing patterns or trends in media portrayals;
2. testing hypotheses about the policies or aims of media producers;
3. comparing media content with the real world;

4. assessing the representation of particular groups in society;
5. drawing inferences about media effects.

Thus, from the purposes listed above the first three points justify the necessity of applying content analysis for this research because they can show how my research try to reflect as an output by these commercial broadcasters' who control the radio stations.

The other points raised by Wimmer and Dominick(2011, p165)are points of concern for this researcher, because the comparison between what the FMs portray in their delivery and what the real world looks like, as well as satisfaction of listeners which is a disservice.

3.2.1Content analysis sample

The researcher utilizes appropriate samples bounded in time and space among the FM radio stations in the capital applying the purposive selection method for delivery of local news from the two radio stations selected to conduct the research. The sample period is from March 05- April 13/2018 for both stations, and it is conceptualized as a complete inventory count in this period of time.

3.2.1.1Unit of analysis

There are seven commercial FM radio stations in the capital, namely Zami , Sheger, Fana, Ahadu, Ethio ,Abay and Bisrat The researcher included local news from the news casts of the latter two commercial FM stations –only. Exclude sports coverage of any kind whether it is domestic or international integrated as part of news in their broadcasts. Plus the language they use in which when they bring news to their audiences'.

3.2.1.2 Universe of content analysis

The radio stations broadcast news daily at the minimum of two times and all over the year. This researcher takes samples for six weeks, and at least one news broadcasting time in a day. Not all news but news on local and international issues only.

Monitoring two FM radio stations for 45 week days (early March- mid-April, 2018). Monitoring times: The mid noon (12:00 a. m) news casts of “Abay” and evening news (06:00p.m) casts of “Bisrat” as case studies. The researcher focuses on what news delivered in professional way giving emphasis for its relevance and timeliness in particular.

3.3 Categories of content analysis

Categories use to segment things according to classifications. Categories are purposeful for their purposes and useful for their creators and users. Categories are parts of the general mostly.

All category systems should be mutually exclusive, exhaustive, and reliable. A category system is mutually exclusive if a unit of analysis can be placed in one and only one category. If the researcher discovers that certain units fall simultaneously into two categories, then the definitions of those categories must be revised (Wimmer and Dominick, 2011,p.166).

The selection of the relevant content relies from the articulation of the research problem and the theoretical framework and samples selection compromises what it would be “representative”. The types of content must depend fundamentally on the rationale and objectives of the study as indicate. As a quantitative technique, content analysis report how different aspects occur, what their prominence is relative to other aspects as (Hansen et.al,1998,pp.104-05)indicate news is, new, interesting and true. “New” in the account of events that the listener has not heard before. “Interesting” in the sense of the material being relevant and “true”- since the story told is factually correct. The listener has a right to be informed. Broadcasters must know where they stand and the basis of lines of editorial demarcation are drawn. (McLeish, 2006, pp.53-54)

The public has a general right to know and discuss what is going on in his/her surroundings based on what they get from their “servants” in their favorite radio stations. News is one of the mechanisms that important to present facts as quickly as possible via media outlets established in certain localities to serve the people. FMs are the right tool to present that fulfils what news is to the audience next door, if they are working professionally and if there are truly in service of the public. Therefore, in order to code contents for every local news broadcasted in these radio stations exclusively, contents are coded under the categories defined below:

3.3.1 Actor category

This refers to the body who are used by the media institutions news:- It could be government actors (ministers, spoke persons, PR heads or communication directors).

3.3.2 Nature of the story category

Refers to the significance or importance of the story with reference to timeliness in the analyzed/ depth of coverage (news).The stories contain the following specific nature :- how the news is relevant to the audience(in giving information).

- timeliness of the news items to the audiences (during the chaos in Oromiya and some parts of the country, change of guards in the ruling party, the state of emergency, social problems of the society).
- how the stories are meaningfully presented depicting the reality in the ground

3.3.3 Sector category

This refers to the theme of the news. The major themes of the stories coded as : Peace/Diplomacy/Terrorism, Politics/Democracy/Good Governance, Economy, Social, Construction/Urban Development, Culture/Tourism, Investment/Industrial Parks, Crime/Punishment, Disasters and others.

3.3.4 Source category

In reference who produces the original story. The source could be one of the followings: report by own (by the radio station staff-exclusive), stories from the spots/events, news from other sources and press releases.

3.4 Qualitative content analysis

The research takes a close look for one of the category from the collected data and investigated it qualitatively. In the analysis the researcher try to present the nature or characteristics, types, relevance, depth and focus of that part of the collected data and as part and parcel of the overall data in its analysis.

Investigation of this part of data deals with the shares from the total news in terms of numbers and in percentiles from radio stations individually and collectively in stated period of data collection.

By doing all these things, the analysis may demonstrate its impact on local audiences in qualitative form in clearly and boldly.

3.4.1 Qualitative analysis of internationally monitored news

3.4.1.1 Introduction

This research validated the selected news of the radio stations in different measurements. One of the criteria that is used by the researcher is categorized the news in their types. This category had six sub divisions. Here are the outputs follow by the numbers of news: Initiative (46), Reporting (192), Press Releases/Conferences(46), Monitoring Local(47), Monitoring International(148), and Unknown(63).

I apply the random sampling method to choose news from outside Ethiopia disseminated by the broadcasters for qualitative analysis.

3.4.1.2 Distribution of selected news

The number of news under this study are 148, which took 27.3% of the total amount of news gathered in this research. Out of it these news Bisrat FM takes 99. and Abay FM has 49.

When we convert the numbers in to percentages; Bisrat gets 66.8%, and Abay's share from this stands at some 33.3%. Bisrat has twice more news dissemination than its contender radio station, Abay.

3.4.1.3 Characteristics of selected news

The stations present International News as part of their news segment in their broadcasts. The number of foreign news in vary from two up to six at one broadcasting time in each radio station.

The basic characteristics of the news of foreign origin here are similar. They are informing their audiences whatever happening out there. However most of the times they lack proper relevance.

Most of the news are translated from well-known media institutions such as BBC, CNN, Reuters, AFP, Aljazeera, etc. These media conglomerates have great influences in developing countries. They focus mainly in conflicts, crises and celebrities. These stations give their audiences these things without filtering what they transmit as it is. It's a misguided direction for countries like us.

In addition, they are crisp-some news is not going far from just telling the headlines. Bisrat is the one that report for this kind of reporting. It is a disservice for listeners escaping without giving enough details what you are informing at. Detailed and meaningful reporting needed here.

Abay's presentation of International news is good, even if it's worth enough for our audiences, I suspect. You get good information from this station, if the staff select choose for analysis. 17 foreign based news stories are presented in this genre in the period of this study. I prefer the quality of these analyses because at least these news items are multi- sourced.

3.4.1.4 Significance of selected news

The broadcaster who engaged announces news, incorporating news of international appeal in his/her menu an avoidable task. In this globalized World of ours, getting and knowing and informing your listeners what activities are in the process in some parts of the planet part of the job.

The two FMs in this study are engaged in presenting news of other countries as part and parcel of their news broadcasts daily. Wonderful Understanding and choosing the right news items that suits the local audience and the impacts of the selected news must be considered here.

In this connected global village, sharing what you have with others is a norm. Human kinds share what they have in good and bad times. For instance, sharing best practices supports in easing other livelihoods in some parts of the planet.

When the broadcasters news are translated from other countries, they focus should be what values it brings for their respective audiences at large. It has to keep its quality. It must be meaningful. It has clear in presentation. Selection of the issues for translation must go with the

needs and interests of the country or a given society by rendering information for betterment in livelihoods.

The study in the selected stations lack many things to satisfy their listeners in proper ways. They engulf with stories of wars, crises, public figures and so on by investing their times, materials and energy in translations. It has to stop there.

3.4.1.5 Relevance of selected news

Generally the news from this planet is not related with the interests of Ethiopian listeners. One thing important in those translated news is they are at least inform- what is happening around the World- for good and bad.

Getting relevant items from the sources of these news items may be difficult, but it is possible by selecting relevant issues for speedy development, for building democracy and respecting human rights.

The sources of global news are few in number, they are strong and powerful to lead the information system worldwide to impose what they are advocating for. In this regard, the performances of these radio stations remain behind from what the needs and interests of this country. Most of these stations echo what the western media telling us without editing and impact.

Thus, this researcher believes that neither of these stations are wise enough to present news items of relevant ideas for Ethiopian audiences knowingly and unknowingly. Our broadcasters' collaborate the global masters of media in disseminating their ideology translating in to Amharic for free.

