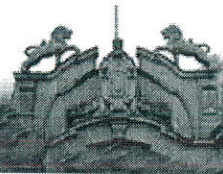


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DEVELOPMENT ISSUES IN ETHIOPIA: A FOCUS ON
ETHIOPIAN RADIO RURAL PROGRAMS**

BY
BIRUK ANLEY



ADDIS ABABA
June 2011

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**A THESIS SUBMITTED TO THE SCHOOL OF JOURNALISM AND
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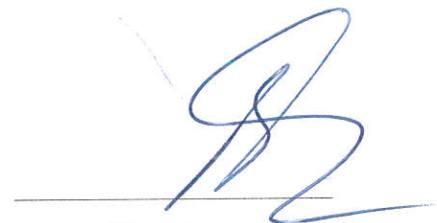
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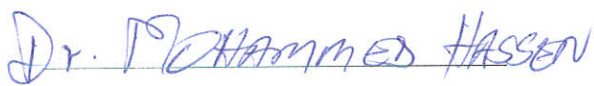
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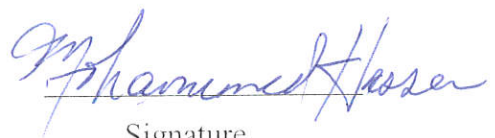
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List of Abbreviations and short form of names used throughout the thesis:

ER	Ethiopian Radio
ERTA	Ethiopian Radio and Television Agency
FGD	Focus Group Discussion
II	Individual Interview
RDP	Rural Development Program

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Abstract

This study aims at exploring challenges in the coverage of rural development issues through Ethiopian Radio rural programs. The study basically adopted a pure qualitative method. Focus group discussions, individual in-depth interviews and review of [Audio Archived] documents were employed as instruments for data collection. The data were analyzed thematically. Study results have indicated that covering rural development issues and events are loose due to internal and external challenges. Ethiopian Radio is biased against rural events and stories coverage. Weak structure of the [rural] programs and shortage of in-job training have been found as major internal challenges in line with covering rural issues. Working journalists on the station's rural programs are very limited in numbers. And they also haven't received regular training opportunities on rural affairs and how to cover them. Reporting on rural issues takes a different perspective when it is carried out from actual places. It is difficult for journalists and reporters to stay more than a day in the remote countryside where most areas are still without basic social infrastructure. They are always under pressure to finish their job fast enough to get back to the nearest town where basic facilities are available. Lack of sponsors/advertisers, difficult weather conditions and reluctant to disclose facts on the part of farmers and local officials are external challenges journalists face they start rural development coverage.

CHAPTER I: INTRODUCTION

This part of the paper tries to describe the focus areas of the research. First, it explains the background of the study. Then, the statement of the problem is presented. Subsequently, the study states the research objectives and questions, the significance, the scope and the limitations of the study.

1.1 Background of the Study

1.1.1 Media and Rural Issues

Calabrese, A. (1980) notes four essential aspects of satisfactory mass media communication systems and argues that rural areas in the developing countries are ill-informed in all four aspects:

1. *Mass media availability – “Despite dramatic advances in the spread of the media, large segments of rural population are still without real access to the mass media system.”*
2. *Access to mass media messages – “In general, the distribution of mass communication opportunities follow the steep pattern of stratification that characterizes the prevailing socio-economic structure.”*
3. *Context of mass media messages – “Because rural farmers are not a profitable market for media that depend heavily on commercial advertising, the mass media are oriented to the urban audiences that constitute the market.”*
4. *The code of mass media messages – “Given that mass media are strongly urban oriented; they codify their messages in styles corresponding to the audiences*

Schram W. et al. (1976) found that in countries where labor-intensive strategy is taken as a rural policy direction, media is an important input for several reasons. Labor must be reeducated and man power training is

reoriented. The task of media on the implementation of rural development policy is great and immeasurable as far as the socio-economic condition of the farming community is concerned. For this, there should be a need for mass media effort to its effective implementation.

Undaram, S. (2007) claims that the role of mass communication for rural development.

Mass communication plays a significant role in the field of rural development. Given high rate of illiteracy, media have to educate rural people about both development and welfare issues. Rural communication must concentrate on 'education' rather than 'publicity'. After all mass communication is something more than the mechanical transfer or even exchange of information. The function of mass communication is to bring about social transformation and to mobilize human resource to strengthen national development. Mass media is a critical agent to bring change and development.

Mass communication for development calls for the conscious and active participation of the intended beneficiaries at every stage of the development process (Undaram, 2007). The people in rural areas so removed from media and there is lack of interaction between the media and the rural people.

According to the national dialogue on *broadcasting situation in Ethiopia-opportunities and challenges*, organized by Panos Ethiopia and Broadcasting Authority of Ethiopia (march 26-27, 2007), media is an essential partner in rural development sector and it is imperative to give priority for issues affecting the poor, but constraints may appear to limit its potential.

1.2 Statement of the Problem

According to the 16th of February 2005 Global Media Monitoring Project (GMMP), out of the total 12893 of the news items monitored in 76 countries, only 1% was related to rural economic issues (Rosero, 2009).

Reporting on rural issues is largely restricted to natural disasters, food shortages and rising food prices. Media coverage of this crucial sector remains generally inadequate, rarely impartial, and all too often disconnected from the field. Rural issues are expensive to cover, compared for instance with political issues or scandals, (Watson J. 1998).

Over 150 officials and journalists from African, Caribbean and Pacific countries have gathered in Brussels, Belgium for a conference that aims to bridge the gap existing between agriculture and coverage of this sector by media in ACP countries. The conference was held under the theme '*The role of media in agricultural and rural development of ACP countries*'. The gathering is part of the Technical Centre for Agriculture and Rural Cooperation (CTA) 25th anniversary celebration and aims to bridge the gap between agriculture developments in rural areas by reaching target audiences in ACP countries via the mainstream media. Since rural development issues do not receive much attention in the media, the conference intends to provide answers to the question "why do media only focus about agricultural issues where there are natural disasters such as tsunamis, food crisis, flooding?" the conference emphasized the need for the media to provide coverage to agricultural issues; its potential and success stories, noting that needs to be urgently boosted to feed some nine billion people worldwide in 2015, (Songa, 2006).

The key challenge for all media practitioners in Africa is to start thinking of how we can get the majority of the people. The rural area makes up by far the greatest portion of Africa, and is the least developed. To make

development journalism meaningful we need to focus on the needs and aspirations of the rural people. The reality, however, is that this constituency is unattractive to journalists. Journalists report the rural area from the safety and comfort of the town, making periodic forays in the rural area to cover specific events at which to politicians' or government officials is the main attraction, (ibid).

Media coverage of rural issues is important because about 85% of Ethiopians are rural. Having given to these facts, any journalism practice in the nation cannot be justified without adequate coverage of rural issues. However, far less attention has been paid to rural people and their activities, (Wosene, 1983 E.C).

The research has aimed to explore the covering challenges of the Ethiopian Radio rural programs in the way of its endeavor for rural development.

1.3 Objectives of the study

The intended research will have general and specific objectives.

1.3.1 General Objective

The general objective of the study is to provide knowledge and understanding in dealing with challenges of rural development issues coverage by state media, Radio Ethiopia.

1.3.2 Specific Objectives

In line with the general objective, the study has also the following specific objectives:

- identify challenges to overcome them
- make contribution to the much-needed but neglected rural part

-deal with challenges at different points

-encourage quantity and quality coverage of rural issues

1.4 Research Questions

The study will be guided by the following questions.

- . What are the challenges journalists face ahead to covering rural issues?
- . How do journalists get assigned to cover rural development issues?
- . Are journalists interested while they have been assigned to cover rural issues?
- . How can enhance journalists' contributions to rural development issues?

1.5 Significant of the study

The significance of the study will be to:

- add to the academic literature and discourses on media and challenges to cover rural development issues in Ethiopia
- draw lessons, and then make rural issues a more attractive topic and appealing theme within the media.
- provide stakeholders with the initiative information necessary for successful rural development processes
- create awareness on media and rural issues coverage
- raise the quantity and quality of reporting on rural development issues
- recommend journalism schools in the nation to include 'media coverage of rural development issues' in their curriculum.

1.6 Scope of the study

The study is limited on challenges influencing media coverage of rural development issues under Ethiopian Radio. The researcher has three reasons of choosing Radio Ethiopia. First, Ethiopian Radio Amharic broadcasting service has a long experience in the Ethiopian media history. Second it is easily accessed on the vast majority of rural places in medium wave and gives an insight on how far it covers issues of rural activities. Third, the station in general and its rural programs in particular are now fully engaged in activities to play a role in government's rural development policy implementation.

1.7 Limitations

Major limitations of the study were those in the course of data collection. The most obvious limitation would relate to the prospect participants. They were not willing to attend the discussion due to their various reasons. It was challenging and time taking to convince them. Their reluctance limited the researcher to conduct and collect data from only two focus group discussions and diverted him to carry out more in-depth interviews.

Another potential limitation of this study was on part of finance. The study has a nation wide context. It could have been better if the researcher had moved to the different rural areas of the country the reporters and journalists go through and strengthen the research data by observing the rural story gathering activities.

Shortage of related material was also another draw back to the study. As it is difficult to find books written and researches done on Ethiopian Media and journalists in general and Ethiopian Radio in particularly, the researcher faced lack of relevant related material.

CHAPTER II: REVIEW OF RELATED LITRATURE

2.1 Nature and Aspects of State Media

2.1.1 Defining State media

“The state-owned media are national assets: they belong to the entire community, not to the abstraction known as the state; not to the government in office, or to its party. If such national assets were to become the mouthpiece of any one or combination of the parties vying for power, democracy would be no more than a sham”, (Mendel, T. 1998:98).

State media is media for mass communication which is controlled and/or funded by the state government. These media outlets may be the sole media outlet or may exist in competition with privately-controlled media. The term state media is often used in contrast to private or independence media, which has no direct control from any political party, (www.wikipedia.org).

