



**ADDIS ABEBA UNIVERSITY**  
**SCHOOL OF JOURNALISM AND COMMUNICATION**

**ANALYSIS OF DISABILITY INCLUSIVENESS IN MEDIA**  
**ORGANIZATIONS: THE CASE OF EBC**

**BY**  
**TIGIST WARIYO**

**MARCH, 2021**

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**SCHOOL OF JOURNALISM AND COMMUNICATION**

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A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF  
ADDIS ABEBE UNIVERSITY IN PARTIAL FULFILLMENT OF THE  
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JOURNALISM AND COMMUNICATION

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## **Declaration**

I am Tigist Wariyo Lube; my identification number is GSR/7433/09. I do hereby declare that, this thesis entitled “Analysis of Disability inclusiveness in media Organizations: The case of EBC” is my original work. It has not been submitted partially or fully by any other person for an award of a degree in any other university/institution.. All the sources I have used in this research have been totally acknowledged.

Name of the graduate, Tigist Wariyo Lube

Signature

Date

This thesis has been submitted for examination with my approval as University advisor

Yohannes Shiferaw (PhD)

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Date \_\_\_\_\_

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## Acronyms

<b>AAU</b>	Addis Abeba University
<b>ADA</b>	Americans with Disability Act
<b>BBC</b>	British Broadcasting Corporation
<b>BCODP</b>	British Council of Organizations of Disabled People
<b>BPR</b>	Business process re-engineering
<b>BSA</b>	British Social Attitudes Survey
<b>BSC</b>	Balanced Scoreboard
<b>CDC</b>	Centers for Disease and Prevention
<b>DDA</b>	Disability Discrimination Act
<b>EBC</b>	Ethiopian Broadcasting Corporation
<b>EFJ</b>	European Federation of Journalists
<b>ERTA</b>	Ethiopian Radio and Television Agency
<b>ETV</b>	Ethiopian television
<b>FGD</b>	Focus Group Discussions
<b>FM</b>	Frequency Modulation
<b>GTP</b>	Growth and Transformation Plan
<b>ILO</b>	International Labor Organization
<b>JONAPWD</b>	Joint Nation Association of Persons with Disabilities
<b>MOLSA</b>	Ministry of Labor and Social Affairs
<b>NGO</b>	Non-governmental Organization
<b>OAU</b>	Organization of African Unity
<b>PWD</b>	People with Disability
<b>QNHS</b>	Quarterly National Household Survey
<b>UK</b>	United Kingdom
<b>UN</b>	United Nations
<b>WHO</b>	World Health Organization

## **Definitions**

**Disability:** Disability covers a wide range of different physical, sensory, intellectual or psychosocial impairments which may or may not affect persons' ability to carry out their day to day activities, including their jobs.

**Equalization of Opportunity** is "The process through which the general system of society, such as the physical and cultural environment, housing and transportation, social and health services, educational and work opportunities, cultural and social life, are made accessible to a

**Disability inclusion:** Including people with disabilities in everyday activities and encouraging them to have roles similar to their peers who do not have a disability.

### ***Abstract***

*As evidences show, substantial number of people with disabilities lives in Ethiopia. Though the number of people with disabilities is significant, disability inclusiveness in different services and opportunities is negligible. This study aims to explore disability inclusiveness in Ethiopian Broadcasting Corporation in respect to employment opportunity, disability issue coverage, attribution of disabled sources, and accessibility of built environments. To do so, qualitative research method is preferred and the data were collected through depth interviews, focus group discussions and from secondary sources. Twelve journalists and media representatives participated on the indepth interviews and 2 FGDs were held with twelve members each. Generally the data collected through these techniques divulge that implementation of disability inclusiveness is minimal in the Corporation. To put specifically the finding regarding employment reveals that PWDs are seldom employed in the organization. Concerning disability issue coverage, the findings clearly confirm that disability issues were covered rarely. The other finding points out that the views of people with disabilities as a group or individually is rarely attributed in stories dealing with common interest issues. This is due to lack of awareness of representatives & journalists.*

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background

Based on the data stated by the World Bank and World Health Organization, "there are an estimated 15 million children, adults and elderly persons with disabilities in Ethiopia, representing 17.6 per cent of the population" (WHO & World Bank,2010). The number of people with disabilities is expected to be higher than what is estimated by these Organizations. The advocates for human rights (2016) explain and note its concern from the observation of the earlier census. As the Advocates emphasize, on the Article 31 sub title 'statistics and data collection', the government of Ethiopia under reports the number of disabled children (The advocates, July, 2016).

The other factor that contributes for underrepresentation of PWDs is the attitude of people with disabilities themselves. There are also PWDs who do not take themselves as disabled and also do not even want to be counted as people with disabilities (Smart, 2001). As Smart highlights, such kinds of people do not want to be recognized as disabled and due to this, people who count them also do not count them as PWDs. "...Further, disability and health demographers (people who count and categorize the number of health conditions and disabilities) consider the reported number of disabilities to be an under estimation, simply because there are many individuals who do not wish to identify themselves as having a disability"(Ibid).

On the other hand, differences on understanding and classification also cause for irregularities to happen on disability data. "Studies showed that this variation was occurred due to the measurements taken to classify and categorize peoples with disability and without disabled or due to the information gap during data collection"( Jameel Mohd & Muleta Hussein, 2019).

The other thing that contributes for increasing the number of PWDs is the risk factors that expose people to disability.

“Disability is caused by several factors, such as poor living conditions, poor nutrition, lack of health and sanitation facilities, different forms of accidents and injuries, congenital malformation, psychological dysfunctions, and birth related incidents” (Chala et al , 2017). As Chala et al states, the risk factors that maximize the chance of becoming disabled.

As a known fact, appropriate and valid figures about PWDs are very important for various purposes. “Official statistics on disability plays an essential role in the planning, implementation and monitoring of policies and programs for the promotion and protection of rights of persons with disabilities” (United Nations). According to the United Nation’s document, before doing any kind of project or preparing any kind of plan, it is necessary to know the population size of PWDs. Moreover, UN discloses also the importance of quality disability information."... as any quality statistical information or data, quality disability information is needed for service programming and development, capacity building, budgeting and seeking international assistance among others"(Ibid).

At any rate, the number of people with disabilities mentioned by WHO is significant by itself to take in to account people with disabilities during planning and budgeting for the organization. But, this large number of people considered as the- few due to biases and prejudice. Smart on his book entitled ‘Disability, Society and the individual’ states how these large people are intentionally fall off by census data. "Census data, national polls, and other studies have documented that people with disabilities, as a group, occupy an inferior status in our society and are severely disadvantaged socially,vocationally,economically,and educationally; "(Smart,2001). There is a tendency to keep people with disabilities isolated from different activities both in rural and also in urban areas. “This is partly because people with disabilities experience barriers in accessing services that many of us have long taken granted including health, education, employment, transport, information as well as rehabilitation” (Jameel Dar & Muleta Hussein, 2019). As a result, people with disabilities are keeping out from participation of disability reduction activities. (Maclachlan et al, 2014). According to these writers, exclusion of PWDs from opportunities and services, expose People with disabilities to encounter greater poverty than people without disabilities.

Such types of underestimation and exclusion of people with disabilities hinder them from exercising different opportunities.

These make millions of people with disabilities economically dependent on their families and relatives. Unfortunately if families can't afford to feed and to take care of them, begging is the only option they do to survive. According to the world report on disability, "In Ethiopia, 95 percent of all persons with disabilities is estimated to live in poverty. Many depend on family support and begging for their livelihoods" (WHO, & World Bank 2011).

Reduced opportunities of people with disabilities lead PWDs to discrimination."Discrimination occurs when a person is treated less favorably, or not given the same opportunities, as others in a similar situation because of their disability" (Australian Human Rights Commission), Disability Discrimination Act considered discrimination of PWDs as an illegal act. "DDA makes it unlawful to discriminate against a person, in many areas of public life, including: employment, education, getting or using services, renting or buying a house or unit, and accessing public places, because of their disability" (Ibid).

Smart (2001), also emphasizes discrimination of people with disabilities in accessing different services and entertaining their rights. Barriers that restrict PWDs from such kinds of participation violate the rights of people with disabilities.

*They are denied their rights to be included in the general school system, to be employed, to live independently in the community, to move freely, to vote, to participate in sport and cultural activities, to enjoy social protection, to access justice (United Nations Human right office of the Commissioner).*

Unlike these barriers, International human rights law agreed on that every person, including PWDs has equal opportunity and treatment before the law.

## **1.2. Statement of the problem**

Among different issues, the issue of disability inclusiveness of EBC takes the leading position for different reasons. In principle, People with disabilities have similar rights with people without disabilities but the practice differs from the reality on the ground. Due to this, PWDs are prohibited from accessing various opportunities and services. "People with disabilities face unjustifiable discrimination, and consequently exclusion from employment, skills training, education, health care services, and other key areas of development" (ILO,2010). As ILO describes, exclusion of PWDs prohibit PWDs from being participated in society.

As mentioned, employment is also one of the sectors in which exclusion of PWDs performed. “Across all age groups, persons with disabilities were much less likely to be employed than those with no disabilities” (Bureau of Labour Stastics, 2020). Similarly in an Organization that has more than 2000 employees, only 5 of them are disabled. This figure shows employment rates for individuals with disabilities are significantly lower than employment rates for individuals without disabilities in EBC.