In general, the items of foreign related news attachments for citizens of this country needs proper attention of the newsmen. Relevant information enrich livelihoods of Ethiopians from the rest of the World essential.

3.4.1.6 Depth of selected news

As I tried to reflect what the two radio stations news looks like in the earlier parts, their depth or quality is not different at all. It is below the standards of the profession. Poor in quality that means they lack depth as expected.

The stations translate these outputs of the giant media conglomerates in crude forms mostly, and this is one of the reasons for losing quality. The other reason is the items selected for the audiences of this land briefly translated. Consequently, the news is not meaningful for the listeners. Lack of attachment with the lives of audiences is another point for less quality news.

For this researcher, neither Abay nor Bisrat are in better position in delivering foreign news as the profession of news writing and reporting demands in depth. Even the numbers of translated news from around the globe in these FMs lag behind the satisfaction of their audiences, let alone its quality.

The needs for quality translated international news with relevant issues for the audiences' are a necessity, journalists in the news section of these radio stations must give for depth news too.

3.5 Conclusions

I hope these scientific methods for data analysis may show on local news how the performances of these selected radio stations in particular and FMs in the capital delivery. I try to investigate the sources of news and the depth of the news.

In addition, the significances and timeliness of news aired by these broadcasters during the time of analysis will be made in depth. What impacts they have in delivery of local content to audiences and what they lagged in reporting is critically investigated.

In general, this thesis the services of the two radio stations news delivery will be evaluated with due emphasis to the advantages of their audiences by giving information in their news casts in professional way that answers the basic questions on the matter.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1. Overview of the selected media

4.1.1 Bisrat FM 101.1

Licensed by Ayaya Multi Media PLC, “Bisrat” FM is the brain child of Mesele Mengistu, a well known foot ball commentator, mainly English Premier League in radio for Ethiopian listeners. His experiences in transmitting over the years helped him to be an owner of his station some four years ago.

The station was licensed as an all rounded (Generalist) radio station by EBA, but still depends on broadcasting live football games and other football related programs .The station gives coverage for live football games from abroad such as the English and Spanish premier leagues’ games over the weekends, in particular. Champions’ League competitions in mid-week nights. The African and the world cups tournaments from qualifications to the final matches. The owner used “Fana” FM 98.1radio station main studio in Addis and other “Fana” FM branches located in major towns of the country for five years. The station legalized by the Authority and practically it to be a generalist broadcaster for everyone. For instance, it presents news in the mornings and in evenings but news in mid days and over the weekends. There are informational and educative program, however, they are not up to the standards of what the audiences expected from the station that got licensed to broadcast all rounded programs.

There are many out sourced programs in the station mainly revolving sports and music shows. Thus, this radio station coverage of things out side sports is minimal- it’s a disservice for the public. Lack of depth in the news is a clear demonstration for instance.

The station advocates itself as *tewedajiu*” literally means; “*yours favorite*” radio station in its daily broadcasts by the staff and outsource program producers frequently.

4.1.2 Abay FM 102.9

This is a radio station that began transmission in 2014. Owned by “HH and TYT Media Communication PLC”, it is an all rounded (Generalist) radio station administered by private company. The motto of advocates the station is working on balance different ideologies, opinions, and views of its listeners. The broadcaster comes in to being as an alternative and to make the difference for Addis Ababa and its surroundings audience. This is the station advertise itself as, “yeers’o mizanawi lisan”, which roughly translated as “your balanced organ(outlet)”.

4.2 Data Analysis and Interpretation

4.2.1 Content analysis

As Berelson (quoted by Namusoga, 2016,p.100,content analysis is defined as a research technique that is used for the objective, systematic and quantitative description of manifest media or communication. Even if ,“content analysis is one of the most quantitative techniques that are susceptible to coders’ bias, once the categories have been defined clearly and the coders have established high inter coder reliability, the degree of infiltration of bias is reduced.” The term ‘systematic’ refers to the organization or proper structuring of the specific set of ideas, assumptions, concepts and interpretations in order to keep the data organized.

My research is important to reflect the behaviors of FMs in the capital in general esp. those got license in the last five years must solve their problems of broadcasting such as lack of originality, low initiatives to cover issues by their own and more than anything else identifying issues that are relevant for their audiences and depth of news that qualifies to their listeners in this epoch of information. The broadcasters be aware of the interests and expectations of the people from service providers to feed their minds and souls.

This researcher opted for the content analysis technique since the study required the description and analysis of items as the content of the FM radio stations deteriorating and becomes the subject of discussion. Relevancy of the information from the FM broadcasters to the lives of the listeners is the other matter of concern for those in the field of journalism mainly. The audiences deserve more information, educational and entertaining programs with creative approaches from

the broadcasters. The research limited itself to manifest data depending on the appropriateness of the content analysis technique used.

The relevance of this study is how the broadcasters disseminate their content in the airwaves while not understanding the interests and desires of their audiences needs and in general and its long time impact it brings for their existence. This is a disservice for their listeners. It is a failure not bringing what the people deserve particularly in this era of free flow of information and competitions.

This researcher tries to demonstrate the strength of his data by applying the technique of content analysis to identify the trends of FM radio stations that are broadcasting 18 hours a day in the capital city currently and show how these stations must work hard to satisfy their customers. The researcher employed purposive sampling method to analyze the news of the selected radio stations in its entirety over the length of one and half month. The method was used to determine the study and the range of issues constitute in the research, The researcher took note of each segment of the news that had been recorded in order to ensure that there was no repetition or omission as part of the sample.

4.2.2 Determining the unit of analysis

The research excludes use of languages from both radio stations. Advertisement and “Tip of the Day” (which gives an information in one issue per day in its news time) from Bisrat FM. The research-includes news by any form- by text, interviews from events and spots as well as studio conversations of Anchorman/woman with reporters after completing their assignments. For Abay FM, no specific criteria to evaluate its news, since the radio station has not advertisements or any other thing that diverts from news in its noon transmissions.

4.2.3 Deciding variables and categories for coding

Purposive sampling method requires to the selected samples to meet specific characteristics or qualities. The researcher utilized techniques to collect data and to enable a more systematic coding process, analyzed the data from these radio stations using a Software Package for Social Sciences (SPSS).Using the software six variables are assigned for analysis ,namely, number of

news, source(s), category, types of news, relevance and depth of news and 33 categories under these variables for coding applied.

4.3 Data analysis

4.3.1 The process

The research employed a content analysis code in which the variables were defined clearly. The codebook also described the coding procedure in detail in order to minimize errors and disagreements between coding. The code used for the entire sample collected in the process. It was utilized together with the coding sheet. The researcher utilized this electronic coding sheet in order to avoid duplication while entering the data and it is the latest to analyze data for the field. After the completion of the coding exercise, the application was used to run simple descriptive statistics, cross tabulations and frequencies for analysis. The data analysis employed the software because of its popularity and availability.

This researcher collected the data from the two radio stations broadcasts. For a period of six weeks (early March to mid April 2018). The timing for collecting the data from both radio stations were on working days of the week-Monday to Friday. Abay 's news was collected from the midday edition of the broadcast, while news from Bisrat's news was gathered from evening broadcasts starting at 6:00 pm. The data of the content analysis was tabulated and presented using frequency and percentages.

During the research period a total of 542 news items collected and analyzed over this time. Of which 308news belong for Bisrat and 234news are from Abay. Local news accounted for 366(67.5%) of the total (and the number of local news accounted for 366(67.5%) of the total and) the number of international news stands as 176 (32.5%).The results of the research are presented in details below.

4.3.2 Challenges encountered

The researcher lost four records of the broadcasted news (on March 15 and 16) both stations, due to technical failures. Accessibility to the lost news were difficult since Bisrat FM is not posting its evening news casts, rather it post its early morning program called, "*Bisrat Maleda*", that

transmits everything it has from 6:00-8:30 a. m including news, however the station's web site does not post all editions of the program. Getting news from Abay FM via internet was problematic. I tried other means of getting these items such as in print form and recordings from EBA, all were in vain.

4.4 Results

The categories are assigned for each news item evaluation after hearing the entire news from the recordings. The researcher decided the category of the news depending in what the story deals with overwhelming in the reporting-its overall characteristics.