State-run media is accepted that they should not be tending to be beholding to political parties or the government of the day. This is especially true where the media is funded by licensing fees and so, theoretically not dependant for the government for any of its funding. This was the view set out by the UN Special Reporter on Freedom of Expression, in his 1999 report, when he spoke of the obligation of the state-owned media to give voice to a variety of opinions and not to be a propaganda organ for one political party. Also, they have particular obligations to provide civic education, as well as to provide a platform for different political parties. State media should act impartially and without prejudice. The principal source of revenue for the state media is an annual public grant.

According to Mendel sometime it is permitted to broadcast commercial advertisements as a supplemental source of income. It is depends on tax-

payers money. The tax-payers do not want to see that their money is utilized only to glorify government activities. State media may receive all or much of their funding from general tax revenue or from an obligatory television license fee. State broadcasters do not rely on advertising as a source of revenue to the same degree as commercial media, or at all; this allows state media to transmit programs that are less saleable to the mass market, such as public affairs shows, documentaries, educational and developmental programs and influence, and issues of the poor.

State-owned media covers a variety of different phenomena: from media that are tight government control of their editorial content to those that are funded out of money raised from taxes and licenses fees, but with a statutory guarantee of their total independence from the government of today. In more controlled regions, the state may censor content which it deems illegal, immoral or unfavorable to the government and likewise regulate any programming related to the media; therefore it is not independent of the government. In this type of environment, journalists have been required to be members or affiliated with the ruling party, such as the former Soviet Union and North Korea. Within countries that have high levels of government interference in the media, it may use the state press for propaganda purposes. The state media usually have less government control in more open societies and can provide more balanced coverage than media outside of state control.

It seems reasonable that some aspects of "media nature" will be reflected in the "nature of government". The media and the government have common interests in the developing countries, in the seeing that national issues have direct impact on the struggle for development.

State-run media includes radio, television, newspaper and other media outlets that receive some or all of their funding from the public. These media outlets usually enjoyed increased funding and subsidy compared to

private media counterparts. State media may receive their funding from individuals through voluntary donations, a specific charge such as a television license fee, or a direct funding by the state. The extent to which public media can be considered “non-commercial” varies from county to county. In the United States most public radio and television stations are licensed as non-commercial broadcasters, yet many stations transmit advertisements on commercial broadcasting but with some limitations.

In some countries, public broadcasting may be nationally or locally operated, depending on the country and station. In some countries, public broadcasting is run by a single organization (such as the BBC in UK), broadcasting national and regional radio and television services. Other countries have multiple public broadcasting organizations operating nationally or in different languages. In the united states, public broadcasting stations are always locally licensed, but range from stations that mostly broadcast programming from national networks to stations that broadcast content of local interest.

Historically, in many countries (with the notable exception of USA), public broadcasting was once the only form or the dominant form of media. Commercial media now also exists in most of countries. The number of countries with only state media declined substantially during the latter part of the 20th century. The biggest public broadcaster world wide by budget (6.3 billion euros in 2009) and employees (23, 000) is the German ARD followed by the British BBC, (ibid).

2.2 Theoretical perspectives of State-ownership Media

There are two contrasting theories of state control of the media exist; the public interest or pigouvian theory and the public choice theory. Both theories have implications regarding the determinants and consequences of ownership of the media, (www.wikipedia.org).

1. Public Interest Theory

The public interest theory referred to as the pigouvian theory states that government ownership of media is desirable. Three reasons are to why. The first reason is that the dissemination of information is a public good, and to withhold it would be costly, even if it is not paid for. Secondly, the cost of the provision and dissemination of information is high, however once costs are incurred, marginal costs for providing the information are low therefore subject to increasing returns. Finally, state media ownership can be less biased, more complete and accurate if consumers are ignorant and in addition to private media which would serve the governing classes.

2. Public Choice Theory

The public choice theory asserts that state-owned media would manipulate and distort information in favor of the ruling party and entrench its rule while preventing the public from making informed decisions, therefore undermining democratic institutions. This would prevent private and independent media, which provide alternative voices allowing individuals to choose politicians, goods, services etc without fear from functioning. Additionally, this would inhibit competition among media firms which ensures consumers usually acquire unbiased, accurate information. Moreover, this competition is part of a checks-and-balances system of a democracy, known as the 4th Estate, along with the judiciary, executive and legislative.

According to reporters without Borders, levels of state control in the media are usually associated with levels of political, civil and economic rights, though this is not always the case. The state media usually have less government control in more open societies and can provide more balanced coverage than media outside of state control. The state media usually have less government control in more open societies and can provide more

balanced coverage than media outside of state control. The media ownership in most of Europe is mostly private and free of state control. The press/media in the United States has always been the responsibility of the private commercial sector since its inception. Levels of state ownership are higher in some African countries, Middle East and Asian countries. In more controlled regions, the state may censor content which it deems illegal, immoral or unfavorable to the government; therefore, it is not independent of the governing party. In this type of environment, journalists may be required to be members or affiliated with the ruling party, such as in the former Soviet Union or North Korea. Within countries that have high levels of government interference in the media, it may use the state press for propaganda purposes.

2.3 State media and Rural Development

"If information and knowledge are central to democracy, they are the conditions of development" Koffi Annan, former UN Secretary-General, in an address to the World Bank conference, 1997 (<http://www.rdfs.net>).

Mcphail (2002) indicates that development reporting is an important activity in the field of journalism and communication that attempts to counterbalance the thrust towards electronic colonialism, and attempts to deal with the needs, strengths, and aspirations of journalistic endeavors in the emerging developing nations. It is a media theory that encourages an engineered press- a press committed to government- set priorities and objectives. It assumes that all efforts, including local media, need to work in unison to support national goals. Consequently, development journalism essentially serves to promote the needs of developing countries. It encourages indigenous media models, which marginalize local and traditional cultures. In fact, the vast majority of international media

offerings emanate from a few western sources. Its proponents are newly emerging nations, all in the periphery, primary in Africa, Latin America, and Asia, with low income, high illiteracy rates, and virtually no modern media systems.

Development reporting can be used as a tool of empowerment for a nation, by studying its strengths and weaknesses and thus throwing light on what needs to be done. A development journalist may critically examine the existing development program and projects of the government, compared the planned projects with actual task undertaking till date and then report on it, (Kramer, 2009).

Rural beat reporting is seen as a specialized type of reporting that requires specialized treatment and specialized skills. But the fact that it shares many other areas of commonness with other types of news reporting and writing should not be lost sight of. It involves mainly reporting and writing news with a rural focus or emphasizes. Rural news is news written and reported from rural perspective, it is news and other related materials gathered and packed mainly in the rural areas as opposed to the so called rural news written for the rural ones in urban areas, by urban dwellers and with urban biases. Rural news is news that informs, educates, urban dwellers or urban elites about the rural dwellers' needs, aspirations, problems, successes, joys, values, government policies and activities. Rural reporting provides the news and other related material that constitute the vital information and communication component of the much publicized and recommended integrated approach too rural development, which is defined as a consciously-formulated, and executed systematic and multi-sect oral program, aimed at integrating the marginalized people of the rural areas into the mainstream of better living, as opposed to mere existence or subsistence, (ibid).

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic, and technological changes. But to be useful, knowledge and information must be effectively communicated to people. More than 850 million people in developing countries are excluded from a wide range of information and knowledge, with rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their livelihoods, (Tierney, 2002).

2.4 The Role of State Media in Promoting Rural Development

Issues of rural development and democratic organization raise a number of questions about the ways in which states intervene in rural society, and how this affects economic opportunity. Although there is of great variation among cultures, countries and regions, we can identify a number of roles that governments typically play in poor and predominantly rural areas: one is the provision of media services, such as provide information and create public awareness. The state media can contribute to the public at large to correcting the current trend and provides a strategic link in the information dissemination and transmission chain together the rural development sectors, (*ibid*). Rural development, according to Undaram, is clearly designed to increase production and raise productivity. Rural development recognizes, however, that improved food supplies and nutrition together with basic services such as health and education can't only directly improve the physical well-being and quality of life of the rural poor, but also directly enhance their productivity and their ability to contribute to the national economy.

By its very nature, mass media communication for rural development can provide information useful to all segments of rural populations. However, it would serve as a first effort toward advancement of rural services and

activities aimed at rural development concerns beyond those of agriculture. Rural issues reporting can be a self generated effort by media houses (after appreciating rural issues is relevance to the majority). Better reporting of rural issues can provide the important information and guidance farmers need to boost their agriculture and farming, (ibid).

Rural mass communication is important because economic growth does not depend on economic factors alone. It is related to non-economic factors too like peoples attitude to work. Today, development communication not merely an increase in physical out put, but a fair distribution of the benefits of growth. These benefits should be enjoyed by all sections and by all regions. Media plays a very important role in achieving this objective. It is the essential element for social change. Media can help to inform motivate, educate and entertain the respective clients. Rural mass communication also helps in imparting training to people, organizing community and farm related process and coordinating various activities. Communication is a catalytic agent that motivates people to take right decision at the right time, (Undaram, 2007).

As part of a wider rural development program, UNDP supported a Radio programs to raise awareness and participation in the rural development issues in the developing countries. The Radio programs shall explicitly oriented towards the needs and concerns of the rural community, be they women, traditional story tellers, cultural minorities or the poor. The Radio programs are a platform for debate amongst local communities about their culture and socio-economic reality. The Radio programs should be backed up by other forms of communication/media. Public/state broadcasts should become independent of government in terms of management and programming so that they can seek other sources of finding for rural community programs and be more adaptive to their audiences' requirements. Broadcasting regulations need to include a definition of rural

programs broadcasting, to address its particular role and to develop clear mechanisms for financial support of set up and ongoing costs. Participatory management systems must be established to ensure both professionalism and continued involvement of the rural community in the production and management of their packages. There is need to create farm broadcasting units at community level. These units would then distribute packages to the end users, (Schram W. et al., 1976).

Farmers should be involved as much as possible in all activities so that they have a sense of ownership. In order to enhance communication activities and for the farmers to be fully involved, it is necessary to train the farmers themselves in communication skills so that they can actively participate in the transfer of knowledge and technologies. The field extension workers also need to be trained in basic broadcasting and communication skills so that they can organize radio recordings at their level and document important messages for farmers. The UNDP supported initiative is one of the examples that are helping the developing countries to evolve their new rural policy, (Mendez, 2006).