To analyze the extent of disability inclusiveness, disability issue coverage is also one of the centers of attention of this thesis. As evidences show that, Ethiopia has significant numbers of PWDs (WHO & World Bank, 2010). Though considerable numbers of PWDs are there, they are not properly represented in case of disability issue coverage. The Corporation doesnot incorporate disability issues in its annual plans (EBC BSC plan, 2019). Aside this, journalists do not have a preference to include disability issues in their quarterly or monthly plans. Due to this, disability issue coverage is largely relying on events prepared by disability affiliated organizations & disability associations. More than any other issues; EBC prioritizes and dominantly gives coverage to political and diplomatic affairs (EBC editorial policy, 2008).

What is more, PWDs are not attributed as sources in stories of news & programs. Some times ago, the Corporation conducts a study to analyze its overall gaps and find out that a problem in using diversified sources (EBC gap analysis). Rather than using different sources from various sects, the Corporation depends on limited sources.

The other issue that gets attention in this study is inaccessibility of built environments. The built environments like the stairs, studios, offices & floors where elevators stopped all are inaccessible for PWDs. The main gate of the building has many stairs and it is very hard to get in for wheelchair and crutch users. Above all, a year ago, a very touchy incident happened on a crunch user man that magnifies how PWDs are forgotten in the case of accessibility of built environments.

A man who uses crutches carried completely by the Federal polices to get in to the studio where he was invited to give information. This is a situation in which the dignity and pride of the man become under question. The issues of inaccessibility to the built environments not only violate the rights of PWDs.

It also impacts the employment opportunities of people with disabilities that want to be employed in the organization and those that come to share their expertise knowledge. Unless and otherwise accessibility to the built environments made in the Corporation, it is unthinkable for PWDs to confirm the right to be employed.

The justification is that, almost all aspects of peoples' need movement and those who have impairments in moving are affected by the built environments.

On the other hand, the Ethiopian government acknowledged the problem and adopts different laws and proclamations that help to fill the gaps. "Unless the nature of the work dictates otherwise, a person with disability having the necessary qualification and scored more to that of other candidates shall have the right with out any discrimination" (Federal Negarit Gazeta, Proclamation No. 568/2008 ). But the laws and proclamations are not enforced fully and capable to respect the rights of people with disabilities.

All these indicate that, PWDs are not in a situation of inclusiveness in accessing opportunities and services. For the purpose of this thesis, inclusiveness is analyzed in terms of inaccessibility to the built environments, employment opportunities, source attribution and disability issue coverage. But it is difficult to access jobs for PWDs even for those qualified (International Journal of Innovation, Management and Technology, Vol. 8, No. 5, October 2017).Due to this; PWDs suffer from high unemployment rate. "The issue of high unemployment rates among PWDs is, a global phenomenon, with no simple solution identified" (Ibid).

Besides the gap stated on disability inclusiveness, no research is conducted yet in this regard. The researcher got few scholarly research papers on the topic called Framing Disability: A Content Analysis of Newspapers in Nigeria, (J. Ogundola, 2013); Representation of disability in media: A study of abled differently programe, (Undisa, 2017); Coverage on disability issues by the national broadcast media in Ethiopia, (Meaza, 2008); and the place of the rights of persons with disabilities under the 1995 FDRE constitution, (Dawit, 2019).

In addition to this, the researcher scrutinizes a number of project research papers on PWDs which are written by International organizations and local people. Among those research papers few of them are conducted to analyze disability inclusiveness in terms of education, accessibility to built environments and enforcement of disability related laws, disability issue coverage and

employment opportunity specifically. As far as the researcher's knowledge is concerned, no research is conducted on the specific issue called disability inclusiveness of media organizations locally and in the international level.

Generally the issue of disability inclusiveness of EBC is untouched and uncovered by other researchers. Due to all these and the newness of the topic for research together made the researcher to analyze disability inclusiveness.

### **1.3. Objectives of the study**

#### **1.3.1 General objectives**

The main aim of this study is to assess disability inclusiveness in media organizations with specific reference to EBC.

#### **1.3.2. Specific objectives**

The specific objectives of the study are to:

- ✚ Examine disability issue coverage of the Corporation
- ✚ Scrutinize how often PWDs are attributed as sources.
- ✚ Investigate the reasons why disabled journalists are minimal in the Corporation.
- ✚ Explore the challenges PWDs are facing due to inaccessible built environments of the Corporation.

### **1.4. Research Questions**

To accomplish the previously mentioned general and specific objectives, the research seeks to raise and address the following research questions:

- 1/. How the issues of PWDs are covered in EBC?
- 2/. How often PWDs are attributed in stories?
- 3/.What is the reason behind the minimal number of disabled employees?
- 4/. What challenges people with disabilities have been faced due to inaccessible built environments of the Corporation?

## **1.5. Significance of the study**

Disability inclusiveness is a very recent approach which is not researched yet. Due to this, a few academic researches are available that are focused basically on disability issues disseminated in media organizations and portrayal of PWDs in some media organizations. The researcher could not find any research conducted on disability inclusiveness of media organizations locally. This helps the researcher to understand disability inclusiveness is the uncovered part of issues of disability. So there is a gap to fill in the area.

Moreover, there is still a problem of isolation and discrimination towards PWDs in relation to accessing Services and opportunities. Though all human beings have equal rights, its implementation still differs. Even organizations do not consider PWDs during hiring employees; when making stories for media: during constructing building, and also when accessing services and facilities. All these and other unmentioned reasons ensure significance of the research.

Therefore it is hoped that the study would be significant for the following groups.

- I. At first and foremost the research helps to increase the awareness of media officials on the subject matter.
- II. It also enhances the understanding of journalists about the equal right of PWDs in covering disability stories with significant ratio and makes them aware of using PWDs as sources in writing stories.
- III. The research persuades EBC officials to update the inaccessible built environments of the Corporation (architectural designs) to make it accessible for PWDs.
- IV. It also aware of the management bodies to hire PWDs without any discrimination, especially on those competent contestants.
- V. This research has a vital role to enhance the consciousness of media representatives to give attention for issues of disability.
- VI. The research awakes PWDs that have been working in the Corporation to claim their right.
- VII. It inspires other researchers to conduct further research on the area and issues related to it. (Like disability issue coverage, employment opportunities, etc). It also serves as an input for researchers to conduct researches on the issues of disability and related topics. It helps other researchers to come up with further findings based up on the outcome of this research.

## **1.6. Scope of the study**

Time wise, the scope of this research is made to coincide with the time Ethiopian Broadcasting Corporation applied a reform and it extends until the time of data collection. This is from 2017 to 2020 (up to the Covid 19 pandemic got into our Country).

Content wise, the research gives particular emphasis only to the dissemination of contents by Amharic languages. It incorporates the Amharic news channel ETV1 and also the Amharic transmission of the National Radio other than any other languages. As known, EBC broadcasts its content in more than eight languages. But it is difficult to assess the issue at hand through all the languages. Due to this, the scope of the study is limited only to the transmissions of Amharic languages.

## **1.7. Limitations of the study**

As we know, conducting research is an arduous task which needs knowledge and skill than attending class and doing any kind of class assignments. It entails to read thoroughly to understand the subject matter. Above and beyond, inaccessibility of appropriate reference materials is irrefutable fact and was one of the limitations of this study. Due to this, the researcher could take more of the time in searching relevant literatures. More over inaccessibility of reference books and journals obliged the researcher to use electronic items. Using electronic items as sources of information has its own challenge. In most cases, the researcher faced web pages which do not access references for free and their cost is also not affordable. Aside this, the issue of disability inclusiveness is a new phenomenon worldwide that needs extra effort to deal with.

On the other hand, while conducting a research, the coming of COVID 19 is also the other challenge that affected the work of data collection. The time the researcher got ready to collect data overlaps with the time the pandemic began. This made the researcher to holdup the assignment of data collection for almost 6 months. Related to the pandemic, after things have been somewhat relaxed, it was very hard to conduct focus group discussion even with the minimum group members. This is also the other limitations that took extra time to accomplish the task. To overcome the challenge in this regard, the researcher held the discussions with small groups that have four members and finally merge them.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

In this review literature, related scholarly views, world experiences and research findings are included. Attempts are made to make the review literature related with the subject matter under study. Topics and sub topics that might be directly or indirectly related to the main topic are also incorporated. To specify it, these are definitions about the word disability, how people with disabilities are viewed in the world, working conditions and employment opportunities of disabled journalists in media organizations, the practice of disability inclusion in BBC and other related topics are integrated.

#### **2.1. Definitions**

Before entertaining any related concept, it is important to see how the word disability is defined by different writers. There are writers or authors that define disability from people's functional limitation. Others define the word disability as impairment when the situation is inaccessible for people with disabilities. This is a definition given to the impairment in relation to environment. International Labor Organization is one of the Organizations that deals with disability issues and defines the word disability as follows. "The word disability covers a wide range of different physical, sensory, intellectual or psycho-social impairments which may or may not affect persons' ability to carry out their day to day activities, including their jobs" (ILO Fact sheet, 2013).

Aside this, Centers for Disease Control and Prevention (CDC) defines the word disability from activity limitation and participation limitation point of view. "A disability is any condition of the body or mind (impairment) that makes it more difficult for the person with the condition to do certain activities (activity limitation) and interact with the world around them (participation restrictions)" (Center for Disease Control and Prevention.)

On the other hand, a proclamation to provide for the right to employment of Person's with disability defines the word on the stand point of employment "an individual whose equal employment opportunity is reduced as a result of his physical, mental or sensory impairments in relation with social, economic and cultural discrimination;" (National Legislative Bodies, 2008).

Smart (2001) defines the word disability, as “the combined set of the conditions, limitations in functioning, and societal prejudice and discriminations.”