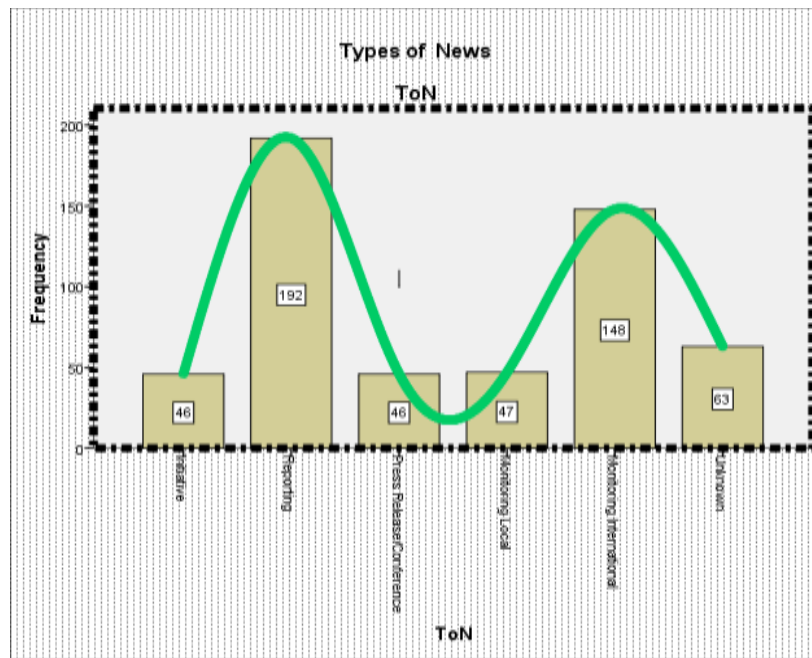
Categories in this research combined in to nine major classifications, which combines from two up to three sub- category by itself. For instance, take category 1-which combines the issues of peace, diplomacy and terrorism. Whenever news that touches in one on these matters, it is marked and registered to fall under this category-be it is local or international news it be.

Table 1. The news distribution by category

Category	Frequency	Percent	Valid Percent	Cumulative Percent
Peace/Diplomacy/Terrorism	120	22.1	22.1	22.1
Politics/Democracy/Good Governance	55	10.1	10.1	32.3
Economy	137	25.3	25.3	57.6
Social	132	24.4	24.4	81.9
Construction/Urban Development	14	2.6	2.6	84.5
Culture/Tourism	20	3.7	3.7	88.2
Investment/Industrial Parks	4	.7	.7	88.9
Crime/Punishment	29	5.4	5.4	94.3
Disasters	31	5.7	5.7	100.0
Total	542	100.0	100.0	

The researcher classifies the collected news in to nine categories. Economic news are dominant with 137 news. News focusing in social affairs is 132. News dealing with issues of peace, diplomacy and terrorism followed by 120 news items .News on the issues of politics, democracy as well as good governance numbered 55.The number of news on disasters are 31, those focusing on crime and punishment are 29. News deals with culture and tourism are 20, News on construction and urban development are 14.and news on investment and industrial parks indicated as four. This is the category for the entire news gathered for my research.

Graph1.News categorized by their types

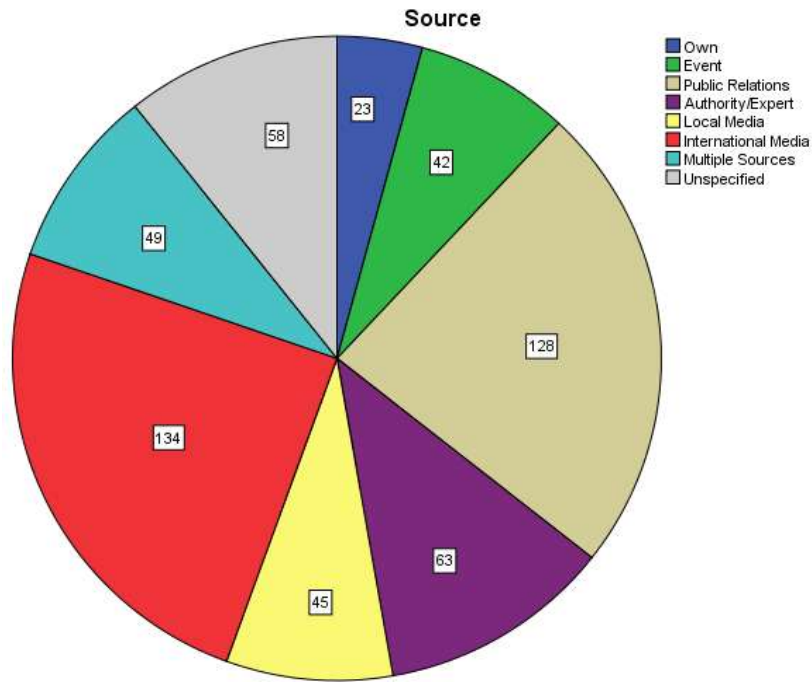


This is the category for types which demonstrate in which type the news item individual falls , that means in one of the six categories. This category reflects the kinds of news evaluated during the time of research.

This is the news categorized in terms of types in which news reported by initiatives of reporters stand as 46 out of the total of 542 news. The number is below the standards. Lack of initiative is unhealthy trend for journalism, the trend must be changed. Press releases sent to the stations and news from initiatives are equal in number. Reporting of events stands at 192 .it takes 35.4 % of the total. News from monitoring international are the second highest accounted 27.3% (148).

Locally monitored news are 47(8.7%).News from unknown sources stand for 11.6%, that is 63 in numbers. The trend of not mentioning the sources are unprofessional and out of ethics.

Chart 1. News categorized into their sources



Sources are the pillar of the news. Professional journalists use many sources to develop the news to the highest point possible and get credibility. Sources reflect diversity-that means the journalist utilizes different sources to give ideas from various angles and represent voices in the society.

Originality of news based on issues of the society's concerns and new ideas and are essential. You can get news from different sources-but originating your news by yourself is great and rewarding. This researcher gave highest grade for those news owned –A.

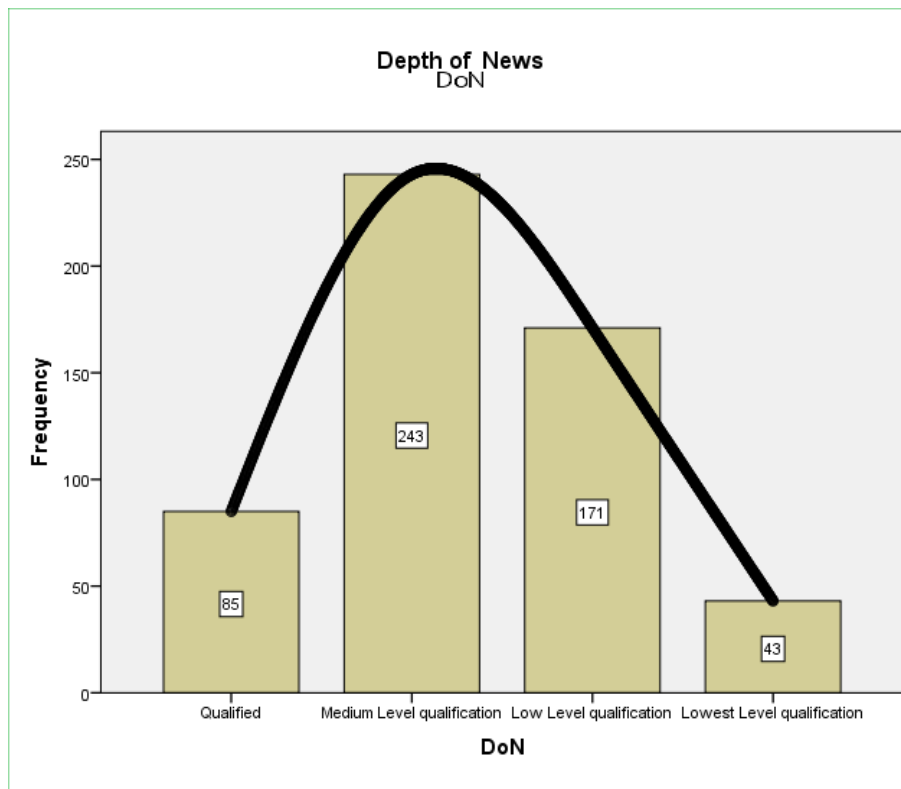
News from an authority or expert with enough elaboration or information on the subject matter was placed to the highest score undoubtedly got their grade at A level.

News originated from other sources are graded from A to D, depending in their of the sources in hand.

The markings were made after hearing from the news item from the recordings and based on in what on news writing and reporting techniques.

The sources for the radio stations are classified in eight. The highest toll of the reporting is taken by reporting based on events-128 (23.5%). Monitoring news from international media takes second stage with 135 in number. News those sourced Authority/Expert are 63.Those of unspecified origin stands at 58.Those news originated from local media outlets are 45.News from reporting events are 42 in number and take 7.7% of the total news. The stations make original 23 news of their own constitutes about 4.2 %..