Rural mass communication must concentrate on 'education' rather than 'publicity'. After all, communication is something more than the mechanical transfer, or even exchange of information. The function of mass communication is to bring about social change, and to mobilize human resources to strengthen national effort. While mass media contribute to rural development and change, it is necessary to review the impact of media periodically. The medium we use should be situation- specific. Of course, Radio broadcasting is appropriate for most situations. There is no doubt that mass communication is an effective tool to bring about the desired rural development. But it should be handled carefully. The communication revolution can speed up the process of modernization of the rural economy. The backbone of the rural economy in Africa is an ageing population of

farmers. The role public media play in rural development is a key and is the strategic links in the information dissemination and transmission chain between stakeholders in agriculture and rural development in Africa. Even though the transmission of information recognized as an indispensable element in implementing agricultural policies and programs, media coverage of crucial rural issues is often inadequate and extremely superficial. In the case of Radio, news and views of a problem solving nature could be broadcast. The staffs have to undergo an orientation to the philosophy of development. The producer of the program should himself be informed before he/she can inform others, (ibid).

Radio dominates the mass media spectrum with state-controlled radio services still commanding the biggest audiences in most countries but commercial stations demonstrating the largest consistent increases in numbers, followed by community radio, where growth, although significant in certain countries, has been irregular. It is a powerful communication tool for both rural community empowerment and improving the information and communication capacity of remote rural populations. For reaching the final agricultural and basic information users in the rural areas, radio is the most powerful and cost effective medium of the day. The development potential of rural communication is recognized by international organizations, NGOs and governments. Efforts to improve the transfer of knowledge for rural development have been concentrated for sometime on improving the information interface between researchers, extension agents and farmers. Radio programs are the best way to counter declining agriculture extension services and limited education opportunities in rural areas. Radio is a trusted source of information. It is the most cost-effective, accessible communication technology for developing countries, reaching more people than any other mass medium – people who are isolated by illiteracy, distance, conflict, and poverty. It is easily adapted to local language and culture. Farmers can listen to radio in the privacy of their

home, in a language with which they are comfortable. It requires no special skill. A survey of farmers in West Africa revealed that radio is the most welcome source of outside information, (*ibid*).

The International Fund for Agricultural Development (IFAD) a specialized agency of UN, reported that seventy-five per cent of the world's poor live in rural areas in the developing countries, yet only 4% of official development assistance goes to agriculture. IFAD's report revealed that newly released rural poverty report 2011 says that, during the past decade, the over all rate of extreme poverty in rural areas of developing countries has dropped from 48 percent to 34 percent, lead by dramatic gains in East Asia. Media has played its role for this achievement. But the report also points to the persistence of poverty in rural areas of sub-Saharan Africa and south Asia.

In the immediate post independence period, most ruling African leaders consolidated and perpetuated power in the name of development journalism. Ghana's first president, Kwame Nkrumah, used the media as a revolutionary tool of African liberation from colonialism and imperialism. Underdeveloped Africa could only hope to develop if the mass media, adopted a revolutionary mission, Nkrumah claimed. Nkrumah defined "the true African media" as a collective educator –a weapon, first and foremost, to overthrow colonialism and imperialism and to assist total African independence and unity. But the concept of development journalism is much more basic and the time broader, than what Nkrumah seemed to have been articulating, it is predicated on assumptions that the media have the capacity and power to promote positive change. For communication specialists the goal of development journalism is to "promote grassroots, nonviolent, socially responsible, ecologically sensitive, personally empowering, democratic, and humanistic forms of communication. Development journalism recognizes the reality of under development and the fact that development is a valid social goal that the media must actively

pursue. Thus the characteristics of development journalism are the deliberate and active role of the media in pressing for change. It is gear towards mobilizing the people for national development, (ibid).

2.5 State Media and Challenges of Covering Rural

Development Issue

Evolving an effective rural mass communication system for rural development is not easy task. There are social, psychological, and physical constraints, (Undaram, 2007).

Agriculture is back on the development agenda and radio is still seen as one of the most effective ways of reaching rural populations. However, African journalists have very little training, if any, or background in agriculture. On top of this, there are a multitude of constraints (access to equipment, going out in to the field, lack of editor's interest) with holds them back from reporting effectively on agriculture. Consequently, many researchers and others have a negative view of the media's ability to report accurately on agriculture. So there should be a need on African journalists to inspire them, provide them with greater confidence and motivation to become better agricultural reporters, (*ibid*). In Africa, according to UN/2005 report, media do not sufficiently cover rural stories due to a number of factors. Poor infrastructure including poor roads, rural electrification, low uptake and usage of ICT, low education access therefore communication is impaired, lack of government support to all the institutions that provide the adequate up-to-date information and bureaucracy in the reporting system, and concentrate on urban areas are factors for insufficient rural coverage. Many news organizations in sub-Saharan Africa lack the resources and training to adequately cover rural issues that can determine whether their countries' poorest citizens begin to prosper or remain trapped in poverty.

A system, according to Rivera, that coordinates rural knowledge and information networks would be useful in helping to get development information circulated on rural subjects. Rivera suggests three ways forward: one, “organize networks rural knowledge and information centers for rural development that would respond to observed and expressed rural development needs”; two, develop appropriate ICT programs, which continually seeks funds to install and maintain new information and communication technologies, especially computers with internet access”; three, “establish mechanisms for linkages with public and media agencies and organizations, institutes and centers.” Rivera recommends that a conceptual framework for a rural development information system should include two separate components: agricultural knowledge and information for rural development. In this last instance, communication specialists could use information to direct interested parties in ways that can produce resources such as information, training, instruction or other assistance. With this framework, multi-institutional alliances could help foster needs of small business owners in rural settings. Part of the challenge is for governments, the private sector, and international media organizations to determine the desirable information for rural development, (*Tierney, 2002*).

Media have played a key part in raising both decision makers and the wide public’s awareness about the role of agriculture, although in many counties media are primarily reporting on agricultural related topics in case of natural hazards, flooding, droughts, food shortages or high food prices. Why is that so? In most cases, journalists do not have an agricultural background. Indeed, they do miss adequate training, equipment and poor transport means. Sometime these phenomena might be explained by distrust between journalists and government representative ness.

Lack of interested journalists to report agriculture and rural issues is another challenge. Young writers shun agricultural reporting because of

mentality that agriculture does not sell. Even if the media houses want to run rural stories, journalists not interested to cover such issues. They find it difficult to hold of sources of agricultural stories including farmers, extension workers, scientists and government workers, (Calabrese, 1980).

To a large extent changes in 15 years have been positive, characterized by increasing media outlets in many countries. At the same time, new challenges are also being posed for media, and its ability to serve the poor. Factors working for or against covering rural issues are multiple. On the other hand, these factors can act as a constraint up on rural covering, in which case measures must be taken to counteract their negative effect. Many stories have been covered under the mainstream media; agriculture still remains poorly covered compared to business, politics, crime, entertainment, sport and health. This can be explained by the covering pattern of rural issues compared to other beats. Among the more significant factors are geographical, ecological and technological are some of them. Many journalists covering agriculture and rural development issues are old, and some are taken by better paying organizations outside journalism. The low pay by most media houses makes agriculture reporting unattractive since it takes more. The beneficiaries are urban farmers doing agriculture as side-income. Full-time farmers who are based in villages do barely access information. Poor access to up-to date information and appropriate agriculture-inputs are among the greatest constraints to farm productivity in developing countries. Getting such information and inputs to farmers frequently remains an ongoing challenge, for the public as well as private media sectors, (*ibid*).

2.6 Gathering Strategies for Rural Development Reporting

Many strategies, according to Undaram, have been applied and are still being applied in many places for reporting the rural areas. The contemporary rural reporter should be familiar enough with them and utilize the best possible ones.

First, there is what can be suitably described as the “touch-and-go” approach to rural reporting. This kind of rural reporting comes in from that include rushing to cover a rural area only when a major calamity has befallen or a major event like a highly entertaining festival is taking place. It also includes giving a particular rural community intensive coverage for a short period in order to highlight its problems, people and issues and then moving off to another rural community. This kind of “touch-and-go” journalism does not make for effective, balanced, and sustained coverage of the rural areas. It should be discouraged.

There is also the second major approach of depending solely on government information offices to report and write news about the rural areas of the mass media and the government which is still used in many areas. The inadequacy of this approach is obvious. For one thing, government information officers posted to rural areas are usually not many or enough to effectively cover rural areas. They are also generally ill-equipped and sometimes insufficiently trained and motivated to do good jobs. injection of excessive government biases or perspectives in to their stories can sometimes also reduce the potency of what would have been rural news reports and analyses, we should not just depend on government information officers and their outputs releases, even though we can use what they put out to supplement or expand the scope of our own media reportorial efforts.

Related to the above, a third approach which involves depending on rural agricultural, health and other change agents. The problem with this

approach is that these groups of change agents are not trained journalists, even though they may have taken crash-courses on communication. We should not, therefore, expect them to properly gather, write or package rural news stories in manners that will satisfy the aims and objectives of rural news reporting. At best, we should use these change agents and their products as useful additional sources of information for rural news reporting. Some media organizations also depend on entirely on news agencies' reports for their rural reportage. This might be alright if the news agencies concerned are so well-staffed and well-equipped that they can assure effective and sustained coverage of all rural communities and all sector of rural life that include agriculture, health, Cultural activities like festivals, rite , rituals, fetishes, and their significances or contributions to development. But the best approach to effective coverage of rural areas seems to be the establishment of a well-trained, well-oriented, and well-equipped rural press corps by every media organization on a permanent basis. Effective rural reporting requires that the reporters live with and understand the rural environments, interactions and issues they will be reporting and writing about. This will be relatively more expensive than the other approaches, but its pay-off is defiantly higher. We have to adopt and encourage it if we are serious about using this rural reporting to promote rural development in Africa, (*ibid*).