The other definition is given by Americans with Disabilities Act. ADA defines the word disability almost in a similar fashion with CDC. According to ADA disability is a physical or mental impairment that basically obstruct one or more major life activity. “it includes people who have a record of such impairment, even if they do not currently have a disability and those regarded as having disability by others” (Americans with Disabilities Act).

Smart (2001) referred the definition given by the world Health Organization which gives emphasis to PWDs’ injury and defect. According to WHO, disability is defined “in terms of pathology, losses, impairments, defects, and abnormalities in physical, psychological, or anatomical structure or function” (WHO and World Bank, 2010).

## **2.2 Attitudes towards disability**

As the definition of the word ‘disability’ vary, attitudes of people towards people with disabilities also varied. People with disabilities are viewed as misfortune and deserve to be pitied by many non disabled People (Rene, **2015**). According to Rene, PWDs are often viewed as heartbreaking and the burden of disability is endless.

Different scholars define the word ‘attitude’ differently in its own context. “There is no universally accepted and agreed definition of what attitudes mean” (Hannon, 2007).

There are also people that believe the problem of disability happens due to wrongdoing or the evil eye of people. “In Ethiopian culture, disability is assumed to be something originating from external forces or a divine origin. A person with a disability is believed to be cursed and punished by God” (Ministry of Labor and Social Affairs, MOLSA, 2012). Even though this kind of attitude is not flourished now as the earlier period, still there are people that think as those people in the earlier period.

One of the BBC journalist and a Jamaican who is born with a problem on his leg (Club feet) explains how disability is viewed by people in his home land. “Disability is viewed as a sign of disgrace for people with disability and for their families too” (Nick, 2015).

On the other hand, people with disabilities are also viewed as beggars or assumed as they can't live without the assistance of non-disabled people. Julius Shemang a journalist from Nigeria who has a hearing impairment had a dialogue on the nation's article on how people with disabilities were portrayed in the media (Patrica, 2016). As Patrica writes, a (disabled) journalist gave his witness as PWDs are portrayed as charity receivers on the media. This kind of attitudes boldly signifies PWDs as inefficient for any kind of job and as a result their survival depends on the assistance of non-disabled people. "People with disabilities are perceived as they spend their whole life depending on others for their existence and need other people's help" (Momene, 2015). As Momene describes, this kinds of labeling was used by charity organizations in order to raise more funds.

The other shocking attitude towards people with disability is, looking them totally as a problem. "People with disabilities are viewed as a burden for the state. They are portrayed as they drain the wealth of the state without taking part in the production "(Docherty et.al,2011). As Docherty et.al describes, besides their dependency on others, they also drain the wealth of a nation. The presence of such type of attitude of people is also confirmed by a kind of survey conducted to achieve the equality for disabled people.

The Office for Disability Issues conducted a survey called British social attitudes on the public perception of disabled people at 2009 (Staniland, 2009). As Staniland cites from Abrams & Houston (2006), through this survey, 35 percent of the participants assumed as PWDs consume more from the country's economy than they contribute.

The other attitude towards people with disabilities, especially for those who attain their goals for better differs from those attitudes of people that are stated earlier. In US, the Department of Communities, Child Safety and Disability Services, (2012), describes those courageous as they portrayed as high flier in media .According to the department of communities, such kinds of stories are focused on the disabled people's achievement in spite of their disability.

Besides this, People with disabilities are also assumed as unsexed as stated by the Department of Communities, Child Safety and Disability Services. It is believed that people with disabilities do not have feeling of sex like non-disabled people due to their disability.

Generally, people with disabilities are viewed as compassion, needy, and superhuman, unsexed and feared by non-disabled people.

All the perceptions towards people with disabilities are still negative all over the world even though the extent varies. Due to these perceptions, people with disabilities are explicitly and implicitly discriminated from accessing different opportunities and services. “Promoting negative images of disability is a form of discrimination because it creates barriers to full citizenship for people who have a disability” (Momene, 2015).

Though the forms of discrimination vary, people with disabilities have been felt discrimination in the society they are living in. “Employment is one of the most documented and researched areas regarding the ADA and disability-based discrimination. Though prohibited in the ADA, discrimination in the workplace has been a longstanding issue for people with disabilities” (ADA National Network, 2019). According to the research findings much of the discriminations are related to employment.

Aside attitudinal discrimination, any inaccessible environment PWDs have been faced are also considered as discrimination. “Examples include lack of physical accessibility in the workplace, such as absence of accessible restrooms, inaccessible equipment to perform job tasks, and lack of access to reasonable accommodations” (Ibid).

Smart (2001) also highlights, how much people with disabilities are discriminated differently from other members of the society.

*No other racial, cultural, ethnic, linguistic, religious, political, national, sexual orientation, or gender group has experienced this degree of pervasive and generalized prejudice and discrimination, (Smart, 2001).*

As Smart describes, by Any Standard, People with disabilities have experienced more Prejudice and Discrimination than any other group in history. Such types of discrimination include killing babies with disabilities, forced sterilization of PWDs, and mass murder. According to Smart, victims of all types of disabilities are targets of prejudice and discrimination other than any differences people might have in the society.

One of the means to change such kinds of negative attitudes on PWDs is Equalization of opportunities. Equalization of Opportunity is “The process through which the general system of society, such as the physical and cultural environment, housing and transportation, social and health services, educational and work opportunities, cultural and social life, are made accessible to all” (UN department of Economic and Social Affairs). This implies that every human being have equal opportunities.

### **2.3. Disability Inclusion**

The word inclusion is simply defined as follows. “The act of including: the state of being included”.(Encyclopedia Britannica, 2012). Cambridge Dictionary also defines the word inclusion in relation to disability. According to Cambridge Dictionary inclusion means; “The idea that everyone should be able to use the same facilities, take part in the same activities, and enjoy the same experiences, including people who have a disability or other disadvantage (Cambridge Dictionary,1999).

Centers for disease control and prevention (CDC) defines inclusion in relation to disability as follows. According to the definition of CDC, it means “Including people with disabilities in everyday activities and encouraging them to have roles similar to their peers who do not have a disability. This involves more than simply encouraging people; it requires making sure that adequate policies and practices are in effect in a community or organization” (CDC, 2019). The Center also highlights the importance of inclusion. “Inclusion must help to enhance the participation of people with disabilities like any other people in socially expected life roles and activities. Such roles are being a student, worker, friend, community member, patient, spouse, partner or to be parent” (ibid).

The other definition is given based on the right perception of people with disabilities. “Disability inclusion is seeing people with disabilities as subjects rather than objects entail giving them access to the full benefits of basic freedoms that most people take for granted and doing so in a way that is respectful and accommodating of their difference” (Quinn & Degener, 2002).

From the definitions given, one can understand that, disability inclusion is all about confirming the equality of people with disabilities. In addition to this, inclusion is verifying the participation of people with disabilities in every aspect. Contrary to this concept, people with disabilities have

been faced serious challenges due to absence of equalization of opportunities. Employment opportunity is one of the major challenges people with disabilities have been faced.

#### **2.4. Employment Opportunity of PWDs**

In our case majority of PWDs live in rural area. “In Ethiopia, 95 per cent of all persons with disabilities are estimated to live in poverty” (ILO, 2013). As ILO states, due to the extreme poverty they are in, their survival is based on either other’s assistance or begging. To change this scenario and make access regarding different opportunities, the government of Ethiopia has adopted and ratified laws and proclamations

As known, the employment proclamation is one of those major legislative measures taken by the government of Ethiopia. “Employment Proclamation No. 568/2008 makes null and void any law, practice, custom, attitude and other discriminatory situations that limit equal employment opportunities for persons with disabilities” (National Legislative Bodies / National Authorities, Proclamation No. 568/2008, 2008). As the National Legislative Bodies write, the employment proclamation of PWDs enforces employers to offer an inclusive working environment for PWDs. The employment proclamation also put obligation on the employers to fulfill reasonable accommodations that assist people with disabilities to work on the career they assigned.

Almost all kinds of jobs can be performed by PWDs. “Across the world, people with disabilities are entrepreneurs and self employed workers, farmers and factory workers, doctors and teachers, shop assistants and bus drivers, artists, and computer technicians” (WHO & World Bank ,2011).

But getting job is a difficult assignment for people with disabilities, even for those skilled and trained (Murray, and Heron, 1997). Due to this, it is believed that many persons with disabilities are jobless. As the writers describes “People with disabilities do not get job like that of people without disabilities due to an assumption that people with disabilities are not able to do the same work as persons without disabilities” (Ibid). The other assumption forwarded by Robert & Barbara for not employing PWDs is that, employing PWDs brings loss to the company owners.

Such kinds of wrong assumptions forwarded by people without disabilities take down the employment rate of PWDs.”Employment rates for individuals with disabilities are significantly lower than employment rates for individuals without disabilities” (Chabot, 2013). According to

Chabot, this is not due to their incapability or lack of aspiration for work as assumed by people without disabilities.

As written various factors influence the labor market of persons with disabilities. “Productivity differentials; labor market imperfections related to discrimination and prejudice, are some of the factors that influence the labor market” (WHO & World Bank (2011). On the other hand disabled employees are committed & capable to perform their assignments responsibly.

“People with disabilities often acquire appropriate skills, known for their strong loyalty, and frequently found on their jobs” (Ibid). Due to this, a growing numbers of companies witnessed as PWDs are efficient and hiring people with disabilities do not prohibit the companies from making profit.

As expected, to realize disability inclusiveness, it needs taking advantages of the right to use educational and job opportunities.