Graph 2.News classified in their degree of depth (quality)



The Depth of the news or quality of news are evaluated by giving marks to each news item by hearing from the recordings. A news item that scores 85 and above gets grade A, which means it belongs to Qualified level.

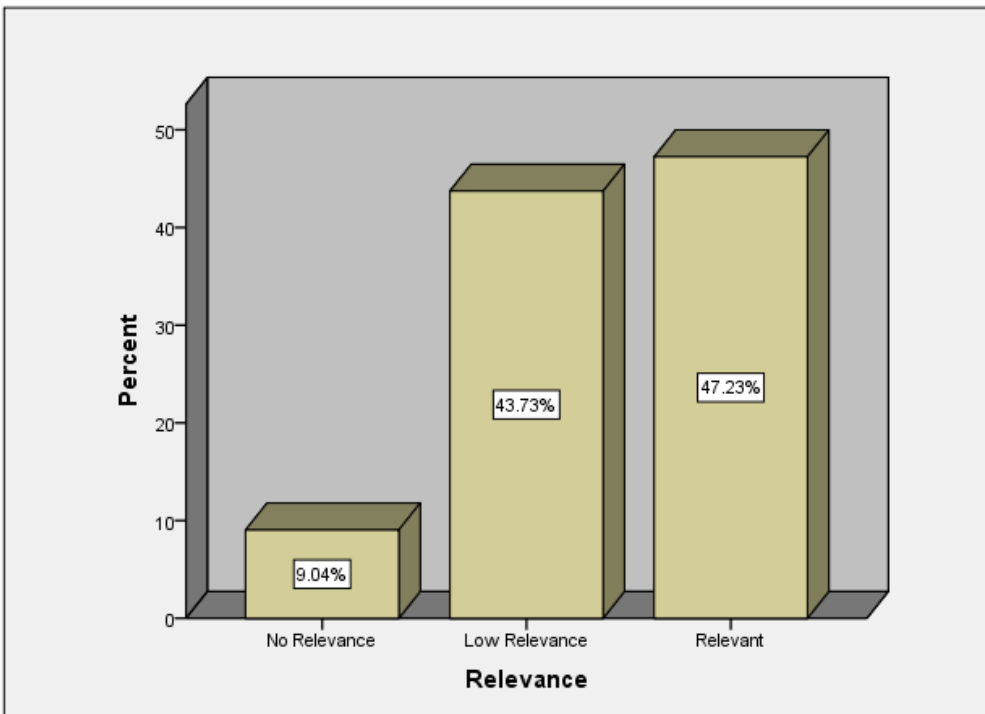
The news must have full information on the issue it picks, with background information, interpretation, appropriate sound bites, use of experts and other men in meaningful way.

If the news fulfils all these criteria, the highest grade is awarded. If the news is not fulfilling one or two or more than two of these criteria, its grade becomes on medium or below levels assigned here.

The number of qualified to describe the issue in depth and quality stood 15.7%, which is 85 news items. Those news at medium level of qualification that meets news quality are 243(44.8).News at low level of standards account just 17.News at lowest level of standards are 43 in number and accounts around eight percent.

Taking into account all these sub classifications news from the stations must be raised to the top level, otherwise the stations lose their audiences by their disservice.

Graph 3. News evaluated by their relevance (Timeliness).



Relevance of the news means how the news item be timely that is the main ingredient of the news. News gives information based on time. Considering the timeliness of the news, the researcher divides relevance in to three: News item relevant to the time gets an A grade mark for it-Relevant. Those news items late in reporting, graded as B, which gets from 60-84%.Marked as Low Relevant. If the information was already reached the people by other media outlets.

The third level is “No Relevant”, which means the news item brought an item late in appearance, not appropriate for the audience in target or below the standard set. Information is useful and power for its users, there is no category that puts it as “irrelevant” information here.

From the total of 542 news items some 256(47.2%) met the goal of timeliness here. 237 Or 43.7% news items are below the standard of achieving delivery on time.49 news which takes 9.04% of the new items presented are with no proper value especially in their delays.

More or less the stations were around half way in presenting what they have on time, however they need more efforts to be pioneers in delivering news on time, of course with accuracy.

4.5 The Regulation

The FDRE Constitution and the proclamation to provide for freedom of the mass media and access to information 2008 pave ways for serving the people by getting information for the media. These basic documents strictly adheres media must be for public interests. When we look EBA’s regulation and agreement for licensing FM radio stations seems strong at it stands since it has some strong articles in respecting delivery of local and indigenous items for their audiences’ interests, but its implementations remain weak.

Let’s take some of the articles on granting license to the broadcasters’ in relation to local news delivery directly and indirectly;

5.1 ከሳምንታዊ የሥርጭት ጊዜው በያንስ 60 በመቶውን መረጃ ሰጪ እና አስተማሪ ለሆኑ አገራዊ /አካባቢያዊ፤ ፖለቲካዊ፤ ማኅበራዊ እና ኢኮኖሚያዊ/ ርዕሰ ጉዳዮች ማዋል አለበት፤

5.1[The radio station] must dedicate at least 60% of its weekly air times for informative and educational programs that deals with national(regional, political, social and economic)issues.

5.4 አካባቢያዊ፣ ክልላዊና አገራዊ ዜናዎችን በየዕለቱ ጠዋት፣ ቀን እና ምታ ቢያንስ በቀን ለ3 ጊዜ ማቅረብ አለበት፤

5.4 [The radio station] must disseminates news of local, regional and national concern at least three times in a day-in the morning, at noon and in the evening.

5.5 የሃሳብ፣ የአመለካከት፣ የባህልና የቋንቋ ጠዘሃነትን ማስተናገድ እና የብሔር ብሔረሰቦች እና ሕዝቦችን እኩልነት የሚገንፀባቸው ፕሮግራሞችን ማቅረብ አለበት፤

5.5[The radio station] must host programs that reflects diversity of ideas, ideologies, cultures and languages as well as equalities of nations, nationalities and peoples of the country.

(My translation)

As you see it, the country has regulation for control and administration of the broadcasters , its implementation is not satisfactory and at times violates the regulation. Consider the following Questions of this researcher. Is there any mechanism to control the delivery 60% local content in weekly programs strictly? Is there any measurement to evaluate each and every time what is delivered in a given day? What percent by that day.

The regulation adheres at least three news times in a day. Does EBA control those broadcasters who break this article of the regulation? What measures the authority take on them, if they respect? What about controlling the content of the broadcasters in terms of its relevance for their audiences? One of the Article (5.5) mention about diversity of ideas among other things--is the news from these broadcasters really respect this article mostly?

4.6 Qualitative analysis

This researcher qualitatively analyzed news hosted by the two radio stations from International media institutions in the stated period. The media includes well known broadcasters such as: BBC, Aljazeera, CNN, etc.

4.6.1 Summary

The stations are in infancy level in writing and reporting of news in professional way. There are segments that appear in each and every news items evaluated by this researcher, but the news service lacks what it ought to be, lack of professionalism clearly demonstrated in this research. Your news must be good quality. It must be original. It has to include many sources -multi sourced. It must include different voices must be presented in sound bites. Reporting on time with completeness is must be nonnegotiable.

As this researcher tries to demonstrate in the four theories analysis and the findings of this research reflects, the trends in these FMs are getting towards market driven journalism, which is a characteristics of Libertarian Theory. Though this theory labeled as: “a market place of idea”, that means people have equal right to information. It also said as essential part of a “free and rational society”.

However, the theory limits the right of information of the people to some extent by denying access to information. As I have seen in this research findings, right to access to information for broadcasters are there, but they didn't give the information people entitled to get it. This was a clear violation of the right to know the audiences’.

Whatever the reasons behind this, there would not be such cases, for denying information essential for peoples' lives especially, in times of crisis and change of guards in the ruling party. The media acts as a voice to the voiceless. Denying the voices at such critical times, neither it was the basic notion for news, nor giving a service to the public.

Ownership of the media determines the form and content of media in general, in news writing and reporting in particular. As the intellectuals in the field indicate ownership consolidates what to broadcast in your media outlet. Media content is all about pluralism of ideas, views and

opinions in general, citizens in one side expect these fundamental rights should be respected by them. When you failed to produce news that emanated from public relations officers and ceremonies only, where are the services to the public which you got licensed to?