Strategies of mass communication for rural development as a significant of agricultural and rural development are deeply needed. Efforts in this direction are being made, but governments have yet to recognize fully the potential of this factor in promoting public awareness and information on agricultural innovations, as well as on the planning and development of small business and other factors of concern to rural population, particularly seeking to improve their livelihoods and thereby enhance the quality of their lives, (Mcphail, 2002).

Initially, according to Undaram, the rural reporters face much more difficulties in the area of news gathering than most of his/her counterparts in other sectors of news business. But with time, if he/she shows enough interest in the rural and their problems or joys, makes and sustains the right contacts, stays in the rural communities long enough and does much more, he finds the process of rural news gathering a lot earlier than before. His/her first task is to obtain as much background about the rural , their lives and environments as possible , develop noticeable empathy for them , participate in their daily activities and so be seen as part of the community. Establishing relationship between him/her and the opinion leaders, and priests, leaders in other areas of rural business, government officials and such people will help him/her very much in this direction. But his/her sources should not be restricted to these "significant-others," but should include all categories of ordinary rural dwellers whose views and activities are also important in rural news reporting which is largely humanist and people-oriented. The rural reporter should also work closely with those that might be regarded as other occupational or professional specialists working in the rural areas because they are authentic and regular sources of news. They include health workers, development researchers, and agricultural experts, other various rural scientists, technologists, libertarians, anthropologists and other such scientists that focus their efforts in the rural areas. The rural reporter should also not forget the many rites, rituals, festivals, funerals, age-grade and similar rural group activities which he should not only cover objectively but report and analyze their significances or relationships to development. Stories from such sources can inform, entertain, educate and persuade people.

To do well in rural news gathering, the reporter must have to respect and apply the five generally-accepted principles of best reporting because rural reporting is really specialized kind of beat reporting. The five principles are that the beat reporter must be always prepare, alert, persistent, wary and

must try to be there at his/her best when the news break to avoid depending on secondary sources or “hear-say journalism”. He/she must also form the habit of using documented, archival or already published materials to place his/her rural news stories in proper perspectives and make them more useful to those that will read, view, or listen to them. It is also obvious that the rural reporter need to use the maximum the standard journalistic techniques of opinion and information or even panel interviewing. He/she should also apply the techniques of journalistic observation. The well known techniques of investigating journalism should also be applied by the rural reporter to procedure the “facts behind the facts” or hidden pieces of information that are not easily available. The rural news reporter should also learn how to apply the techniques of precision news gathering that involves using social scientific methods to generate secondary or primary data that can be used to make rural news stories more authoritative, reliable, qualitative and verifiable, (*ibid*).

2.6.1 Packaging Strategies

The media strategies have to first create general awareness amongst the people about what is happening in their surroundings. Rural development programs should also serve as the information centre about various schemes, plan and projects. A rural reporter for radio should add techniques to his/her presentation and always bear in mind when he/she is trying to package for listener ship. It is important for the rural reporter to write news mostly from human angles because most of the time rural news events and issues have to do with rural people and their environments. Even when rural news is related to things, rather than people, it should still be written as much as possible from a human angle that will bring out how that thing or object relates to people. Rural news audiences are more likely to expose themselves to such stories and tend to be more persuasive or effective, (Undaram, 2007).

The most popular media of rural news reports seem to be the local or rural radio broadcasting systems and the provincial or community newspaper and magazines that have a rural focus. A rural reporter who is writing for any of these specific media only has the task of mastering their in-house and general policies, styles, formats, angles, and technicalities and can easily write his/her stories to satisfy them. But a rural reporter who is a freelancer or who is working for an all media like a news agency has the more task of ensuring that his/her stories are versatile, broad based or general enough in terms of style, content, language, format, angles, and such factors in order to satisfy the peculiar needs of the various media that will use them, may be with little adjustment by them here and there. Furthermore, the rural news writer should be familiar with alternative models of news writing or packaging. This is because he/she needs a variety of writing approaches to satisfactorily explain the rural world to his/her audiences, and also to lend sufficient appeal to the multi-faceted stories of rural , human and national development. Radio scripts on rural development issues should have to be considered the interest of rural communities. Most of rural radio programs productions may be able to repackage and use to other radio broadcasters. By participating in the rural radio packs program, journalists' talents can reach a wider audience to the benefit of everyone. All the rural reporters should also be familiar with the various types of traditional media of communication, know their characteristics and potentialities and so be able to transmit their stories through them whenever appropriate, (*ibid*).

2.7 The State of State Broadcasting Services in Ethiopia

The Constitution of Federal Democratic Republic of Ethiopia declares the independence of the state media by stating that any broadcasting station financed or under the control of state shall be operated in a manner which ensures its capacity to entertain diverse opinions, (Article 29(5)). According

to this provision, the state-owned media has a responsibility to serve different ideas and opinions in a balanced manner. In order to give effect to this constitutional provision, the state broadcasting stations both at regional and national level are accountable to the regional or federal people's representative councils respectively. Since Ethiopia is a federal state, there are national and regional public broadcasters.

State broadcast service is widely accepted as important institution that supports a country to achieve its national goals and objectives. In our country, various efforts have been exerted to ensure sustainable development, democracy and peace by mobilizing the people to support these processes. The broadcasting service is particularly important to elaborate these objectives and inform the public on important decisions and policies that affects their lives. Broadcasters help people to make informed political decisions, and contribute towards increased participation in the development efforts of the country. Particularly, in an environment where the illiterates' rate is high, broadcasting services are of immense important in disseminating development information; help the people understand government policies. Developing countries are in the process of outlining their development goals that could enable them to extricate themselves from poverty related problems. In this regard, the role of broadcasting media is highly valuable. As NGOs are currently engaged in promoting participatory development strategies, they are showing an increasing interest to exploit the potentials of broadcast media to materialize their development agendas. They are currently disseminating development information by forming partnership with broadcasters. Broadcasting organizations have also opened their doors to NGOs for increased partnership in this respect. This avails opportunities that we all need to exploit. Government organizations, broadcasters, regulatory bodies and NGOs thus should engage in continued experience sharing processes to promote effectiveness and efficiency in the use of broadcast media for development purposes, (Panos Ethiopia, 2007).

2.7.1 National State Broadcasters

The Ethiopian Radio and Television Agency, according to Panos Ethiopia, is the national state broadcasters. The Agency is accountable to the House of People's Representatives (parliament). The highest decision making body of the Agency is the board, which comprises of members from different political parties, religious organizations and other sectors of the society. Both the Radio and Television services are administered with a defined organizational set-up. The two major wings of the Ethiopian Radio and Television Agency namely are Ethiopian Radio and Ethiopian Television.

2.7.1.1 Ethiopian Radio

It is a pioneer in broadcast history of Ethiopia. Emperor Haile Selassie laid the cornerstone to build it in 1931 in Addis Ababa at the place called "Nefassilk". Four years later, in 1935, the station was inaugurated and began the broadcasting service. The radio station was closed during the invasion of Fascist Italy. After the victory of Ethiopia over the fascist Italian troops, it was restored and reinitiating broadcasting in 1941, (Panos Ethiopia/2007).

In 1942 the station began programs in English, Somali and Arabic languages, in addition to Amharic. In 1950 the Ministry of Information was established to manage the Radio station. Radio Ethiopia started broadcasting international programs in 1960. By 1964 major radio expansion was achieved with the installation of powerful transmitters to meet domestic and international broadcasting service. Following its expansion, the name of the station was changed from "Addis Ababa Radio station to "Ethiopian Radio" in 1966. In 1968 the Radio station was merged to Ethiopian Television and was called Ethiopian and Radio Agency. In 1974, when the Dergue came to power, the name of the station was

changed to "Voice of Revolutionary Ethiopia". In the same year the Radio station called Radio Voice of Gospel of the World Federation of Lutheran Churches and Missions was nationalized and became part of Ethiopian Radio. Even though the Ethiopian Radio Agency was established as a separate organization in 1994, after a year it was merged with Ethiopian Television, [*ibid*].

Currently, the Station covers 80% of the geographical area and 67% of the population of Ethiopia in medium wave transmission, (ERTA/brochure).

2.7.1.1.1 Rural Development Coverage by Ethiopian Radio

Since most farmers have not been sent to school in Ethiopia, Ethiopian Radio rural development programs acts as a substitute for formal education. Radio has proved the most effective media in promoting agriculture and development in rural areas. Radio rural Programs enable rural communities to articulate their experiences and to critically examine issues and policies affecting their lives. [...] Ethiopia's media reporting outside the urban on rural agriculture has been minimal. This selective coverage of media in rural Ethiopia is quite likely to have contributed to a profound disconnect between media coverage and rural people's lives, (www.abbaymedia.com).

The history of rural radio program in Ethiopia can be traced back to 1951 (E.C). According to the interview that that was held in 1993(E.C), the program's first day of operation was Thursday, June 6, 1951. By the time the program saw recognition of the field as an important issue for the nation's development, with Ato Melake Selam Addis being the earliest influential advocates. The program was a pioneering experiment in socio-rural change communication. Ato Melake Selam had been graduated in agricultural journalism abroad. The program was a weekly broadcast and 15 minutes in length. It was called "*yegbrna progrm*". Latter the program was renamed "*Awde geter*". It is one of ERTA's Radio section regular

programs. The programs have two main streams. One develops content for the programs that are relevant to farmers. The second helps build farmers' skills and knowledge for providing them with better communication services.

The programs are in featured and/or interviews format. Songs and rural stories were made to capture and grapple with enormous issues the rural people affected to air and share concerns about rural subjects. The central focus of the Radio program is the participation of farmers in development processes. Some of specific issues that have been raised are gender related farmers' participation, telling traditional stories and natural environment, (ibid).

All development programs must become credible in the sense that the target audiences are given an opportunity to meet and discuss their needs with opinion leaders, program planners and communicators. It is largely aimed towards farmers who are engaged in agricultural, environmental or rural development issues, (Servaes, 2002).

Most people in Ethiopia, particularly those in rural areas are illiterate, the print materials are not that useful for providing information, creating awareness and generating discussion among the target audiences. Radio programs are found to be the most appropriate channel to convey messages, providing information and create awareness in Ethiopia on issues related to the farming community, (*The Ethiopian Herald*, VOL. LXVII No.074).