*If people without disabilities promoting more inclusive societies and employment opportunities for people with disabilities, it requires improved access to basic education, vocational training relevant to labor market needs and jobs suited to their skills, interests and abilities, with adaptations as needed (ILO fact sheet, 2013.*

As explained on ILO fact sheet, assisting people with disabilities by enhancing such opportunities improves the living conditions of PWDs and help them to take part in the society.

## **2.4. Disability and Journalism**

As discussed earlier, due to negative attitudes, people with disabilities do not have opportunity to be employed in media Organizations.

British Broad Casting Corporation (BBC) is one of the media houses recently working for the inclusiveness of disabled journalists (Holman, 2017). Now a day, the corporation promotes the inclusiveness of disabled journalists and invited talented journalists in the BBC extend program. The following figure shows what the Corporation has been done to realize the inclusiveness of disabled journalists.”The numbers of disabled actors, presenters and on-air contributors of BBC make up 1.2 per cent of those who appear on the screen” (Ibid). Because of this, the corporation decided to enhance the inclusion of disabled journalists by 5 per cent on 2017.As Holman

discloses, the inclusion is not only applied on those journalists appear on the screen but also targets disabled journalists behind-the-scenes staff.

The director General of BBC, Lord Hall expresses about the inclusiveness of media personnel on his speech. “We are committed in reflecting and representing the diversity of the UK. The BBC is for everyone and should include everyone whatever their background” (Ibid).

According to Lord Hall’s words, disability inclusion is important for the corporation to reflect the existing reality of the nation, since the nation is the result of the coming together of diversified people including people with disabilities.

The attitudinal change made in the Corporation opens the door to accommodate those marginalized groups of people and suffered due to lack of employment opportunities. “Through time, it is expected that, BBC becomes more inclusive media house for people with disabilities. If the situation continues, it also impacts other organizations that still exclude people with disabilities from employment opportunities” (Ibid). In addition to this, BBC discloses a new plan that make the corporation a more inclusive work place for people with disabilities. The new plan accommodates the followings.

- ✚ *Increasing the BBC’s target for disability in its workforce from 8% in 2020 to 12% in 2022.*
- ✚ *Including disabled employees in all development and leadership programs.*
- ✚ *Ensuring recruitment processes and trainee and apprenticeship schemes provide specific support for disabled applicants, which is made clear when people apply for roles*
- ✚ *Mandate disability awareness training for all team managers (BBC Media Center, 2018).*

Anne Bulford, BBC Deputy Director-General and Project Sponsor, expresses, the exclusive advantages of the project. “This project has given us a unique opportunity to understand PWDs concerns, aspirations and how we can make the BBC the best organization for them” (Ibid).

As Anne expresses, BBC is committed in creating a vibrant, diverse organization that values difference and capitalizes on the talents of everyone who works there, Likewise, the European

Federation of Journalists charter discloses about working conditions of journalists. Among the different articles of the Charter, article four exclusively states about the inclusiveness of journalists on employment opportunities as stated on the guidelines. “Any journalist or media worker cannot be subjected at workplace to discrimination based on gender, religion, national origin, race, color or sexual orientation” (EFJ, 2019).

As EFJ denotes, individuals in the same workplace should not be given unequal payments and benefits (Ibid). The EFJ charter also allows implementing affirmative action even for those journalists who are previously disadvantaged due to their impairment.

## **2.7. The experiences of Disabled journalists’ world wide**

As evidences show that, the practice of employing disabled journalists in the media organization is a very recent phenomenon all over the world. That is why only few disabled journalists joined the career. “Nick a Jamaican and born with a problem on his leg (Club feet) is one of those few disabled Journalists recently working in British Broadcasting Corporation” (Davis, 2015). As Davis emphasizes, being hired as a journalist has given him an opportunity to publicize his experience as a disabled guy (Ibid).

Though employed, Davis faced challenges in doing his job. “I’ve run away from gunfire, I’ve clambered over earthquake rubble and I’ve even managed to make it up a few red carpets” (ibid).

The other disabled journalist that works in the same media house and gets the Sony Award-winning is named Nikki Fox. “Nikki is employed in BBC as a journalist and a broadcaster who has made a number of documentaries for BBC Radio 4 and 5 live, including Beyond Disability” (Posability Magazine, 2014). As written on the magazine, Nikki has also reported on disability issues for television and has served as both a reporter and a producer on entertainment programs. Furthermore she is also regularly appears as a contributor on Richard Bacon’s Moan-In on Radio 5 live (Ibid). Nikki also explains her feeling of being employed in the corporation.

*I am beyond excited to be joining BBC News and am pleased to be able to work as part of a specialist team of journalists, dedicated to the reporting of disability issues for the national audience, in a new and fresh way (Posability Magazine, 2014).*

UK news editor for BBC, Gary Smith witnessed Nikki's professional talent on the Guardian. "She is a talented broadcaster, who has an in-depth understanding of disability issues" (Gil, 2014). Gary Smith also acknowledges her great contribution to cover disability issues.

Even though the extent of inclusion varies, a few disabled journalists also joined the journalistic field in developing countries. Abdifatah Hassan is one of those few disabled journalists that live in Somalia (Africa news, 2016). As Abdifatah Hassan tells to Africa news, "It was very tough to be a journalist for people with disabilities and Strong efforts and redundant trials made me a professional journalist" (Ibid). As African news reveals, Abdifatah becomes a well-known journalist in the field and recently hosts parliamentary affairs radio show at 'Goobjoog FM' in Somalia's capital, Mogadishu. As one of his colleagues's witnessed, Abdifatah is a very talented and respected journalist in the journalistic profession in his homeland (ibid).

The other journalistic experience comes from Julius Shemang. "Shemang a journalist who has a hearing impairment and the Chairman of the Joint National Association of Persons with Disabilities (JONAPWD) in Nigeria" (Chadwick, 2016). As Chadwick writes, Shemang needs to disclose disability issues to get special attention from the government and the public. On his first article published, he briefly discussed how the deaf are neglected in universities and ignored from accessing employment opportunities (Ibid).

Aside this, Shemang also writes stories that help to change negative attitudes of people without disabilities (ibid).

Alike other countries, a few numbers of disabled journalists are also working in the career in Ethiopia. "Gedle is a young journalist with a visual impairment" (ILO/2012). According to International Labor Organization, Gedle is a producer of one-hour weekly radio program on FM 98.1 in Addis Ababa and 'Dimtsachin' in Amharic or 'our voice' in English is the name of the program he have been produced. Like other disabled journalists, Gedle's 'Dimtsachin' is also produced mainly to change the negative attitudes of people without disabilities. As ILO highlights, Gedle is motivated by his previous achievements and again opened a weekly radio and TV programs called 'Senay' which is aired for people of the Southern nation and nationalities of Ethiopia (ibid).

## **2.8. Inclusion of disability stories in media organizations**

People with disabilities are part of a community and they are living in similar situation with people without disabilities. “People with disabilities have opinions, thoughts and experiences to share about things happening around them and about the world” (The State of Queensland, 2010). As the State of Queensland expresses, Even though PWDs have stories to let know, they are hardly ever seen in the media. Moreover PWDs are depicted as persons with opinions once in a while on media. Strum a journalist and an advocate enlighten as PWDs are demeaned not only in the past but also in the present all over.” underrepresentation of PWDs is not a situation that happens in the past rather it still continues around the globe”. (Strum, how to report on disability).

Similarly, United Nations’ report also discloses how occasionally disability stories are covered in media. “PWDs are seldom covered in the media. When they are featured, they are often negatively stereotyped and not appropriately represented” (UN). As UN reveals, even though people with disabilities have significant numbers and engaged in different activities their stories do not get proper representation in media.

The International labor organization guide line emphasizes the underrepresentation of PWDs in media organization by putting ideas in the form of questions. “Do you include disabled persons in your stories? Showing people with disabilities living in society, participating in every facet of life?”(ILO, 2015).As ILO highlights PWDs should be incorporated in media stories when they are at home, at work,& when they are relaxing with friends at office bar or simply being part of the population. Further more, the organization also put emphasis on how media deal with successful impaired people. “How often do you show the case of successful individuals with disabilities at work, as providers of services or as sources of information on various topics of concern to society?”(Ibid). This shows that, people with disabilities are not included in media stories even as one that leads an ordinary life. “A lack of representation teaches disabled people that they are wrong. When you never see people like yourself featured and celebrated, it makes you think you don’t belong, or that you don’t deserve celebrating” ( Gutowitz -2018). Such exclusion or underrepresentation implies something mistaken in their side.

Kristin Gilger a director of the National Center on Disability and Journalism (NCDJ) and the associate dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University state discloses the cause of underrepresentation of PWDs in the news room.

*We haven't done a very good job of hiring people particularly with physical disabilities, who might need some kind of accommodation in the workplace — people who use wheelchairs, for example, or have hearing or vision limitations or any number of other things (Reichel, 2019).*

As Gilger notes, unless and otherwise PWDs significantly represented in news room, disability stories do not get better understanding & significant coverage in the media.

Aside the rare story coverage, people with disabilities is also rarely used as sources in stories other than disability related issues. “How many times have you seen or heard disabled people commenting on news stories that are not about their disability” (Barnes, 1992). According to Barnes, PWDs are used as sources on the odd occasions in the media & the centers of attention for those stories are disability itself.

Stories that get media coverage negatively affect PWDs and due to this, PWDs faced discrimination. As Barnes writes, the discrimination is and exercised ahead of personal level.