In Ethiopia, private ownership of the media was a recent phenomenon that started 25 years ago. The air waves of the country liberalized for commercial radio broadcasters in 2007. Since private broadcasting in its infancy, there are few commercial broadcasters in this country. The services of these FM broadcasters overtaken by commercials and lack of proper attention in delivering news in professional way.

Media has a role to play to keep one's identity, by this we can discovering ourselves and promote our diversity in race, sex, religion, culture, etc in our common existence in geographically bounded areas. Media have to give coverage for our local affairs more than anything else Diversity of ideas must be the core for programs and news coverage because the target of the media is people of certain area(s)giving what this people deserve means respecting the right to information in broadest form.

Media institutions in this country have constitutionally enshrined right to critics doings of the government, political parties, non-governmental and civic society objectively. Instances of corruption, mal administration, lack of good governance and nepotism are just some sources for dissatisfying the people that seek remedies administratively. Media can take one or many these cases and expose these evils publicly.

In Ethiopia, esp. in Addis Ababa, the number of FM radio stations is growing annually, out of 14 FM stations in operation , three of them began broadcasting in the past 10 months.EBA recently announced that three new FMs are licensed to join the airwaves so soon. This brings the number of commercial FMs in Addis Ababa to 10.

Good progress indeed, in the country there was no station, it is dramatic change. But the question remains: what they are presenting in quality beyond that, their local delivery in value terms to their lives. So far, our experiences with the FMs are not good. Appreciating the mushroomed FM

radio stations, Yes. Do the functioning and upcoming FMs bring local content their priorities and present relevant issues to change lives, many of us in doubt to get assurances.

Broadcasters and policy makers must realize and work on what opportunities they are in their hands before anything else to give the required services that wait to get the most from them-as fresh as a hot cake and that touches their livelihoods. This is the land, that kept its independence for millennia ,its civilizations dated thousand years, rich in its ethnic and religious diversity, traditions and cultures, flora and fauna, history, its strategically located position in the horn and in Africa.

Besides that there are plentiful issues to be covered locally that ought to be in the tables of media houses whether it is democracy, development , good governance, peace , social, economical and cultural issues to be exploited in professional ways including in news coverage. Media have the power means and an obligation to present peoples' voices and issues of their concerns in their daily output .There is a desire of the people to speak their minds independently and that right must be respected .They may want to speak on the subjects of in diminishing democracy, high living costs, dissatisfactions of service deliveries in electricity and water or may say thanks others for good services rendered in satisfaction. After all, the purpose of licensing the media means serving your audience in proper ways with up to the date information relevant for your respected audiences.

The characteristics of the stations after this research clearly demonstrated that generally the services of two radio stations in producing and disseminating news lagged behind the needs of the people they serve. It means below standards. The stations depend in reporting ready-made or “take away” news from events and PRs most of the times. It needs a radical shift in near future for better services. The media that not keep public interests in the long time loose listener, its advertisement revenues wanes and get out of the markets. The media have to respect their information delivering roles and respect the basic right of the people in getting their local content from them whoever holds the license to broadcast.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

As Allern (n.d,p.139)describes it, “The notion of journalism as a mission, a task for the benefit of society has become a central part in the ideology of journalism.... By virtue of this myth or rationale, media companies are respected as patrons of the institution of news.” Media determines what we know about the world and how we know about it.

Thus Ethiopian media has no difference in this regard from this globalized world, the number of electronic media institutions are increasing annually.

The oldest form of electronic mass media- radio, and its FM(Frequency Modulation) version that came in to being in 2000 to this country is the most chosen type of broadcast for its quality in sound and its coverage reaches in 125 kilo Meter radius as well as online world wide Everyone can easily get information and participate in its programs its expansion is a positive one since radio remains the means for expression of citizen’s voice and avenue for public participation.

Even though, the numbers of FMs in capital increasing .In terms of news coverage is not in a position of the news writing standards. For instance, look the news coverage of these stations. They focus for events here and there most of the times.

This researcher tries to address the problems of local content delivery in purposefully based on the time of getting their license in 2012 .The two FMs -Abay FM 102.9 and Bisrat FM 101.1 are chosen to representing all commercial FM radio stations in capital because of their length of services in the field after they got licenses from EBA. These were the second batch private FMs to get permissions to broadcast. The first FM radio stations got licenses in 2008.

The researcher believes attaining the root causes of for not delivering news to the audiences by the FMs are measured in this study, undertaking content analysis research for six weeks spanning from 03 March- 13 April 2018. A total of 542 items out of these 376 locally produced

are critically analyzed in the thesis. The researcher investigated what the broadcasted news looks like, in terms of: relevance, depth, sources, types of the news along originality and ownership. The paper tries to reflect what is lacking in delivering news for the listeners in capital and its environs. The data collection process timing was fallen incidentally when Ethiopia was in chaos and fortunately the transition of power by former and now premiers. I witnessed, what these broadcasters announced during this time. Sources are the pillar of the news. Professional journalists use many sources to develop the news to the highest point possible and get credibility. Sources reflect diversity-that means the journalist utilizes different sources to give ideas from various angles and represent voices in the society, however these stations were generally weak in delivering information that was essential for that time.

By and large, the stations lack local content that entertains (the demands, interests and problems of the people). Thus, one of the major finding in this study knows the level of local content delivery which is 47.2% that is below standards.

The second point of evaluation is the depth of news. The rate of qualified news in the category is just 15.7% only. News in medium level of quality standards are take 44%.The rates below the level accounts around 40% of the total. The findings reveals failures due to: presenting news without analysis ,little or no background news ,and news with single source(when it needs many sources). In terms of depth, the stations don't give enough attention for meaning and implications. Here, they failed to quench public thirst for quality news.

The third point measured for evaluation is utilization of sources. The FMs use different sources to cover their news times. Locally, public relations news is dominant with 23.6% mark. News from Authority/Expert sources takes some 12%. News on Events accounts about 7.7% of the total coverage. News monitored from local media goes 8.3%. News that got multiple sources for its dissemination has 9% value. Reporters didn't worry in multiplying the sources because they think, it was enough for news consumption and their editors were not in a position of uplifting the standards.

News monitored from international media outlets has 24.7% and that of unspecified sources stand at 10.7% of the total news broadcast on both stations. The percent of news produced by the reporters of these stations is merely 4.7% as the findings indicates it. Even if, it was a private ownership, you would have think over in multiplying the numbers and upgrading the quality of news for your and audiences benefit more than this amount, this is another clear demonstration for lack of originality and ownership.

The other major criteria for this study is news categorized in six types of news covered which was created by this researcher to evaluate each and every news aired during the given times. Among the categories allocated for local news, “reporting” becomes with the highest amount news that accounts more than 35%. Press releases and press conferences take 8.5%. Initiative news account for 8.5 % (46 news). This is the lowest in terms of number and another manifestation for less emphasis in covering local, original, and self-expressing news that is a source of identity for the broadcasters.

I think media scholars can draw lessons from these results and help in filling the gaps witnessed in these stations while presenting better services in delivery worthy content that appeals audiences in due course.

5.2 Recommendations

I have some recommendations for the two broadcasters, policy makers, EBA and for media scholars who are interested in FM radio stations in particular and media in general. First and foremost producing local content based on public interest is essential and must be respected. Broadcasters should give more emphasis in producing news of their own in creativity and keeping originality. It is the way for professional growth in the mean times besides satisfying your audiences. Local content rules must promote pluralism and it should be implemented by appropriate legal means in transparent way.

The other point worth mentioning here is that due attention should be given for time. News is perishable. Get the right information, act on time before your contenders. If you are able, try to be the first in breaking the news for your audiences.

5.2.1 For Bisrat FM 101.1

In this research, I witnessed, you neglected or bypassed some great events of the country during the times crisis and its aftermath up to the times of the coming of the new premier, I suspect you feared the politics of the day and its consequences on your existence. You failed to report based on proper sources, in balanced and objective ways. After all, you were and are journalists. It was a disservice for the public.

The second point for this station is you used news from International media outlets, but you don't give credit for them most of the times journalism is, to be information provider to your audiences and for others in offering information you get genuinely. I hope you don't like pluralizing the works of others. My advice, please avoid it.

5.2.2 For Abay FM 102.9

Your mid-day news dominated by monitoring domestic news sources heavily. Why was that? Quoting others for special news that you don't get at the time is okay. You took news items from partner media institutions to fill your news time frequently outlets destroy your identity as an independent broadcaster. Be wise, take ideas of news from other sources develop it, and then report it for your listeners. By the way, some of your local are unanimous. Are there reasons for that? Anyway, be original, and be yourself. Quote others whenever you are to use their works without discrimination. Don't flood us with monitored news.