In Ethiopia, rural development is a key issue for the nation's development. It is thus, the responsibility of the mass media shall be more than being a check and balance on government bodies [sic] and imparting information of the public interest. As the country is in critical development problems, one expect the role it plays in supplementing and encouraging the process of producing informed-citizens that can decide and act based on development

issues-so that the society participate in transforming the nation. Therefore, media in general and professional journalists in particular should strive to [...] promote the major public issue-development. Accordingly, the socially responsible media system being financed by independent public body should operate in Ethiopia, (Olana, 2009).

Covering rural development is one of the most challenging journalistic roles. It requires integrity, sensitivity, accuracy and an awareness of all that is going on around a journalist. In development reporting as in all other specialize, the journalist must first have acquired the basics skills of journalism. The role of development journalism from developing perspective [...] give priority to coverage of development policies and projects; discuss development issues regularly; and encourage coverage of rural issues,[*ibid*].

Conclusion

This chapter offers definitions, natures, aspects, academic and scholarly writings and perspectives on the media with respect to its challenges in covering rural development issues. Definitions, theoretical paradigms, strategies of rural reporting, roles and challenges on the concept of state media have been discussed. Therefore, implications and meanings have been inferred based on scholarly writings/arguments. And also under the chapter, Ethiopian state broadcasting generally, Radio Ethiopia particularly has been discussed. The materials that has mentioned under this chapter will guide the researcher about the extent of the work which will be focused.

The challenge of state media on rural development coverage leads to the decline of agricultural and rural development services. Scholarly writings thus have come out with better directions on journalists' development endeavors. It is also asserted that the gathering strategies of rural reporting and role of state media generally and radio particularly in the field of rural development.

CHAPTER III: DATA COLLECTION AND ANALYSIS METHODS

This chapter deals with the design of the study, sampling techniques, data collection and Data analysis methods.

3.1 Research Design

A research design is a procedural plan that is adopted by the researcher to obtain answers to the research questions or problems. According to Gasken et al., "a research design is the arrangement of conditions for collection and analysis of data in the manner that aims to combine relevance to the research purpose with economy in procedure"

The research methodology is pure qualitative. The selection of the method has been done based on the objective of the research. The research focuses on examining the challenges of state media in the processes of rural development coverage. The method that helps achieve this objective is qualitative. Thomas et al (2002) writes that qualitative methods produce information only on the particular case study, and any more general conclusions are only hypotheses (informative guesses). Quantitative methods can be used to verify which of such hypotheses are true.

Qualitative researches allows the subjects being studied to give much 'richer' answers to questions put to them by the researcher, and may give valuable insights which might have been missed by any other method. Not only does it provide valuable information to certain research questions in its own right but there is a strong case for using it to complement qualitative research methods. For example if the area of interest has not been previously investigated, then qualitative research may be a vital forerunner to conducting any quantitative research; for example, it is impossible to carry out a meaningful structured questionnaire survey on patients satisfaction with a service, if the important issues to the patients

surrounding the provision of that service are not known. At the other extreme, qualitative research may also help you to understand the findings of quantitative research; for example it is very easy to discover that some patients fail to keep appointments at outpatients' clinics, but uncovering the reasons for this can be more difficult and conventional surveys may miss some of the important factors, (ibid).

The downside of qualitative research is that, invariably, only small number of subjects can be studied because data collection methods are so labor intensive. It is also often criticized for: being subject to researcher bias; the difficulties in analyzing qualitative data rigorously; lack of reproducibility and generalisability of the findings (i.e. findings may not be applicable to other subjects or settings). Proponents of qualitative research would however argue that there are strategies available to the qualitative researcher to protect against these potential biases and to enhance the rigour of the findings.

3.2 The Study Area

Ethiopia Radio is one division in the new restructure of Ethiopian Radio and Television Agency (ERTA). Nowadays, the Radio division has employed about 300 journalists. It gives 18 hours daily services with 11 local languages and 3 international languages. In the Amharic national broadcasting service, it has different developmental, social, political and entertainment programs. Rural programs are the one that this study focuses. It is one of aged programs under the station, (ERTA/brochure 2009).

The reasons that led the researcher choose Radio Ethiopia for the study are three; one, it has a long experience in the Ethiopian media history. Second, it can be easily accessed to the majority of rural communities and thus gives an insight on how far it covers issues of rural people. Third, the station in general and its rural programs in particular are now fully engaged in activities to play a role in rural development.

3.2 Data Collection Tools and Sampling

Data was collected through individual in-depth interviews, focus group discussions and [Archived Audio] document reviews.

3.2.1 Focus Group Discussions

A FOCUS GROUP DISCUSSION (FGD) is a group discussion guided by a facilitator, during which group members talk freely and spontaneously about a certain topic. A FGD is a qualitative method. Its purpose is to obtain in-depth information on concepts, perceptions and ideas of a group. A FGD aims to be more than a question-answer interaction, Gasken et al. (2005).

For this method, the researcher brings together a small number of subjects to discuss the topic of interest. The group size is kept deliberately small, so that its members do not feel intimidated but can express opinions freely. A topic guide to aid discussion is usually prepared beforehand and the researcher usually 'chairs' the group, to ensure a range of aspects of the topic are explored. The discussion is frequently tape-recorded, then transcribed and analyzed, (ibid)

3.2.1.1 Participants in Focus Group Discussions

The individual journalists were selected from the station's rural program department. Since the researcher is an outsider in the research area, he was relying on his key informant for the selection of participants in FGDs.

The data was gathered from two groups. The population was small. Thus, the total population had been involved in the study. Each focus group discussion was composed of three (3) and four (4) journalists. Regarding to their education, majority of the discussants are first degree holders and some of them have additional diploma; and the rest at least were trained at diploma level. However, majority of the discussants studied language and

literature. Among the discussants only two of them, they had short term training on how to report rural issues in the near past.

The discussion was held in relaxed and comfortable setting to establish sufficient quietness, a right and neutral setting, which encouraged participants to freely express their views. During discussion, the role of the researcher was as a moderator, NOT act as an expert on the topic, and forward questions from the interview guide. His role mainly stimulated and supported discussion; besides to intervene when to participants went off from the focus. Interventions were there to have an inclusive discussion among the participants by encouraging reserved members to involve in the discussion. Each focus group discussions lasted 50 minutes to 1:15 hour. The same guidelines were employed for the two group discussions.

The discussion was held in Amharic. The discussions were recorded and note was taken so that the researcher did not miss anything discussants have to say to use them later for analysis.

3.2.2 In-depth Interview

In-depth interviews were conducted to triangulate and validate the information given by participants during focus group discussions. It was used in place of focus groups discussions to include what were not included or comfortable talked openly in focus group participants, as well as the researcher wanted to distinguish individual (as opposed to group) opinions about the program.

Interviews use the same principle as a focus group, but subjects are interviewed individually. Interviews in qualitative researches are usually wide ranging, probing issues in detail. The researcher may be able to obtain more detail information for each subject, but loses the richness that can arise in a group in which people debate issues and exchange views, (Chater, 2002).

3.2.2.1 Sampling in In-depth Interview

In addition to what the journalists talked in their discussions, this research attempted to incorporate what the [rural] program coordinator; editor as well as a senior reporter was interviewed individually about challenges of covering rural development issues. This enabled the researcher to identify more challenges.

The program coordinator, editor and a senior reporter were interviewed because of their significant role they have played in the program. The in-depth interview guidelines aimed to generate valuable information to the research study from the eyes of the interviewees.

3.2.3 Review Documents

[Archived] audio recorded radio interview was used to get in-depth information on the research topic. The interview that was held in 1993(E.C) with the rural program pioneer had yielded data regarding to the history of the [rural] program.

3.3 Data Analysis

Immediately after the discussions and interviews had been conducted, the researcher analyzed the notes and audios, and prepared the full report. The discussions and interviews were analyzed using their own words. The key statements, ideas, and attitudes were expressed under various topics.

The already recorded and taken notes were analyzed using thematic analysis method. Thematic analysis refers to coding refers categorize segment of qualitative data into meaningful (significant) themes. It aims to understand and know the data. When data is analyzed by theme, it is called thematic analysis. This type of analysis is highly inductive, that is, the themes emerge from the data and are not imposed upon it by the researcher, (ibid).

The recorded data was transcribed and translated in to English and analyzed by grouping similar responses together. The data has presented in a narrative form.

Conclusion

The nature of any research determines its methods. The employed research methods of this study were effective in answering the research questions; how the researcher was going to conduct his study; what procedures the researcher adopted to obtain answers to research questions and what should the researcher do and should not do in the process of undertaking the study.

CHAPTER IV: PRESENTATION AND INTERPRETATION

In this part of the thesis, the researcher analysis the data that were obtained through in-depth interviews, focus group discussions and review documents.

4.1 The Urban-bias of Ethiopian Media

Media coverage for rural areas of Ethiopia likely exceeds the challenges of covering urban ones. Hilamlak said that coverage of rural issues is expensive to cover, compared for instance with political issues or scandals. Thus, media houses, including Ethiopian Radio (ER), are unable and/or unwilling to cover costs due to its respective reasons. Reporting on rural issues takes a different perspective when it is carried out from actual places. It is difficult to journalists and reporters to stay more than a day in the remote countryside where most areas are still without a basic supply of electricity and telephony. Similar to investigating features, rural development issues reporting requires thorough research hampered by difficult access to information.

Ethiopia has a very low standard of rural journalism practice. One participant in FGD-2 said “the neglect of rural issues clearly reflects the urban bias of an Ethiopian Radio that covers more about urban themes, despite a majority of listeners residing in rural areas.” He further went on to add “it is an inevitable fact that Ethiopian Radio has coverage bias against rural and its people. Every one who listens to the station can clearly see that.” Aside from its low coverage, the station poorly represents rural people due to many aspects. It often portrays rural people are Illiterate, backward, traditional people, and poor indigenous.

The literature of media development coverage tends to emphasis on Urban-based social issues. However, the vast majority of the population in developing countries lives in rural areas. Undaram (2007) says that urban mass media content in developing countries reflects and appeals to the needs and interests of the urban elite and especially of the government. Yet, the most basic and challenging aspects of the development problem is centered on the portion of the population that is least directly reached by mass media those in rural.