“The type of discrimination encountered by disabled people is not simply a question of individual prejudice, though this is a common view, it is institutionalized in the very fabric of our society” (Barnes, 1992). Barnes cites research by the British Council of Organizations of Disabled People (BCODP) which confirms the institutional discrimination of PWDs.”Attitudes and policies which deny basic human rights and equal opportunities to disabled people - is evident in education, employment, the built environment, the leisure industry, and the media” (Ibid).As evidence shows, PWDs are discriminated not only in individual level but also the discrimination is broadening to institutional level.

Media Organization is one of the institutions in which negative portrayal of PWDs are exercised. Since journalists are members of a society, they are also influenced by negative attitudes towards PWDs and view them in a similar fashion. “Journalists are the key players concerning prejudices

towards disabled people. Whether they help or harm the community largely depends on their portrayal of disabled people in media” (Sturm, a journalist, a writer and an advocate). , and

Sturm also describes as journalists aren’t aware of their essential role in influencing the public’s opinion. This means the avoidance of PWDs from different kinds of opportunities and services might not be intentional. International Labor Organization also shares what Sturm; a journalist and an advocate express the reason why PWDs are portrayed negatively. “The social exclusion and violation of right of people with disabilities is due to ignorance and lack of information” (ILO, 2010). Even if negative portrayal of PWDs is due to ignorance, it has negative impacts on PWDs themselves and the society too. “If actual disabled people are not accurately portrayed in the media, the public will not understand disabled lives and experiences” (Center for Disease Control & Prevention). As Center for Disease Control & Prevention discloses due to problematic representation of media, the audience donot recognize PWDs.

As a known fact, media is the most important weapon to avoid stigma and discrimination made due to ignorance and lack of awareness. “The media has the power to dispel these deep rooted beliefs and myths surrounding disability and disabled persons” (ILO, 2015). According to the ILO guide lines, media is the weapon to chase away negative attitudes about PWDs. They can also raise awareness among both persons with disabilities and the rest of the public about the rights of people with disabilities to work and employment

Aside this, media help to implement the inclusiveness of disability stories in media Organization. Inclusiveness is better realized in this sense by applying main streaming reporting (reporting disability stories with other programs).”Entertaining disability issues with other regular programs either on television or on radio can help to experience fair and balanced representation and helps to counter stereotypes that perpetuate negative perceptions of disabled persons” (Ibid).The inclusiveness of disability story is put in to practice for the following purpose.

*The goal is that everyone should get to turn on the TV and see someone who looks like them and loves like them. And just as important, everyone should turn on the TV and see someone who doesn’t look like them and love like them (E. Heumann, Road Map for Inclusion).*

According to the Road map, the goal is set with the assumption that perhaps then they will not isolate them. Marginalize them and erase them. To realize the goal, journalists should take in to account different activities of PWDs in writing stories. This may avoid negative portrayal and discrimination of PWDs. Journalists should write disability stories by involving PWDs even in ordinary life activities (ILO, 2015).

Moreover the way PWDs get representation & the way disability stories portrayed matter.

“Portraying people with disabilities with the proper respect and dignity in the media can help to build inclusive societies” (Ibid).

A senior disabled broadcast journalist working in social media for BBC news on line, Saad Bashir expressed what should be done to implement disability inclusiveness in the news room.

“Representation of disabled people in the news and in the newsroom needs to increase massively. Editors need to make sure every news department and newsroom has someone with a disability” (Calver. et al, 2017). According to these writers, news should, most importantly, include people with disabilities without always focusing on the disabilities. PWDs should be represented in the news room to better cover disability stories.

## **2.9. Representation theory**

Aside it's rarely coverage of disability issues in media, representation of PWDs is one of the problem PWDs have been faced during disability issue coverage. Before discussing the word representation in detail, it's better to see what representation means in this regard. BBC defines the concept as how media stories of group of people are dealt with. “In media studies, representation is the way aspects of society, such as gender, age or ethnicity, are presented to audiences” (BBC, 2021).As BBC discussed; the selection of stories, the way a media text is put together, the stereotypes and the process everything goes through before it reaches an audience determine representation.

Though the basic definition of representation in the media is simply portrayal of a certain group of people or communities; its impacts go beyond. “Representations are embedded in the twenty four hour saturated media stream and establish norms and common sense about people, groups, & institutions in contemporary society”(Fursich,2010).According Fursich's concept representation is beyond portrayal or understanding of media messages.

Due to this, critics heard from the actual practice of disability issue coverage and on the portrayal of people with disabilities. “In order to understand how disability has been portrayed over the years, one need only look at depictions of disabled people on TV and in movies.” (Heumann et al, 2018)

As Heumann et al put across; PWDs are represented in media as the super cripp, as the villain, as the victim and as the innocent fool which is not normal for people with out disabilities.

A two-day seminar on Media and Disability Advocacy held in Beijing on June 2016 and one of the participant journalists describes also how PWDs are described during reporting disability stories. “Persons with disability are often polarized in our reports - they are either too miserable or made a moral model. Portray of persons with disabilities as regular people is somehow missing” (ILO, 2016). Such kinds of negative portrayal of people with disabilities prohibit the real way of life of people with disabilities.

Such unenthusiastic understanding of PWDs become one of the common features of broadcast media worldwide (Bulsara, 2005). Bulsara cites the case of United Kingdom, to explain how PWDs are portrayed indifferently in media.”Disabled individuals are continuously depicted on TV screens either in hospitals or nursing homes, ‘perpetuating the myth that disability is synonymous with illness and suffering’ By damaging all other identities of PWDs”. Such kinds of portrayal do not leave rooms for other personalities. From experience PWDs are depicted as they are misfortune because of their terrible life (The state of queen’s land, 2012). According to the state of queen’s land, media portray PWDs as they lead disastrous life. Even there are times when such kinds of catastrophic portrayal extend to their families too (Ibid).

But depicting PWDs in such unconstructive way doesn’t have any use. “Too much emphasis on their misery cannot do any good to persons with disabilities. From my experience, they don’t want compassion from others. Sometimes a simple record of their story is all they want” (ILO, 2016).

Further more, PWDs are portrayed as charity receivers, objects of pity, and super hero due to their health condition.

*It is not uncommon to see persons with disabilities treated as objects of pity, charity or medical treatment that have to overcome a tragic and disabling condition or conversely, presented as superheroes who have accomplished great feats, so as to inspire the non-disabled (United Nations).*

Perceiving PWDs as charity receiver is a widely spread attitude and this perception is still in use by Journalists at the moment. To avoid underrepresentation & negative portrayal of disability stories different authors recommend the following remedies.

ILO fact sheet on its guide lines (2010), propose awareness creation to avoid challenges PWDs have been faced. ILO also advice journalists to give attention during writing disability stories about factors that contribute to stigmatization. According to the fact sheet, bringing discussion of disability issue into the public arena helps for positive portrayal of PWDs (Ibid).

It is also recommended considering different roles PWDs have in writing disability stories. "PWDs are part of the community and they should be portrayed according to different roles they are playing in the community they live in" (The State of Queensland, 2012).

In addition to this, "efforts have been made to promote policies, products, services and environments that support the full participation and development of people with disabilities" (ILO, 2010). Creating awareness about PWDs on all aspects helps for implementation of disability inclusiveness. "Avoiding stereotyping of PWDs in writing disability stories is a vital act that helps for positive portrayal" (The state Queensland, 2002). According to this guide lines, it is expected from journalists to avoid Stereotypes that can lead to discrimination in writing stories. The other point recommended for positive portrayal is, the importance of including appropriate sources for writing disability stories (Ibid).

"Positive portrayals of people with disabilities reduce stereotypes, prejudices and harmful practices" (ILO, 2010). According to ILO guide lines, beyond their disability, people with disabilities should be portrayed in the media like non-disabled people. "People with disabilities also have experiences, talents, jobs, families and roles in the society. People with disabilities have the right to be represented appropriately in the media both in front of and behind the camera" (Ibid). In general, positive portrayal of people with disabilities can help for inclusiveness of PWDs.

## **2.10. Sources for disability stories**

As it is noted down, the unnecessary involvement of outsiders contribute for misreporting of disability stories in media. “The outsiders simply control the output of the press because journalists easily get people without disabilities like their families or doctors as sources for disability stories” (Center for disability rights .Inc).

Handicap International conducts a survey between 2008 and 2010 on how disability is dealt with in West African media, (i.e. Burkina Faso, Mali, Niger, Senegal, Sierra Leone and Togo). “More than two-thirds of journalists have used a single source for writing their article in West African media but a good journalistic story uses diverse sources, and different views to disseminate information to the public” (Calver et.al, 2017).

In addition to this, the Handicap survey found out that local and social associations that are working on disabilities used as the main sources of information in writing disability stories. “Journalists should aware of the presence of organizations that are controlled by people without disabilities like ‘Autism Speaks’ that have a record of harming disabled people” (Center for disability rights Inc). As Center for disability rights reveals, Journalists should check the organizations as they are truly stands to serve people with disabilities or not (Ibid).

Moreover Journalists should take care of in dealing with outsiders that speak on behalf of disability. “Parents, caregivers, doctors, and even strangers have more said in telling disability stories than PWDs. It is problematic when non-disabled individuals are given the authority to communicate as the authentic voice of the disability Community” (ibid).

To write disability stories, journalists should take care in choosing appropriate sources.

## **2.11. Accessibility to the built environments**

The other important issue that is raised for disability inclusiveness is inaccessibility to the built environments.