5.2.3 For EBA and policy makers

Experiences from different countries- developed and developing tell us the need for local content is nonnegotiable and its implementation is strict. For countries like ours media is the tool for hosting local content, diversity, democratization and good governance. So, the need for the media that serve public interests, aspirations, needs and motives is immense. The public needs the media to be their voice. Local content and relevance are the pillars, depth and proper sources are the bases for the news and the information you convey.

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Appendix 1

Abay Fm 102.9

The times of broadcast for all news: 12:00 a.m.

28/06/2010 E.C (07.03.2018)

የተባበሩት ዓለብ ኢሜሬቶች የውጭ ጉዳይ ሚኒስትር ሼክ አብዱላህ ቢንዛይድ አልናህያን ለይፋዊ የሥራ ጉብኝት አዲስ አበባ ገቡ።

Unite Arab Emirates(UAE) Foreign Minister Sheik Abdullah Bin Zayed Al Nayan arrives for official visit to Ethiopia.

አሜሪካ ኢትዮጵያን ጨምሮ ለሌሎች የአፍሪካ አገራት የ533 ሚሊዮን የአሜሪካን ዶላር የሰብዓዊ ድጋፍ እንደምትለግስ ይፋ አደረገች።

USA will donate 533 million USD worth humanitarian aid for five African countries including Ethiopia. የአዲስ አበባ ቴክኒክና ሙያ ሥልጠናና ትምህርት ቢሮ ለውጭ አገራት የሥራ ስምሪት ሥልጠና ፈቃድ የመስጠት ፈቃድ የተሰጣቸውን ተቋማት አሳወቀ።

Addis Ababa technical and vocational training and education bureau announces institutions that certify citizens for abroad employment.

የዘንድሮው ዓለም አቀፍ የሴቶች ቀን በነገው ዕለት በተለያዩ ሥነ ሥርዓቶች ይከበራል።

International Women’s Day will be celebrated tomorrow.

በአማራ ክልል ሰሜን ሸዋ ዞን በጣርማ በር ወረዳ የፌዴራልና የክልል ምክር ቤቶች ተወካዮች ከኅብረተሰቡ ጋር ውይይት ማድረጋቸውን የወረዳው አፈ ጉባዔ ጽህፈት ቤት አስታወቀ።

Members of the House of Representatives and regional councils met the people of Tarma Ber district, Amahare Region, the district Speaker Office announced.

ኢትዮጵያ የዓለም ንግድ ምክር ቤቶች ጉባዔን ከሦስት ዓመታት በኋላ ልታስተናግድ ነው።

Ethiopia to host world chambers congress in 2021.

በኢትዮጵያ የመጀመሪያው የሆነ የልዩ ተሰጥያና ተውህቦ ትምህርት ቤት በቡራዩ ከተማ ለመክፈት ዝግጅት ላይ መሆኑን የሳይንስና ቴክኖሎጂ ሚኒስቴር አስታወቀ።

Ethiopia is preparing the first of its kind special talent school at Burayu town, the Ministry of Science and Technology (MoST) says.

05/07/2010 E.C(14.03.2018)

የአገር አቀፍ የፖለቲካ ፓርቲዎች የጋራ ምክር ቤት ባካሄደው ስብሰባ በአሁኑ ወቅት በአገሪቷ ለተፈጠረው ችግር መንስዔ የሆኑ ጉዳዮችን በዘላቂነት ለመፍታት የችግሩን መንስዔ በአግባቡ መረዳትና ብሔራዊ መግባባት የመፍጠር ሥራ መከናወን እንዳለበት ገልጿል።

Solving the current political crisis of the country in sustainable ways and national reconciliation must be the way forward, urged the council of nationwide political parties.

የኢትዮጵያ ኤሌክትሪክ አገልግሎት የደንበኞችን መጉላላት ለማስቀረት ብልሹ አሰራርን የፈጸሙ ሠራተኞችን ከሥራ መሰናበት የደረሰ እርምጃ መውሰዱን አስታውቋል።

Ethiopian Electric Power(EEP) takes measures on its corrupted employees to give better services for customers.

አየርላንድ ኢትዮጵያ ለሰብዓዊ ዕርዳታ የሚውል የሦስት ሚሊዮን ዩሮ ድጋፍ አደረገች።

Ireland donates 3 million euro for Ethiopia humanitarian aid.

የኢትዮጵያ አሰሪዎች ኮንፌዴሬሽን በዚህ ዓመት እንደሚመሰረት የኢትዮጵያ አሰሪዎች ኮንፌዴሬሽን አደራጅ ምክር ቤት አስታወቀ።

Ethiopian employers confederation will be formed this Ethiopian year,

የአዲስ አበባ ዩኒቨርሲቲ የመመረቂያ ጽሁፎችን ስርቆት ለመከላከልና የትምህርት ጥራትን ለማስጠበቅ የሚረዳ ዘመናዊ መሣሪያ መግዛቱን አስታወቀ።

Addis Ababa university buys a software to avoid plagiarism and improve quality of education.

በአማራ ክልል ወደ ውጭ ከተላኩ የግብርናና ኢንዱስትሪ ምርቶች ከ154 ነጥብ 7 ሚሊዮን የአሜሪካ ዶላር በላይ ገቢ መገኘቱ ተገለፀ።

An income of 154.7 million USD secured from export of agricultural and industrial products from Amhara Region'

12/07/201E.C (21. 03.2018)

ፕሬዚዳንት ዶክተር ሙላቱ ተሾመ ለሩሲያው ፕሬዚዳንት የደስታ መግለጫ መልዕክት አስተላለፉ።

President Mulatu Teshome congratulated his Russian counterpart,

የኢህአዴግ ሥራ አስፈጻሚ ኮሚቴ ስብሰባ በብሔራዊ ድርጅቶች መካከል የአብዮታዊ ዴሞክራሲያዊ መስመር የአመለካከት አንድነትን በሚያጠናክር መልኩ በጥልቀት ተፈትሾ በመግባባት መጠናቀቁን የኢህአዴግ ምክርቤት ጽህፈት ቤት አስታውቋል።

The EPRDF Executive Committee affirmed, its deliberations help to strengthen the ideals of Revolutionary Democracy and unison among member organizations.

የኢ.ፌ.ዲ.ሪ የውጭ ጉዳይ ሚኒስትር ዴኤታ ዶክተር አክሊሉ ወልደሚካኤል የሚክሲኮ የውጭ ጉዳይ ሚኒስትር የአፍሪካና የመካከለኛው ጉዳዮች ዳይሬክተር ጆርጅ አልቫዜ ሹንቴ ጋር ተወያዩ።

State Minister of Foreign Affairs, Dr. Akililu Wolde Michael met his Mexican counterpart George Alzave Shunte.

በአማራ ክልል ለህዳሴ ግድብ ግንባታ ከ1ነጥብ 1 ቢሊዮን ብር በላይ ድጋፍ መደረጉ ተገለፀ።

The people in Amhara region contributed a total of 1.1 billion birr for construction of the Grand Ethiopian Renaissance Dam (GERD).

የምሥራቅ አፍሪካ ተጠንቀቅ ኃይል የሲቪል ክንፍ አባላቱን ከኢትዮጵያ መመልመል ጀመረ።

The East Africa Standby Force begins recruiting Ethiopians for its civil assignments.

የፌደራል ትራንስፖርት ባለስልጣን ለትራፊክ አደጋ የሚያጋልጡ ቦታዎችን የመለየት ሥራ እየሰራ እንደሆነ አስታወቀ።

Federal Transport Authority working to identify announces places that pose traffic accidents.

የአዳም ረታ “አፍ” የሚሰኘው መፅሐፍ ተመረቀ።

The new novel by Adam Retta inaugurated.

መድኃኒቱን የተላመደ የቲቢን በሽታ ለማከም የሚፈጀውን የ24 የወራት ጊዜ ወደ ስድስት ወራት ለማሳጠር እየተሰራ መሆኑን የጥናትና ምርምር ሥራን በማጠናቀቅ ከግብ እንደደረሰ ተገለፀ።

Works are undergoing to reduce the time of TB treatment from 24 to six months, physicians declared.

19/07/2010 E.C(28.03. 2018)

የኢህአዴግ የቀድሞ ሊቀመንበር አቶ ኃይለማሪያም ደሣለኝ የአገሪቱ ህዝቦች ድርጅቱም ሆነ መንግሥት እያካሄደ ያለውን ሪፎርም እንዲደግፉ ጥሪ አቀረቡ።

Former EPRDF Chairman, Haile Mariam Desalegn urged the people and party members to rely behind the government in supporting the reform.