All participants who participant in FGD and II were asked to reflect on what they believe that Ethiopia's media is biased against rural and its people. All informants suggested that the nation's media has coverage bias against rural issues. For example, one discussant from FGD-1 said that:

Media's poor perception of the rural is a typical justification for its urban-bias coverage. It is a cause for less vulnerabilities of rural by media.

Similarly, an interviewee (senior journalist) said:

Most of working journalists at the station, including all our staff, no one born and grew up in rural, and we are not close to farmers and their issues.

It is, thus, understood from the discussions with participants that journalists, reporters, News agencies, media institutions in Ethiopia including Ethiopian Radio are urban-bias and exclusively based in urban centers. This makes the people in rural areas are so removed from media. In rural Ethiopia, Information options are more limited, and residents rely heavily upon radio. [...].But the best approach to effective coverage of rural areas seems to be the establishment of a well-trained, well-oriented, and

well- equipped rural press corps by every media organization on a permanent basis. Effective rural coverage requires rural reporters live with and understand the rural environments, interactions and issues they will be reporting and writing about, ([http/ www.rdfs.net](http://www.rdfs.net)).

Our media are poorly well thought-out in challenging this phenomenon to get out of this vicious circle that marginalize the majority of our population, the rural communities, are most in need of developmental information. Journalists are poorly conscious in terms of how they cover rural issues. And also they do not know rural issues and are not close to farmers, the program coordinator said.

4.2 Efforts to Reach Rural Ethiopia via Media

Covering rural development issues is important because about 85 per cent of Ethiopians are rural. It demands more media attention to enjoy the fruits of development, though media penetration in the Ethiopian countryside faces multiple challenges. Broadcasting is very important in Ethiopia because a majority of Ethiopians get their information from primarily radio.

Undaram, on his '*Rural Communication*' book, defines rural journalism in a way that it interprets rural issues, trends and events in rural areas. Also it helps rural journalists learn about how to exercise their duty in the field.

The national service of radio Ethiopia is a pioneer that is working in the area of rural journalism through its formal programs.

4.2.1 Rural Programs under Ethiopian Radio

As indicated in chapter two, the rural radio program is one of the aged regular programs within ER. It has been transmitted for a long time since 1951 (E.C), according to the interview conducted on 8th June, 1993 (E.C), to

promote development in rural areas. . It has existed for 52 years and by then it came to be known as the voice of the rural community. The program was founded by Ato Melake Selam Tadesse who had been graduated in Agriculture journalism abroad. By then the program was called "*yegbrna program*", latter in 1985 the program was renamed "*Awde geter program*". And in 1989 (E.C) the program includes other sub programs like "*yesnekal amba*" and others.

The programs have a magazine format. It is organized into different features, each with its own story, similar to the way a magazine is organized. In reporting and production the programs, journalists first identify a development issue they want to cover in which different concerned bodies are able to give input. This is then recorded and presented to a preferred program editor. Then they will be articulated through drama, traditional songs, poetry, and discussions. The producer is aided by a program-planning sheet, which gives a guide on the key message from each of the programs that is ready for broadcasting.

Rural programs are broadcasted on Monday, Wednesday and Saturday per a week. It enables farmers to acquire information on farmers' livelihoods activities, ensuring sustainable food security, improved farming strategies, disseminating Agricultural information research findings and so on.

The programs are about reporting and writing news with a rural focus or emphasizes. They are written and broadcasted from rural perspective. The materials are gathered and packed mainly in the rural areas.

Previously, these programs were co-produced between the Ministry of Agriculture and the station itself. In order to strengthen the rural community with information, the Ministry of Agriculture had collaborated with Radio Ethiopia to produce rural programs on sharing information about advanced farming techniques, application of fertilizers, improving

agricultural productivity, promoting new innovations and technologies and others. Today the programs are not outsourced by external body.

4.3 Challenges Facing Rural Journalists

During the group discussions, the journalists raised challenges in their line of rural duty and verified their arguments on the questions/guidelines presented to them.

4.3.1 Internal Challenges

A/ Weak Structure of the program

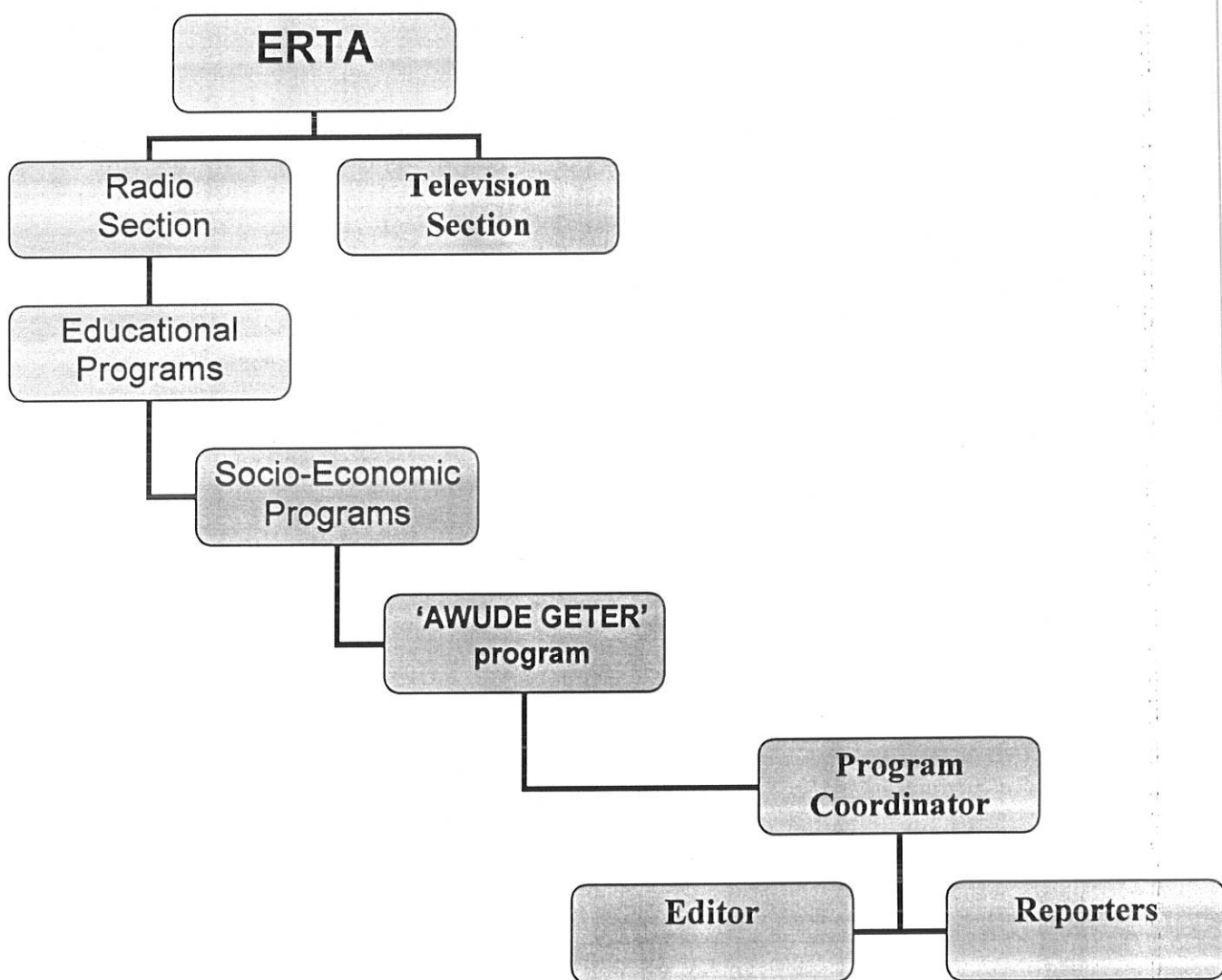
Survive as a program is its key challenge. The program is not built to fully understand the rural complex issues. The station (ER) is not dedicated to expand its rural development programs in material and human resources. Working journalists on the programs are very limited in number (*only nine(9) journalists are currently working on the program*), and most of them have no regular journalism education or training in covering on rural development issues.

To carry out its mission of providing periodic information to the rural residents, the programs are not operating in a more structured way. It is witnessed by the program coordinator that low capacity is a typical challenge for the programs.

Although Ethiopian Radio has the potential to reach many rural residents, its programs (rural) are not meeting the respective audiences. Journalists who are working on the programs continue to be handicapped by the lack of resources and professional support of their works. One of the central questions to individual interviewees was about why rural development issues receive little coverage by media. Hailamllak has said that rural reporting is still polarized due to lack of budget to travel; time consuming in

nature, lack of self commitment and less dedicated on the journalists' part have deterred the coverage of rural development activities. In many ways, commitment is the backbone in journalism career. A senior journalist recommended that Persistent and consistent reporting efforts are needed from rural journalists.

Fig. 4.1 Organizational Structure of the rural program



Source: compiled from Brochure (ERTA, 2009)

The chart clearly indicates that the rural program, "AWUDE GETER", is not structured as the main program in the station. It has been put in the lower part of ER's program structured. It is a sub program under other many programs. This obviously indicates that the program has not been given due attention by the station. As the program coordinator told that the rural program is suffered with lack resources and trained journalists on the field. It was also said that working journalists under the program are small in number; including the coordinator and editor, the program has only nine staff members.

B/ Shortage of In-job Training

In case of the program, one of the major challenges of it is lack of regular training opportunities on part of journalists. All working journalists are not specialized enough: they have no formal journalism education and training experience on the field as well as they do not much know about rural areas and the farmers. Most journalists were directly recruited to work in rural reporting.

On the other hand, many journalists have been hired straight after undergraduate programs, often untrained to be serious in the coverage of vital rural issues.

Discussions with both focus group discussions (FGDs) yielded similar results that many of journalists haven't got regular training opportunities on how to cover rural development affairs. They reflected that unavailability of capacity building/ training opportunities imposed a significant challenge on their regular basis. Very few journalists are trained formally, even though the number of journalism training schools and departments tends to increase in different universities.