*The built environment touches all aspects of our lives, encompassing the buildings we live in, the distribution systems that provide us with water and electricity, and the roads, bridges, and transportation systems we use to get from place to place (United States Environmental Protection Agency).*

For the purpose of this thesis, the researcher gives emphasis to the buildings we are working in. As all know, nowadays, big buildings with a number of floors have been built all over the country. But PWDs especially wheelchair users, crutch and white ken users face difficulties to get and give services in those buildings. “Indoor and outdoor facilities, including schools, medical facilities and workplaces will never be fully included persons with disabilities” (ILO, 2015). Though good accessibility benefits everyone, a number of organizations donot consider PWDs.

The government acknowledges the problem of accessibility of built environments and started to take measures by introducing building proclamations almost a decade ago.

“Building Proclamation, No. 624/2009: provides for accessibility in the design and construction of any building to ensure suitability for physically impaired persons” (ILO fact sheet, 2013).

This is an important measure taken from the government side. But unless the proclamation is enforced for implementation, it is difficult to solve the problem of accessibility of the built environments (WHO, 2011). Due to this, People with disabilities are in trouble in this regard even after the proclamation is ratified.

Besides this, more attention is given on the accessibility of new buildings rather than old ones. “Government efforts to make physical infrastructure accessible have focused on new buildings and have largely neglected existing buildings” (The advocates, 2016). As mentioned, the proclamation does not enforce the law to ensure accessibility on the old buildings. Due to this, the old buildings are not updated and they are still inaccessible for people with disabilities.

Gaps in the proclamation and its implementation negatively impact people with disabilities. “Breaking down barriers in the built environments is the area, which has not been sufficiently addressed due to either lack of adequate laws or lack of implementation and enforcement mechanisms”(Amare,2012).This shows inattentiveness of the Government to promote and implement physical accessibility to buildings.

Ethiopian Broad casting Corporation is one of the big buildings with many floors but yet not updated and made accessible for people with disabilities. Inaccessibility of buildings not only hinders the movement of people with disabilities but also obstructs them from accessing different

opportunities and services. “Disabled people are large minority groups, starved of services and mostly ignored by society, live in isolation, segregation, poverty, charity and even pity” (Masango,2018).

As Masango reveals, due to inaccessible buildings PWDs do not enjoy the right to learn and employed. Aside this, inaccessibility to buildings not only impacts free movement but also it is an act of discrimination. As a result, this act leads to violation of their basic rights (Ibid).

## **2.12. The first television and Radio in Ethiopia (ETV)**

Ethiopian Television is the first government owned medium in Ethiopia. Different attempts were made to establish Ethiopian Television. “Among the different attempts, those basically contribute for the founding of television medium are the silver Juvilee Exhibition and the conference of African leaders at the establishment of the Organization of African Unity (OAU) in1963” (Leyikun 1997). Besides these, other attempts were made till the medium started its permanent transmission in 13 October 1971 (Ibid). “The transmission began in Amharic and English languages for only two hours every day. Through time, Ethiopian Television has been improved its coverage in air time allocation and in area coverage” (Leyikun 1997). To state Leyikun’s words explicitly, it has been broadcasted its content by different foreign and local languages and its coverage grown up to worldwide.

Ten years ago, the medium applied Business process re-engineering (BPR) and the two medium Ethiopia Television and National Radio of Ethiopia merged by the proclamation number 114/87 (Ibid). Ethiopia Radio and Television agency (ERTA) was the name officially given for the merged medium. This name was used (Ethiopian Radio and Television Agency) until July 2014. Five years ago, ERTA restructured again as a new organization in the form of corporation (Ibid).During this time its name changed from ERTA to Ethiopian Television Corporation (EBC). “The name EBC is collectively applied for Ethiopian Television, National Radio of Ethiopia, different channels of ETV, and websites. These are the media organizations that named under EBC by the proclamation number 858/2006” (Leykun, 2002).

Three years ago, EBC again revised its format to make a kind of improvement on its content and air time allocation. To do so a gap analysis was made by the Corporation. Based on the finding

of the analysis, the Amharic news channel was isolated from entertainment programs and covers 24 hour transmission (Gap analysis of EBC1, 2017).

Sign language program is one of the programs allocated besides its transmission of local and foreign languages, “EBC has 30 minutes air time coverage for sign language transmission for people’s of hearing impairment from 7 March1998 onwards. At the beginning of its transmission, the program aired every Saturday evening from 6:00 to 6:30pm” (Ibid). Recently the transmission is going on for 25 minutes every Saturday morning from 11:00 to 11:25 and also re run Sunday morning from 7:35 to 8:00 (EBC from 1957-2007, 2008).(Editorial policy of EBC,2008).

### 2.13. National Radio of Ethiopia

National Radio of Ethiopia is also the first radio medium in Ethiopia. Different attempts was made to establish the medium from 1931-1935. After a number of attempts made by foreigners (Italians) and natives,

*Radio Ethiopia was launched with the coronation speech of Emperor Haileselassie in 1931. At the very beginning, its transmission was limited to the capital city (Addis Abeba) only. Live transmission was the method used to disseminate all its programs and news (Ethiopia radio magazine, 1992).*

Through time, improvements was made and the medium has been broadcasted its content by eleven foreign and local languages. Different programs like, Women, children and disability programs are entertained with other programs” (Meaza, July 2008). According to Meaza’s dissertation National Radio of Ethiopia had been covered different disability issues weekly from 15 to 20 minutes,

The table shows the previous disability issue transmissions in National Radio of Ethiopia (Ibid).

Table.1. The previous Disability issue transmissions in Radio Ethiopia

Program Title	Focus	Duration per weeks
AemroTena (Mental Health)	Mental Disabilities	20 minutes weekly transmission
Dimtsachin (Our Voice)	Leprosy	15 Minutes Weekly
Yaltenkuwaku Beroch (The Un locked Doors	Hearing Impairments	15Minutes weekly transmissions
Tikuret (Attention)	General Disability Issues	15 Minutes twice a week
BiruhTesfa (Dawn of Hope)	General Disability Issues	20 Minutes twice a week

## **CHAPTER THREE**

### **3. RESEARCH METHODS**

#### **3.1 Introduction**

This chapter explains the method used in the study. The study aims at examining inclusiveness of disabled journalists of Ethiopian Broadcasting Corporation. Thus, the chapter explains the study design, the size of the sample, the tools used to collect data, and the way data are analyzed.

#### **3.2. Research design**

As stated on different literatures, research design is simply a proposal that shows how the research paper gives answer for the research questions or research problem. “Research design is a plan which contains techniques and procedures used for gathering data; to specify, it contains the sample of population going to be studied; the methods used for processing and analyzing data” (Kothari, 1990).

Having this definition, Kothari also states the classification of research designs. Different research designs can be categorized as follows. “Research design in case of exploratory research studies; research design in case of descriptive and diagnostic research studies and research design in case of hypothesis-testing research studies”(Ibid).

Among these designs, the researcher believes that, exploratory research design best suits to study the inclusiveness of (disabled) journalists in terms of issue coverage, source attribution, employment opportunity and accessibility of built environments. “Exploratory research design is conducted for a research problem when the researcher has no past data or only a few studies for reference” (SMstudy, 2016). According to the explanation of the source, this type of research is conducted in order to determine the nature of the problem and helps the researcher to develop a better understanding of the problem. Exploratory research design is also preferred for this study, because of two principal causes. The first reason is, disability inclusion is a new phenomenon nationwide and due to this, the topic disability inclusiveness in EBC is unexplored yet.

The second reason is that adequate information is not available on the topic under the study. “We use exploratory research when the subject is new, we know little or nothing about it, and no one has yet explored it” (Neuman, 2014) . As Neuman expresses, exploratory research is better

chosen to analyze issues which have little attention and less understanding. Bhasin (2019) adds points that back up Neuman's explanation. "Exploratory research is conducted on problems that have not been investigated clearly and there is not much information available on it."

In short, in exploratory research design the samples are purposively selected to collect data (Kothari, 1990). Kothari also marks that, Open ended questions are the best tools to collect data. Now that the research design is fixed, the type of research method employed comes next.

### **3.3. Reasons why qualitative research approach is preferred**

Due to different reasons qualitative research approach is preferred for this study. The nature of the issue/ topic is one of the reasons mentioned for selecting the approach, "The suggestion is that rather than fundamental considerations determining the decision for or against qualitative or against quantitative methods, this decision should be determined by the appropriateness of the method for the issue under the study" (Flick, 2006).

As Flick explains, there is a research method that best suits for the specific type of research problem or research questions. This is to mean that, the nature of a research problem or research question guides researchers to choose the appropriate research method.

Due to this, the research problem is one of the issues that influence the researchers' preference of the method. Alike this, no research has been conducted on the topic called 'Disability inclusiveness in terms of Employment, issue coverage, using PWDs as sources and Accessibility of built environments of EBC'. So it is appropriate to prefer qualitative research method to address the problem of inclusiveness in EBC.

The other basic reason that enforces the researcher to use qualitative research method is the sample size. "If the sample size is not large enough, it is better to use qualitative approach than quantitative method" (Kothari, 1990).

Besides the research problem and the size of the sample, the journalistic experience of the researcher also affects the selection of the research approach. As we know, interviewing people and conducting discussions are daily routine assignments of journalists. Accordingly, the researcher prefers qualitative research approach other than quantitative one. "Researchers' own personal training and experiences also influence their choice of approach. Individuals who enjoy

writing in a literary way or conducting personal interviews or making up-close observations may gravitate to the qualitative approach” (Creswell, 2008).