ባለፉት ሰባት ዓመታት አርሶ አደሩ የኢትዮጵያ ታላቁ ህዳሴ ግድብ ከደለል ለመከላከል 79 ቢሊዮን ብር የሚገመት የተፈጥሮ ሃብት ልማትና ጥበቃ ሥራ ማከናወኑን ተገለፀ።

Over the last seven years peasants undertaken 79 billion birr estimated natural resources development and conservation activities to keep the Grand Ethiopian.

Renaissance Dam(GERD)from siltation,

በአገሪቱ አንዳንድአካባቢዎች ተፈጥሮ በነበረው አለመረጋጋት ጉዳት ለደረሰባቸው የኢንቨስትመንት ተቋማት መንግሥት ድጋፍ ማድረግ ጀመረ።

The Ethiopian government render support for damaged investment institutions revitalization.

የኢትዮጵያ ካይዘን ኢንስቲትዩት በግልና በተቋም ደረጃ በፍልስፍናው ተቃኝተው አማካሪ ለመሆን ለሚፈልጉ ምሁራን እውቅና መስጠት መጀመሩን አስታውቋል።

Ethiopian Kaizen Institute says, it commences recognizing intellectuals who aspire to be advisors of the philosophy at individual and institution levels

ለታላቁ የኢትዮጵያ ህዳሴ ግድብ ግንባታ እየተካሄደ በሚገኘው የቦንድ ሽያጭ ሳምንት እስከ አሁን 60 ሚሊዮን ብር መሰብሰቡን የግድቡ ግንባታ ህዝባዊ ተሳትፎ አስተባባሪ ብሔራዊ ምክር ቤት ጽህፈት ቤት አስታወቀ።

Sell of bonds worth 60 million birr for the construction of Grand Ethiopian Renaissance Dam(GERD)in one week, according to the office of dam mobilization.

የከተሞችን አረንጓዴ ልማት ለማስጠበቅና የአየር ንብረት ብክለትን ለመቀነስ ሁሉም ማህበረሰብ የጋር ርብርብ ወሳኝነት እንዳለው ተገለፀ።

Participation of all communities sare decisive to keep green development and reducing climate change related damages.

26/07/2010E.C(04.04.2018)

የእርሻና ተፈጥሮ ሃብት ልማት ሚኒስቴር ምርትና ምርታማነትን በሚጨምሩና በዘርፉ ትራንስፎርሜሽንን ለማምጣት የሚያስችሉ ጉዳዮች ላይ ትኩረት አድርጎ እንደሚሰራ ገለፀ።

Ministry of Agriculture and Natural Resources(MoANR) is working hard to increase production and productivity as well as activities in transforming the sector, it declared.

የኢ.ፌ.ዴ.ሪ ጠቅላይ ሚኒስትር ዓቢይ አህመድ ከግብፅ ፕሬዚዳንት አብደልፈታህ አልሲሲ ጋር በስልክ ተወያዩ።

FDRE Prime Minister Abiy Ahmed phoned President AbdulFetah El sisi of Egypt.

የኩዌት የአገር ውስጥ ጉዳይ ሚኒስቴር አገሪቱ በኢትዮጵያውያን የቤት ሠራተኞች ላይ ጥላው የነበረውን እግድ ማንሳቷን አስታወቀ።

The Ministry of Interior OF Kuwait announced that the embargo on Ethiopian maids are lifted.

የአዲስ አበባ ዩኒቨርሲቲ በመጨረሻ አምስት ዓመታት ከአፀደ ሕፃናት እስከ መሰናዶ ትምህርት ቤት ለመገንባት ማቀዱን አስታወቀ።

Addis Ababa University(AAU)announced that,it constructs community schools in the coming five years. The schools are ranging from Kindergarten to preparatory,.

የቆዳ ሕመም ከአገሪቱ 10 ቀዳሚ በሽታዎች በአምስተኛ ደረጃ ላይ እንደሚገኝ ተገለፀ።

In Ethiopia, skin diseases taken fifth place among the 10 killer diseases.

03/08/ 2010 E.C (11. 04. 2018)

ኢትዮጵያ አሁን የምታመነጨውን 4ሺህ 280 ሜጋ ዋት ኃይል በ2012 መጨረሻ ወደ 17ሺህ 300 ሜጋ ዋት ለማሳደግ አቅዳ እየሰራች መሆኗ ተገለፀ።

Ethiopia will increase its power generating capacity to 17.300 Mega Watt by the end of 2012 E.C from the current 4.280 Mega Watt.

ለዘጠነኛው የመሬት ሊዝ ጨረታ አዲስ ሶፍት ዌር ተዘጋጀ።

Software program is in preparation for the ninth land lease.

በሐዋሳ ኢንዱስትሪ ፓርክ በጨርቃ ጨርቅና አልባሳት ዘርፍ የተሰማሩ በመጋቢት ወደ ውጭክላኩት ምርት ከሦስት ሚሊዮን የአሜሪካ ዶላር መገኘቱን የኢትዮጵያ ኢንቨስትመንት ኮሚሽን አስታወቀ።

Textiles and garment producers in Hawassa Industrial Park generated over three million USD in one month,according to Ethiopian Investment Commission.

በኦሮሚያ ክልል ቦረና ዞን የአዳ ቡልቶም ዩኒቨርሲቲ ግንባታ ለማካሄድ በቦታው ላይ ያሉ አርሶ አደሮችና ሕገ ወጥ አመራሮች ባለመነሳታቸው ግንባታውን ለማካሄድ መቸገሩን ትምህርት ሚኒስቴር ገለፀ።

The construction of Oda Bultum University, in Oromya Region delayed because of illegal settlers, the Minstry of Education(M o E)declares

Appendix 2

Bisrat FM 101.1

The times of broadcast for all news:06:00 p.m.

28/06/2010 E.C (07.03.2018)

ኢትዮጵያ ህገወጥ የዱር እንስሳት አዘዋዋሪዎች ላይ ቅጣቴን እጨምራለሁ ብላለች።

Ethiopia says increases its punishment for illegal poachers.

ብሔራዊ ሚቲዎሮሎጂ ኤጀንሲ የሰሞኑ የዝናብ ሁኔታ እስከ ግንቦት ይቀጥላል አለ ።

National Meterological Agency(NMA)announces the rainy season will continue until May(Guinbot).

በ2010 በጀት ግማሽ ዓመት በገቢና ወጪ ዕቃዎች ቁጥጥር ሥራ በወጪ ቅባት እህሎች ዙሪያ ከታቀደው አንፃር ዝቅተኛ አፈፃፀም መመዝገቡን ሰምተናል።

The income from export of oil seeds in six months of the current budget year is below the plan.

በአዲስ አበባ ረጅም ጊዜ ያስቆጠሩ ትምህርት ቤቶች ታሪካዊ ይዘታቸውን ሳይለቁ እንዲታደሱ እየተደረገ መሆኑ ተነግሯል። ይህንን የተናገረው ደግሞ የአዲስ አበባ ትምህርት ቢሮ ነው።

Historical Schools in the capital are in restoration, according the capital Education Bureau.

በተለያዩ ተቋማት የሴቶች ቀን እየተከበረ መሆኑን ሰምተናል። ተቋማቱ በተለይም ደግሞ የሴቶችን መብት ከማስጠበቅ አንፃር የተሰሩ ሥራዎችንም ሲወያይደባቸው ቆይቷል።

Institutions in the capital are celebrating International Women’s Day,with due emphasis to protection of rights.

በአዲስ አበባ ከተማ ከ15 በላይ ስዕላዊ ቱሪስት ካርታዎች ሊተከሉ መሆኑ ተገልጿል።

More than 15 tourist maps will be installed in Addis Ababa city

በድሬዳዋ ከተማ በሥራ ዕድል ፈጠራና በምግብ ዋስትና ሥራ ላይ የተሰማሩ ግለሰቦች ከምንሰራው ሥራ አንፃር በቂ አይደለም ሲሉ ይናገራሉ።

Participants of job creation and food security program in Dire Dawa said the amount of their payment is unbalanced.

05/07/2010 E.C(14.03.2018)

የፌዴራል የሰነዶች ማረጋገጫና ምዝገባ አጀንሲ በከፍተኛ ሁኔታ የሠራተኛ ፍልሰት እንዳለበት ተነግሯል።

Federal Documentation and Certification Authority says high amount of employees migration hurt its business.