Shortage of in-job training poses challenges to journalists, generally, seeking authoritative interventions to curb it.

C/ Operational Challenges

Reporting on rural issues takes a different perspective when it is carried out from actual places. Journalists are confronting with challenges in many aspects. It has indicated in the previous topics that coverage challenges for remote areas likely exceed the challenges of covering any of the other areas, none of which easily covered. The researcher had great discussions with journalists about the challenges on the field of their endeavor.

First challenge: information unobtainable. The station's library is not well equipped with national rural information including Internet. When journalists want to learn more about the Ethiopia's rural affairs, nothing on internet and books; it is not easy for them to report anything on rural issues.

Second challenge: preparing stories for both formats. Now a day, the state television and radio have merged together under an Agency. Following this, there is yet another burden for journalists in filing stories for both radio and television sections of rural programs.

4.3.2 External Challenges

A/ Sponsorships

Among external challenges that hold back the station's rural development activities, lack of sponsor organizations and partners is mentioned here. According to the program coordinator, the station is committed to partnering with cooperating organizations and media partners to do in

areas of rural socio-economic affairs. However, institutions/organizations don't seek to support the rural development radio programs. They are not always interested to sponsor programs of rural interest, choosing health, sport and other entertainment programs. Calabrese (1980) notes that context of mass media messages is one of the four essential aspects of satisfactory mass media communication systems, but rural areas in the developing countries are ill-informed in this aspect. He reasons out that rural farmers are not a profitable market for media that depend heavily on commercial advertising; the mass media are oriented to the urban audiences that constitute the market. In case of the programs, money matters are often at the root of low profitability.

The program coordinator said on the interview that government Agencies such as the Ministry of Agriculture and the nation's Agricultural universities who ideally have the responsibility for supporting rural programs and activities are reluctant to cooperate with rural radio programs in finance and knowledge. Currently, the programs are produced independently by ERTA.

B/ Information Hiding

Information hiding technique is another challenge, too. Local officials lack political will to disclose negative events or questioning information because they associate this to expose the failure of government rural programs and policies. They are only willing to tell success stories. According to Article 6(3) of the 1995 (E.C) Ethiopia's Media Law, hiding public important information or distort the facts is forbidden.

In some aspects, farmers are also reluctant to tell information due to a number of aspects such as lack of literacy; the fear of putting their personal views and opinions. Other reasons were also raised during focus group

discussions even though the aim of this paper is entirely to focus on media coverage challenges of rural issues.

C/ Weather Challenges

It is a particular evident in the matter of rainy summer seasons. The challenges of covering rural activities become clear during the summer seasons for multiple reasons; the harsh summer's weather providing big challenges to rural journalism activities in Ethiopia where there are when there are uncomfortable weather conditions due to its varied relief and geographical location. In this season, the rural roads leading to the muddy problems and becomes difficult for journalists' to travel and cover issues in the areas. One respondent expressed the nature of summer, "you have sun and then you immediately have rain." By its nature, producing rural program is really a periodic carrier that is changed seasonally. For example in summer seasons, rural journalists are become busier than ever.

D/ Language Barrier

As much as journalists have understood the need for an interpreter, they may need for their task. But many found it difficult when they are assigned to report on rural development issues. In rural Ethiopia where there are more than 80 native languages spoken, most journalists found it difficult to report there. "With no good interpreter, the rural reporter faces a number of stumbling blocks to get deeper inside the issue s/he is covering," said the program editor.

E/ Working in Risks

Journalists working in rural areas often find hard to work there because of the complexity and varieties of risks and troubles involved. They said in the discussion that there is no safety for them when they work in the rural areas. Many of the discussants have raised they have no job security. "To be

kept for us welfare, fund for the purpose of job security, insurance and medical coverage,” they said.

F/ Poor Rural Infrastructures

Infrastructure is often at the root cause of rural media coverage challenges in Africa, [<http://www.rdfs.net>]. Inaccessibility of rural infrastructures development has restricted media's work in the field accordingly. It is a particular evident in the matter of transportation. Transportation infrastructure in rural areas is really bad. When a reporter travels to a remote area, she/he is not available for a full day. The reporter is under pressure to finish off her/his job fast enough to get back to the nearest town or city. Undaram calls this “go-and-touch” rural report strategy. Because of infrastructural and other challenges, rural reporters are rushing to cover a rural area for a short period in order to highlight its problems, people and issues and then moving off to the nearest town. Undaram on his book, *Rural Development*, has said that this kind of “touch-and-go” journalism does not make for effective, balanced, and sustained coverage of the rural areas.

Concerning infrastructure there is another challenge as well. Ethiopia has very limited national telecom infrastructure in rural areas where most of its people live. Mcphails (2002) says that advanced (digital) telecommunications technology has the potential to improve the quality of rural media coverage. Modern and effective rural telecommunications infrastructure is crucial for rural economic development. And Infrastructure is often, but not always, provided by the government.

4.4 The Need for Addressing Challenges

Today, the international community has recognized that development programs and media need to work in parallel to be achieved the Millennium Development Goals (MDGs) on time. The function of media in the nations'

development serves as a catalyst agent; media practitioners should be oriented on the development programs, policies and strategies, (European Union/2007). But challenges generally resist the work of journalists. Hence, the media strategies have to first create generally awareness amongst the journalists about what is challenging in their activities. There is no doubt that communication is an effective tool to bring about the desired rural development. But, it should be handled carefully. The communication revolution can speed up the process of modernization of the rural economy, (Schram W.et al. 1976).

In accordance with the attention given by government to rural development as well as the number of people who may benefit directly from the coverage of rural development issues (estimated 85% of the total population), the coverage of rural development issues relatively insufficient, Solomon Kibret (the program editor) said on his interview. He suggested that rural affairs should not be less preferred media beats than government's desire in the rural sector.

In an interview with Hailamlak Kassaye, the [rural] programs' coordinator of ERTA's radio section noted that despite there are vast challenges, the programs are useful with regard to increasing farmers' knowledge and facilitating the relationship between farmers and agricultural service providers. He further went on to add "attention should, therefore, be paid to the role of media specifically radio in rural development. This would require courage on the part of rural policy makers to consider media on the use of it as the basis of rural socio-economic development."

"I believe the radio Service has a special obligation to rural Ethiopia that is broadcasted to the vast majority of the population," the program editor said. "Rural Ethiopia's needs cannot be assumed to be the same as those of urban Ethiopians. In rural areas, Information options are more limited, and

thus residents rely heavily upon the national state radio broadcasters,” he further added.

Rural development issues should have received proportional coverage to government’s desire in the farming sector. Rural journalists have a special responsibility in covering rural issues. They, no matter the distances they must go and the time they spend to cover a story, it is their professional duty that they do for public service, not it is a supreme sacrifice. This responsibility is inherent in journalists’ role as watchdogs, holding the powerful accountable and giving voice to the voiceless.

Conclusions

In this chapter, the researcher has presented the findings of the research under four different main themes, namely efforts to reach rural Ethiopia via media, the urban-bias of Ethiopian media; challenges facing rural journalists and determining the need for addressing challenges. Sub-themes are also provided on different subjects under each major category. The chapter has discussed at length, the challenges rural journalists face in line with their activities. The next chapter summaries and recommends on the study.

CHAPTER V: SUMMARY AND RECOMMENDATIONS

This chapter deals with a brief summary of the study and recommendations. The researcher basically tries to summarize what the research has been all about; how it was undertaken and the major findings it came up with.

5.1 Summary

This study set out to explore challenges in the course of rural development coverage. The study was conducted on Ethiopian Radio rural programs using qualitative research method. Focus group discussions, in-depth interviews and review [Archived Audio] documents were employed as instruments for data collection.

A basic knowledge of rural development plan, policy and strategies is especially important for journalists and reporters who engaged in the field of rural journalism. This is why the majority people in the nation are dwelled in the rural parts of the nation. By facilitating better ways for the rural journalism sector, it is possible to curb challenges in the area of rural issues coverage.

The state media can play an important role in rural development sector, if it adequately covers and well targets.

The findings of the research have indicated that Ethiopian Radio(ER) is biased against rural events and stories coverage. Weak structure of the [rural] programs and shortage of in-job training have been found as major internal challenges in line with covering rural issues. Working journalists on the station's rural programs are very limited in numbers. And they also haven't received regular training opportunities on rural affairs and how to cover them. Reporting on rural issues takes a different perspective when it is carried out from actual places. It is difficult to journalists and reporters to

stay more than a day in the remote countryside where most areas are still without basic social infrastructure.

5.2 Recommendations

To ensure adequate and proportional coverage of rural development issues, the following recommendations, based on the research findings, are made.

- The Ethiopia Radio needs to have its own correspondents at least at major rural areas of all regions. It shouldn't be heavily rely on the news agencies and regional information bureaus. It could be useful to train more reporters in local areas because it is a big challenge for reporters to reach all places. So that instead of journalists travel more distance for every event, just assigned rural beat reporters at a local place, and can be connected with them by phone or through the internet, if there.
- The researcher would recommend that the government should promote quality and quantity coverage of rural development issues by giving the [rural] program the necessary support and assistance. Building-up social infrastructure is important because it enhances communication and makes connectivity more affordable.
- Journalists need to be exposed more to rural communities and vice versa. When journalists and rural communities work together on common issues, the role of media in rural development issues will become visible and viable.
- People in the rural areas should not suffer from information poverty as a direct result of their remote location. This can be overcome by having a net work of correspondents who could attend and cover rural activities and events.

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Appendices

I. Interview Guidelines for Focus Group Discussions (FGDs)

- How did you become interested in serving the information needs of the rural people and communities?
- How do you get information about rural issues?
- What are the major challenges you encounter in dealing with the rural programs?
- What are your efforts to resist the challenges?
- What are the roles and challenges of Ethiopian Radio in covering rural development based on the current practice?
- How difficult or easy is it to do rural development program and/or report?
- What relevant skills for rural development coverage has your degree/diploma/training subject provided you with?
- What do you like the most/least about your activity in doing rural development program?
- What should be improved in the current reporting and program production on rural development?
- What changes have been observed in the program since the time you have worked at the station?