Beyond the different reasons mentioned, the shortcomings of quantitative research method pushed the researcher to use qualitative research method. “The limitations of quantitative approach have always taken as starting points to give reasons, why the researcher uses qualitative research method” (Flick, 2006). According to Flick, the drawbacks of quantitative research method also impact the researcher to prefer qualitative research method (Ibid). Based on all these reasons, the researcher sticks to use qualitative research method.

### **3.4. Qualitative research method**

Qualitative research method is one of the research methods basically rely on texts. “Qualitative research is a type of social science research that works with non-numerical data and that need to interpret meaning from the sample data collected” (Crossman, 2019). Qualitative research method is also defined from the interpretive point of view. “Qualitative research method is a means of discovering and understanding the meaning researcher’s give to the social problem under study” (Ibid). In this case, it is expected from the researcher to interpret from what he sees, hears, and understands. The interpretation is made from the researcher’s own backgrounds, history, contexts, and prior understandings (Ibid).

Aside this, inductive data analysis is used to analyze qualitative data. “The researcher builds his own patterns, categories, and themes from the bottom up, by organizing the data into increasingly more abstract units of information” (Creswell, 2009).

### **3.5. Techniques used for qualitative data collection.**

Qualitative research method allows researchers to use different techniques, to collect qualitative data. The most common qualitative techniques are interviews, focus group discussions; observations and document analysis (Kothari, 1990).

#### **3.5.1 Interview**

Interview is one of the techniques researchers use to collect qualitative data. “Interview is the main technique through which qualitative data is collected” (Karina et al, 2012). As Karina et al explains, interview is the back bone of qualitative research method and extra data is collected

through this technique. “Researchers use unstructured and open-ended questions to collect qualitative data” (Cresswell, 2009). This means the questions asked for each respondent may not necessarily be the same with the other respondents. Similarly, the respondents are free to respond accordingly by their own words (Ibid).

An interview is also conducted to get people’s perceptions and attitudes about the problem under research (MacDonald & Headlam, 1986). As MacDonald & Headlam write, the technique helps to exploit attitudes and opinions of people’s on the specific issue. This method is also functional to probe the inclusion of disabled journalists in Ethiopian Broadcasting Corporation. In this dissertation, the researcher also applies the interview technique as a main means of gathering qualitative data. Journalists of ETV1 and National Radio of Ethiopia Amharic service are considered as the respondents of this study. From this, 12 interviewees are purposely identified for the interview. All the interviews are conducted in Addis Ababa specifically in EBC where all the informants are found. The Participants are listed in the table below.

Table 2. Participants of the interviews

Participants	Department’s of EBC	Job description
2 participant	ETV 2	producers of hearing impairments
1 participant	EBC	human resource management
1 participant	ETV 1	Department head of news and current affairs
1 participant	ETV1	Department head (Director) of educational programs
1 participant	National Radio	Department head of educational programs
1 participant	National Radio	Head of National Radio
1 participant	National Radio	Member of format committee
1 participant	National Radio	(Blind) journalist
1 participant	National Ethiopia	Radio Technician
1 participant	Television	Member of TV format committee
1 participant	Television	Health program producer

### **3.5.2. Advantages of interview**

Face to face interview technique has a number of advantages for the study. “Depth interview is exhaustive for interviewer but can be the best way to collect high quality data” (Mathers et al, 1998). Since it is performed face to face, it helps to manage different challenges faced during data collection. “There is greater flexibility under this method as the opportunity to restructure questions is always there” (Kothari, 1990). As Kothari states, there is a greater possibility to reorganize questions. Furthermore, samples can be controlled more effectively and non-responsive samples rarely appear (Ibid).

Moreover, face to face interview gives chance for the researcher to clarify confusion on the research questions (Mathers et al, 1998). According to Mathers et al, it also creates a room to correct misunderstandings and to explore answers. Aside this, the researcher can ask follow up questions and helps to find out new ideas (Ibid). To add some more advantages, “Face to face interview helps the interviewer to get extra information from the voice, intonation and body language of the interviewee” (Opdenakker, 2006). Other than this, in face to face interview the interviewer & interviewee sit together to react on what the other party says (Ibid).

Face to face interview also allows using visual aids (Phellas, 2011). The other advantage of face-to-face interview is its highest response rates which allow the longest and most complex questionnaires, (Neuman, 2014).

### **3.5.3. Focus group discussions**

The other technique used for collecting qualitative data is focus group discussions. “Focus group discussion is a formally organized and structured groups of individuals brought together to discuss a topic or series of topics during a specific period of time” (Marcyzk et al, 2005). According to Marcyzk et al, focus group discussion is held with purposely selected group members. The numbers of participants that take part on the discussion are usually between 6 to 10 individuals and an experienced moderator (Ibid). “Focus groups are typically made up of individuals who share particular characteristic, demographic, or interest that is relevant to the topic being studied” (Ibid).

This technique is also used to analyze the inclusiveness of disabled journalists of Ethiopian Broadcasting Corporation. For the purpose of the study, two groups are made and each group

contains 12 members. All the group members are journalists who are recently working in the organization. The participants of both groups are deliberately identified from the total employee (population). By conducting discussions with these two groups, the researcher collects the members' thoughts, opinions, beliefs and attitudes about the inclusiveness of (disabled) journalists of Ethiopian Broadcasting Corporation.

#### **3.5.4. Advantages of focus group discussion**

Focus group discussion is taken as an efficient qualitative data-collection technique. " Focus group discussion puts quality controls on data collection, and Participants tend to provide checks and balances on each other which weeds out false or extreme views" (Flick, 2006,). As Flick reveals that, the discussion made the participants crosscheck each other views and disqualify false ones.

All group members get equal chances to forward their views without any discrimination. "Focus group discussion allows even those socially marginalized people to express their views among group members" (Neuman, 2014,)

Besides this, "FGDs can be used to explore the meanings of survey findings that cannot be explained statistically, the range of opinions/views on a topic of interest and to collect a wide variety of local terms" (ODI, 2009). As written on toolkits, Focus group discussion helps to discover new things and disclose in the form of opinions.

Moreover, the discussion is held within short period and with less cost. "focus group discussion helps to save time and money invested for interviewing a group of people at a time instead of interviewing different individuals at different times and places on the same issue" (Flick, 2006). According to Flick, focus group discussions assists researcher in accessing rich data regardless of its inexpensiveness. All these advantages make the technique to be chosen by the researcher.

Having this understanding, the researcher explores disability inclusiveness by using focus group discussions. The researcher tries to held discussions with two groups that consists 12 members each. Due to the Covid 19 pandemic, it was difficult to conduct discussion with 12 respondents at once. For convenience and safety the discussions are going to be held with only four respondents at a time and finally merged them.

### **3.6. Sources of Data**

After the research design is established and the technique identified, the next assignment is just fixing the type of sources used to collect data. To do so, it is important to be aware of the two sources of data which are called primary and secondary (Kothari, 1990).

#### **3.6.1. The primary data**

Primary data is a data that appears for the first time by researchers. “Anything researchers produce in written or speech document for the research purpose is primary source” (MacDonald & Headlam, 1986). Primary data is also described by other writer in a similar fashion with what is explained by the two writers. “Data that has been observed, experienced or recorded close to the event are the nearest one can get to the truth” (Walliman, 2011). As Williman underlined, the primary data is the very recent material discovered through different techniques. All the definitions stated about primary sources emphasize originality of the data.

For the study of inclusiveness of disabled journalists in EBC much of the data is collected from primary sources by using Interviews & focus group discussions. Though much of the data is used from primary sources, some of the data is used from secondary data. Transcripts developed from interview as well as data collected from group discussions all are primary sources used for the study.

#### **3.6.2. Secondary sources**

On the contrary to primary data, secondary data is not the work of the researcher for the specific research topic. “It has been collected by someone else and already exists for its own purpose” (Kothari, 1990). As Kothari points up, secondary data is ready made data prepared for use by someone else and also going to be used by anyone else when need arises. Secondary data may be found published or unpublished. Kothari also highlighted, the followings published data. “Various publications of the central, state or local governments; various publications of foreign governments, or of international bodies and their subsidiary organizations; technical and trade journals; books, magazines and newspapers, all are secondary sources” (Ibid). Moreover different sources of published information are considered as secondary sources.

Williman (2011) also describes some more types of sources of secondary data like news bulletins, magazines, newspapers, advertising, and the internet.

### **3.6.3. Advantages of Secondary data**

Secondary data analysis has the following advantages. “Secondary data is cheaper and obtained more quickly than primary data. It is economical and saves efforts and expenses” (Alchemer, 2021). As alchemer states, since it is prepared by someone else, it is time saving. Having this advantage in mind, the researcher also plans to use the following secondary data to analyze disability inclusiveness.

- Ethiopian Broad Casting Corporation Employee hiring guideline.
- Organizational plan of EBC 2019 and 2020
- . National Radio revised content format
- ETV1 revised content format and
- EBC editorial policy booklet

All the secondary sources stated are used to examine the inclusiveness of impaired (disabled) journalists who are working in EBC. By scrutinizing each of the listed documents from different perspectives, the researcher collects data from these secondary data sources to study the inclusiveness of disabled journalists. These are employment opportunity, disability issue coverage, source attribution, and accessibility of building.

### **3.7. Sample and sampling techniques**

Sample is a section of people or things that are brought together systematically from large portion. “Sample is a small set of cases a researcher selects from a large pool and generalizes to the population” (Neuman, 2014, Seventh Edition). Similarly, (Surbhi.s, 2017), explains “sample as a finite subset of the population that is chosen to find out the characteristics of the parent set”. As Surbhish defines it is the process of picking a chosen few people of cases out of a population (Ibid).