አዲስ አበባ የኒቨርሲቲ የመመረቂያ ጽሁፍን ስርቆት ለመከላከል ያስችለኛል ያለውን ሶፍት ዌር ሊገዛ እንደሆነ ተነግሯል።

Addis Ababa university buys a software to conquer plagiarism,
የአዲስ አበባ ከተማ አስተዳደር ንግድ ቢሮ አሁንም የንግድ የህገ-ወጥ ችግር ሆኖብኛል ብሎ ይናገራል።

Addis Ababa Trade Bureau the biggest problem for its activities is in the capital illegal business.
የአዲስ አበባ ከተማ የቲቢ በሽታን ለመከላከል በ150 የግልና 100 የመንግስት ተቋማት ነፃ ምርመራና ህክምናም እየተሰጠ ነው።

A total of 250 private and government health institutions are in service of TB treatment in the capital.

ብሔራዊ ፈተና ተዘጋጅቶ በጎትመት ላይ ይገኛል።

National exams are in print.

የመንግስት ግዢና ንብረት አስተዳደር ኤጀንሲ በአገር አቀፍ ደረጃ የኤሌትሮኒክስ ግዢን ተግባራዊ ሊያደርግ እንደሆነ ነው የተሰማው ።

Nation wide electronics procurement will be employed, Government Procurement Administration Agency announced.

የ16 ዓመት እድሜ ያላትን ታዳጊ አስገድዶ ለመድፈር ሙከራ ያደረገው ግለሰብ በሰባት ዓመት ከስምንት ወራት እስራት ተቀጥቷል።

A man who tried to rape a 16 year old girl, sentenced in seven years and eight months imprisonment.

የኢትዮጵያውያንና ትውልደ ኢትዮጵያውያንን አስክሬኖችን ከውጭ አገራት ለማስገባት ፈተና እንደሆነባቸው የአዲስ አበባ ነዋሪዎች ይናገራሉ።

Residents of Addis Ababa complains as entering corpses of Ethiopians and Ethiopian-origin becomes challenging for them.

12/07/2010E.C (21.03.2018)

በአዲስ አበባ 74 በመቶ የሆነው ነዋሪ የማህበረሰብ አቀፍ የጤና መድሀን ሥርዓት ተጠቃሚ ሆኗል እየተባለ ይገኛል።

74% of the capital residents benefit from community based health system;

በውሃ ቴክኖሎጂ ላይ የሰው ኃይል እጥረት መኖሩን የውሃ ቴክኖሎጂ ኢንስቲትዩት አስታውቋል።

Acute shortage of manpower in the field of Water technology;

በምዕራብ ጎጃም ዞን ቡሬ ከተማ አስተዳደር ፖሊስ ኅብረተሰቡን ሲያጭበረብር የነበረውን ግለሰብ በቁጥጥር ሥር ስለማዋሉም ሰምተናል።

A Town of Bure, West Gojjam caught a man with high stealing records.

ኢትዮጵያ አየር መንገድ ከአጠቃላይ የ ነዳጅ ወጪዬ ከ40 በመቶ በላይ ደርሷል እያለ ይገኛል።

Ethiopian Air Lines said 40% of its expenditure goes to aero plane fuel

ዓለም አቀፍ የውሃ ቀን በኢትዮጵያ 25ኛ ጊዜ እየተከበረ ይገኛል።

International women’s Day is celebrating all over the country,

የመድኃኒት ፈንድና አቅርቦት ኤጀንሲ ከአምስት ቢሊዮን ብር በላይ መድኃኒትና የህክምና የመገልገያ መሳሪያዎች አሰራጭቻለሁ እያለ ይገኛል።

The agency for medicine supply and fund announced that five billion birr worth medicine and pharmaceutical equipment’s distributed across the nation.

ለአንድ ዓመት ያህል የኬሚስትሪ ላብራቶሪ ሥራ መስራት አለመቻሉን የአለርት ማዕከል አስታውቋል።

Alert Center said shortage of chemicals hamper laboratory activities.

በአዲስ አበባ በኢንዱስትሪ ምርት ላይ የተሰማሩ 57 ድርጅቶች የማምረቻ ችግራቸውን ፈትቻለሁ ሲል ፌዴራል መካከለኛና አነስተኛ ኢንዱስትሪ ልማት ኤጀንሲ ነው የተናገረው።

Some 57 industrial inputs producers in Addis Ababa get land for plant, Federal Micro and Small Scale Development Agency said.

29/07/2010E.C(28.03.2018)

በልደታ ወረዳ 8 በመኖሪያ ቤት ላይ በደረሰ ቃጠሎ 500 ሺህ ብር የሚገመት ንብረት መውደሙ እየተነገረ ይገኛል።

Fire gutted half million birr worth property in the residence at Woreda 8,in Lideta Sub City og=f in the capital.

የሠራተኛ ማህበራትን ለማፍረስ የሚጥሩ ድርጅቶች አሉ እየተባለ ይገኛል።

There are some organizations that work against free organization of labor unions.

በቅናት ተነሳሽ የገዛ ሚስቱን የገደለው ግለሰብ በእድሜ ልክ እስራት መቀጣቱም ተሰምቷል።

A man, who killed his wife in jealousy, fined to life imprisonment.

የአደጋ ሥጋት አመራር ኮሚሽን በመጋቢት ወር ለተረጋጁዎች አምስት ቢሊዮን ብር መመደብ ታውቋል።

National Risk Management Commission allocated five billion birr budget for the needy for one month.

ወደ ኩዌት ለሥራ ጉዳይ የሚሄዱ ዜጎች ለችግር እየተዳረጉ ነው ተብሏል።

Citizens who leave for employment in Kuwait face problems.

በኢትዮጵያ 53 በመቶ የሚሆኑ ሴቶች ስታዊ ጥቃትና ትንኮሳ ሲደርስባቸው የህግ ከለላ ማግኘት እንደሚችሉ አያውቁም እየተባለ ይገኛል።

53% of Ethiopian women do not know, the availability of legal coverage of their cases, if they are sexual mistreatment.

በኢትዮጵያ በሦስት ዓመት የሚጠናቀቁ 18 የሳይንስና ቴክኖሎጂ ምርምሮችን ከ30 ሚሊዮን ብር በላይ በሆነ ወጪ እያስጠናቸው መሆኑን የኢትዮጵያ ባዮቴክኖሎጂ ኢንስቲትዩት ተናግሯል።

The Ethiopian Bio Technology Institute said, it is undertaking 18 scientific researches by 30 million birr budget that lasts three years.

26/ 07/ 2010 E.C (04. 04 .2018)

የኢ.ፌ.ዴ.ሪ ጠቅላይ ሚኒስትር ዶክተር ዓቢይ አህመድ የመጀመሪያውን እንግዳ በጽህፈት ቤታቸው ተቀብለው አነጋግረዋል።

FDRE Prime Minister Dr. Abiy Ahmed held talks with the first guest in his office.

በአዳማ ፍጥነት መንገድ በሕገ ወጥ ሁኔታ የሚያቋርጡ ተበራክተዋል።

The number of illegally crossers in Addis- Adama Express way alarming.

የአስገድዶ መድፈር ወንጀል የፈጸመው ግለሰብ በእሥራት ተቀጣ።

Raper sentenced imprisonment.

03/ 08/ 2010E.C (11. 04. 2018)

ለልማት ተነሽቶች የተመደበውን መዘብሯል የተባለው ተከላኝ ክስ ተመርቶታል።

A suspected embezzler of money for resettlement is charged.

ዓመታዊ የሕክምና ጉባዔና ዓለም አቀፍ የጤና ዐውደ ርዕይ ከሚያዝያ 4 - 7/2010 በአዲስ አበባ ሊደረግ ነው።

The annual medical conference and international exhibition to be held from April 12-15.2018.

የኢትዮጵያ ቀይ መስቀል ማህበር በአደጋ ስጋትና ቅነሳ ላይ ለአንድ ሚሊዮን ተጠቃሚዎች ሰብዓዊ ዕርዳታ ሰጥቻለሁ ተናግሯል።

Ethiopian Red Cross Society (ERCS) said, it distributed humanitarian assistance for over a million people.

ሰላማዊ የኢንዱስትሪ ግንኙነት በተቋማት እንዲፈጠር እየሰራ ነው ቢባልም፤የማህበራት ቁጥር እጅግ አነስተኛ መሆኑን ፈታኝ አድርጎታል እየተባለ ይገኛል።

Despite efforts being made for industrial peace,the number of labor unions is dwindling,

ባለፉት 11 ወራት በአዲስ አበባ ለሚገኙ የሴፍቲ ኔት ተጠቃሚዎች 300ሚሊዮን ተከፍቷቸዋል ብለዋል።

300 million birr payment for participants of safety net program in the capital in the last 11 months.