Thank you all for your precious time and response!

II. Guide for Individual In-depth Interview with a Coordinator of Ethiopian Radio 'Awude Geter' program

Part one: Biographical information

Name: _____

Responsibility in the programs: _____

Work experience: _____

Part two: Questions on the programs and associated challenges

- ◆ When Ethiopian Radio Amharic section started rural broadcasting as a program?
- ◆ Why is rural radio programs needed?
- ◆ What are the aims of the programs?
- ◆ How can enhance journalists' contributions to rural development programs and projects?
- ◆ What rural reporters should know about rural affairs when they join in the career?
- ◆ Does the station have fulltime rural beat reporters?
- ◆ What are the challenges journalists encounter in dealing with the rural programs?

- ♦ To what extent the station due attention to encounter challenges journalists face in the field?
- ♦ What changes have been observed in the program since the commencement of the program?
- ♦ What can journalism schools and departments in the nation do to improve reporting on rural affairs?

Thank you for your precious time and response!

III. Guide for Individual In-depth Interview with an Editor of Ethiopian Radio 'Awude Geter' program

Part one: Biographical information

Name: _____

Responsibility in the program: _____

Work experience: _____

Part two: Questions on the programs and associated challenges

- ♦ How much air time allotted for rural programs?
- ♦ What rural reporters should know about rural affairs?
- ♦ What differences exist between in journalists of rural or urban background, in terms of work abilities?

- ♦ How can one ensure that rural people have developmental information in quality and quantity- what does quality and quantity imply?
- ♦ Do you think rural development issues receive little coverage by state media?
- ♦ What are journalists' problems in their assignments given from you?
- ♦ What facilities should be fulfilled by station to advocate of rural development and serve the people itself?

Thank you for your precious time and response!

IV. Guide for Individual In-depth Interview with a senior reporter of Ethiopian Radio 'Awude Geter' program

Part one: Biographical information

Name: _____

Responsibility in the program: _____

Work experience: _____

Part two: Questions on work experience and associated challenges

- ♦ What experiences do you have to tell as rural reporter?
- ♦ How do you get information about rural issues?

- What do the programs lack to meet its aims?
- What are the major challenges you encounter as a rural reporter?
- What are your efforts to resist challenges you face?
- What advice might you offer to rural journalists in relation to covering challenges?

Thank you for your precious time and response!

V. ለቡድን ተጠኝ ጋዜጠኞች የቃለ መጠይቅ መምሪያ

- ጋ ለገጠሩ ማህበረሰብ መረጃ በመሰብሰብና በማቅረብ ሙያ ዉስጥ ትገቡ ዘንድ ምን አነሳሳችሁ?
- ጋ ገጠር ነክ መረጃዎችን የምታገኙት እንዴት ነዉ?
- ጋ ገጠር ዉስጥ መረጃ በመሰብሰብ ላይ የሚገጥሟቸው ተግዳሮቶች ምን ምን ናቸዉ?
- ጋ ተግዳሮቶችን በራሳችሁ አቅም ለመቋቋም ምን አይነት ጥረቶችን ታደርጋላችሁ?
- ጋ የኢትዮጵያ ሬዲዮ በገጠር ልማት ላይ ያለዉ ሚና እና የጋዜጠኞችን ተግባር የሚያስተጓጉሉ ወቅታዊ ተግዳሮቶች የትኞቹ ናቸዉ?
- ጋ ገጠር ነክ ጉዳዮችንና ፕሮግራሞች መስራት የቱን ያህል አስቸጋሪ/ቀላል ነዉ?
- ጋ በኮሌጅ/በዩኒቨርሲቲ የቀሰማችሁት ትምህርት/ስልጠና አሁን እየሰራችሁበት ላለዉ ፕሮግራም ምን ያህል እገዛ አድርጎላች ል?
- ጋ በስራችሁ ዉስጥ የምትወዱት እና የማትወዱት ተግባሮች ምን ምን ናቸዉ?
- ጋ በገጠር የሬዲዮ ፕሮግራሞች ላይ ምን ዐይነት መሻሻሎች ያስፈልጋሉ ትላላችሁ?
- ጋ በጣቢዉ ዉስጥ ተቀጣሪ ከሆናችሁ ጀምሮ በምትሰሩበት ፕሮግራም ላይ ምን ምን መሻሻሎች ተስተዋሉ;

ዉድ ጊዜያችሁን ሰዉታችሁ ላደረጋችሁት ዉይይትና ለሰጣችሁኝ መረጃ አመሰግናለሁ!

VI. ለአዉደ ገጠር ፕሮግራም አስተባባሪ የቃለ መጠይቅ መምሪያ

ሀ. ግለ መረጃ

ስም: _____

ሀላፊነት: _____

የስራ ልምድ: _____

ለ. በፕሮግራሙና ተያያዥ ተግዳሮቶች ዙሪያ የሚያጠነጥኑ ጥያቄዎች

- ፤ በአትዮጵያ ሬዲዮ የአማርኛው ክፍል መደበኛ የገጠር ፕሮግራም መቼ ተጀመረ?
- ፤ የፕሮግራሙ ዓላማ ምን ነው;
- ፤ የጋዜጠኞችን የገጠር ወስጥ ሙያዊ አስተዋዕኦ እንዴት ማጎልበት ይቻላል?
- ፤ ጋዜጠኞች/ርፖርተሮች ወደ ሙያዊ ሲገቡ ስለ ገጠር ሊያውቁዋቸው የሚገቡ ጉዳዮች ምን ምን ናቸው;
- ፤ ሬዲዮ ጣቢያው በገጠር ቋሚ ርፖርተሮች አሉት?
- ፤ በገጠር የልማት እንቅስቃሴዎችን በትኩረትና በንቃት ለመከታተል ጣቢያው ምን ምን አቅርቦቶች ሊሟሉለት ይገባል ይላል;
- ፤ ገጠር ወስጥ መረጃ በመሰብሰብ ላይ የሚገጥማቸው ተግዳሮቶች ምን ምን ናቸው?
- ፤ ሬዲዮ ጣቢያው በጋዜጠኞች ላይ ለሚደርሱ ተግዳሮቶች ምን መፍትሄዎችን ይወስዳል;
- ፤ ፕሮግራሙ ከተጀመረ ጀምሮ ምን አይነት በጎ መሻሻሎች ተስተዋለ?
- ፤ በገጠር የሚዲያዎችን ተሳትፎ ለማሻሻል በአገሪቱ ወስጥ ያሉት የጋዜጠኝነት ት/ቤቶችና ዲፓርትመንቶች የሚኖራቸው አስተዋጽኦ ምን ነው ይላል?

ወደ ጊዜዎን በወተወ ለሰጡኝ መረጃ አመሰግናለሁ!

VII. ለአዉደ ገጠር ፕሮግራም አርታኢ የቃለ መጠይቅ መምሪያ

ሀ. ግለ መረጃ

ስም: _____

ሀላፊነት: _____

የስራ ልምድ: _____

ለ. በፕሮግራሙና ተያያ» ተግዳሮቶች ዙሪያ የሚያጠነጥኑ ጥያቄዎች

ፊ የፕሮግራሙ የአየር ላይ ቆይታ ምን ያህል ነው;

ፊ ጋዜጠኞች/ሪፖርተሮች ወደ ሙያዉ ሲገቡ ስለ ገጠር ሊያዉቁዋቸው የሚገቡ ጉዳዮች አሉ;

ፊ እድገታቸዉ በገጠር/በከተማ በሆኑት የፕሮግራሙ ጋዜጠኞች ላይ ተግዳሮቶችን በቋቋም ረገድ ልዩነት አለ;

ፊ የገጠሩ ማህበረሰብ ጥራትና ብዛት ያለዉ መረጃ ስለማግኘቱ በምን መልኩ ማረጋገጥ ይቻላል;

ፊ ገጠር ነክ የልማት ጉዳዮች ዝቅተኛ የሚዲያሽፋን እያገኙ ነዉ ብለዉ ያስባሉ;

ፊ ጋዜጠኞች እንዲከዉኑት በሚመደቡበት የስራ ምድብ ላይ የሚስተዋሉባቸዉ ችግሮች ምን ምን ናቸዉ;

ፊ በገጠር የልማት እንቅስቃሴዎችን በትኩረትና በንቃት ለመከታተል ጣቢያዉ ምን ምን አቅርቦቶች ሊሟሉለት ይገባል ይላሉ;

ዉድ ጊዜዎን ሰዉተዉ ለሰጡኝ መረጃ አመሰግናለሁ!

VIII. በአዉደ ገጠር ፕሮግራም ላይ ለረጅም ጊዜ በሪፖርተርነት ለስራ ጋዜጠኛ የቃለ መጠይቅ መምሪያ

ሀ. ግለ መረጃ

ስም: _____

ሀላፊነት: _____

የስራ ልምድ: _____

ለ. በስራ ልምድና በሙያዉ ተግዳሮቶች ዙሪያ የሚያጠነጥኑ ጥያቄዎች


- እንደ ገጠር ርፖርተርነትዎ በስራዉ ዉስጥ የሚገጥሙ ተግዳሮቶችን ቢነግሩኝ
- የገጠር ዉስጥ መረጃዎች እንዴት ነዉ የሚሰበሰቡት;
- ፕሮግራሙ አላማዉን ከግቡ እንዳያደርስ የሚያደርጉ እንቅፋቶች አሉ;
- በገጠር የርፖርተርነት ስራዎ ዉስጥ የሚገጥሙዎ አንደር ተግዳሮቶች ምን ምን ናቸዉ;
- ተግዳሮቶችን በራስዎ አቅም ለመቋቋም ምን አይነት ጥረቶችን ያደርጋሉ;
- በፕሮግራሙ ለሚሰሩ የገጠር ጋዜጠኞች ከሚገጥሟቸዉ ተግዳሮቶች ጋር በተያያዘ ምን ይመክሩአቸዋል;

ዉደ፡ ጊዜዎን ሰዉተዉ ለሰጡኝ መረጃ አመሰግናለሁ!

Declaration

The researcher declares that this thesis is my own original work and all the sources of the materials used for the thesis have been duly acknowledged.

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Signature: 

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