#### **3.7. 1. Purposive sampling**

From the two types of sampling (probability and non probability), non probability sampling is chosen to study the inclusiveness of (disabled) journalists of EBC. As mentioned at the beginning of this chapter, Purposive sampling / judgmental sampling is used in exploratory research type in which the samples are deliberately collected by researchers. “Purposive sampling is a nonrandom sample in which the researcher uses a wide range of methods to locate

all possible cases of a highly specific and difficult-to reach population” (Neuman, 2014). To study the inclusiveness of disabled journalists, purposive/ judgmental sampling is applied to select informants who are aware of disability inclusiveness of EBC. By using purposive sampling 12 informants for depth interview and 2 FGDs with 12 informants each for focus group discussions are identified.

### **3.8. Method of data analysis**

Data collected through interview and focus group discussions by Amharic language would be transcribed and then translated in to English for later use. “Inductive data analysis is used to analyze qualitative data collected by different techniques. The researcher builds his own patterns, categories, and themes from the bottom up, by organizing the data into increasingly more abstract units of information” (Creswell, 2009).

In inductive data analysis, it is possible to analyze data while collecting to make the work of analysis easier (Ibid). One can put the research findings in different forms.”The findings in inductive analysis are expressed in the form of themes, categories, concepts or tentative hypotheses or theories etc” (Haradhan, 2018). The same is true in this study; the researcher tries to classify the whole text into sub topics or themes like employment opportunity, attribution of disabled sources, disability issue coverage and accessibility of buildings. After better understanding is made, the researcher tries to give meaning.

## **CHAPTER FOUR**

### **4. DATA PRESENTATION & ANALYSIS**

#### **4.1 Introduction**

The main aim of this study is to explore the extent of disability inclusiveness of Ethiopian Broadcasting Corporation. To attain this aim, questions were set at the very beginning of the chapter and qualitative research method is employed. In-depth interviews and focus group discussions are the techniques applied to collect the data and information in relation to the research questions set.

In depth interviews were conducted with purposely identified 12 respondents. Two focus group discussions were also held to analyze disability inclusiveness of the organization. All the respondents are employees, journalists and media representatives of the corporation. The majority of the informants are from the editorial/ content team and some are also included from administrative and technical staff. Concerning the informants' profile, employees from 2 to 25 years of work experience are incorporated. Though male informants dominate, female informants were also used.

Secondary data were also incorporated to examine disability inclusiveness of EBC. In general all primary and secondary data are presented and analyzed to attain the general and specific objectives of the research. To make convenient, it is better to present the data under different topics.

#### **4.2. Disability issue coverage of EBC**

One of the objectives of this study is to analyze disability story coverage of Ethiopia radio and ETV news and news program channel of Amharic service (educational programs). It was expected that the data collected from the informants by in depth interviews and FGDs would indicate the position of EBC regarding disability issue coverage.

Majority of the respondents explain that disability issues are covered seldom in ETV1 and National radio. Because, the coverage of disability stories are based on events prepared by

disability affiliated organizations and disability associations (FGD2 members, Oct 9 2020). This means, disability stories are rarely planned by EBC journalists.

Based on this fact, it is possible to safely conclude that disability issues aren't being fairly covered. Aside this, disability issues are neglected even in holiday Television entertainment programs as the FGD members describe.

One of the informants of depth interview also put his argument on disability issue coverage. as follows. "Despite the significant number of PWDs, disability story coverage has a long way to go. In spite of my several years of service in my department, I haven't produced even a single program regarding disability on television" (Informant 2, Oct 9, 2020). The informant also believes the same is true for other program producers.

FGD2, FGD1, and the majority of respondents of the interview also shares what is stated earlier and adds some more points. As most of the informants of FGD & depth interview spelled out, only handful of disability issues get included in ETV1 and National radio of Ethiopia. According to their judgment, in general both media give minimal coverage & relatively radio is a little bit better.

Alike the respondents' observation, literatures show that disability issue coverage is negligible worldwide. It is a common knowledge that people with disabilities are part of a community and they are living in similar settings with people without disabilities. "Like people without disabilities, PWDs have families, interests, wishes, aspirations, personalities and abilities. People with disabilities have also opinions and thoughts to share things happening around them and about the world" (The State of Queensland, 2010). As the State of Queensland put across, even though PWDs have opinions and thoughts, they are rarely covered in the media, and infrequently portrayed as persons with opinions. Moreover, underrepresentation of disability stories negatively affects even how they are viewed by the public.

Similarly United Nations' report also discloses how sporadically disability stories are covered in media. "PWDs are seldom covered in the media, and when they are featured, they are often negatively stereotyped and not appropriately represented"(UN). Even though people with disabilities have significant numbers and engaged in different activities, their stories do not get proper representation in media.

On the other hand, there is an informant who compares and expresses recent transmission with the transmissions long ago. “I believe disability issues were better covered some 10 or 15 years ago. Programs like ‘Biruhteseffa’, ‘Netseberak’ and ‘Madot’ which entertained disability issues were better covered disability related issues some years ago” (Informant 3, Sep 9 2020). As the informant highlights, recently those disability programs stopped being aired including a program named ‘Maheberawi Kignet’. No program has been produced consecutively that addressed issues of PWDs till now. According to his words, disability issues are spontaneously covered on television & radio medium. Due to this, nowadays the coverage of disability issues becomes low. There were no improvements made on disability issue coverage on either news or programs, rather it declined. A respondent of depth interview cite some of the programs as evidence.

“Disability stories were better covered before the revision of the format (long ago). ‘Mahiberawi Kignet’ and ‘Biruhi tesefa’ are some of the programs that entertained disability stories on Ethiopia radio before the format was revised” (Informant, 11, Sep 26 2020). As the informant points out, disability issues are integrated with other social issues in ‘Mahiberawi Kignet’ program. Aside ‘Maheberawi Kignet’, there was a sponsored program in the National radio that dealt with leprosy. All those programs that entertained disability stories back then aren’t broadcasted anymore. The informant also believes disability stories have gotten attention in the newly revised format.

In any other way, there is a trend to cover disability stories by sponsors. Majority of the informants of depth interview and FGD members explain that disability issues are better covered by sponsors so far. Programs like ‘Biruhteseffa’, ‘Maheberawi Kignet’, ‘Netsebrak’, ‘Madot’ and others are sponsored programs that covered specific disability programs. Those programs that entertained disability stories back then aren’t broadcasted any more (Majority of FGD members, & interview respondents)

All the respondents agreed that disability issues are covered once in a blue moon in Radio Ethiopia & ETV1 news channel. More over the coverage of disability issues are declined from time to time as the respondents pointed out.

In case of EBC, the national Radio & ETV1 news and programs channel sells air time for those interested governmental & non Governmental Organizations to cover disability stories. Partners also receive air time from the Corporation and cover disability stories.

Nonetheless, National radio gives a little bit better coverage of disability stories, the coverage dwindled through time. The following table shows disability programs that were aired long ago (Meaza, 2008).

Table 3. Programs of disability issues in radio Ethiopia

Program title	Focus	Broadcast schedule
AmeroTena (Mental Health)	Mental Disability	20 minute weekly transmission
Demtsachin (Our voice)	Leprosy	15 minute Bi-weekly transmission
YaltenkuwakuBeroch	Hearing impairments	15 minute weekly transmission
Tikuret (Attention)	General Disability issues	15 minute Bi-weekly transmission
BiruhiTesfa (dawn of hope)	General Disability issues	20 minute Bi-weekly transmission

Though disability issues were not incorporated with other programs, they were frequently aired on National Radio long ago. Compared to the current transmission of disability issues, the former disability issue coverage is by far better.

The other issue the researcher highlights concerning disability issue coverage is planning. It is important to know, whether disability issues are incorporated in the Corporation's plan or simply covered when events occurred. The informants & FGD members describe that stories based on events dominate the coverage of disability issues (FGD2 & FGD1 and majority of the informants). As the respondents and participants express, among disability stories that get covered, most of them are event based. Disability involving meetings and disability days are some of the events that initiate the coverage of disability stories on National radio and ETV news channel

The respondents of depth interview and FGD members explain, disability stories get planned & covered in ETV1 and National radio, when only producers feel like it. The data collected from these bodies show that, the Corporation doesn't give much of an attention for planning and covering disability affairs. Although directions are given to plan other issues, we have never heard of directions on disability issue inclusiveness (Members of FGD1 & FGD2). The informants of depth interview also shared what is spoken by FGD members.

Since disability issues are covered by the willingness of journalists, it isn't evaluated on the editorial meetings of the higher ups.

One of the informants of depth interview exemplifies few disability stories that he planned and covered by his personal initiation. "I have been producing health & law programs with other producers. Concerning my program 'Yehige Neger', disability programs are produced once in a while when new laws and proclamations that concern people with disabilities are declared nationwide" (Informant 1, Sep2, 2020). As the informant exposes, a fine example of the program he produced under health program would be a story about how the health of people with disabilities is kept. Due to this, only a Handful of disability stories get covered in a year in these two programs

As mentioned, disability stories get covered either by planning or based on events. Like described, event based stories dominate the situation. Attempts were made to scrutinize 2019 and 2020 yearly plan that was put together by the organization to analyze disability issue inclusiveness. A political, Economic, Social and Diplomatic performance of the previous year is used as a foundation to sketch the plans with high emphasis to political affairs (EBC BSC plan, 2018/ 2019). As known, detailed information is not expected in yearly plan and due to this; the researcher is obliged to inspect some of the contents of monthly plans of ETV1 prepared by program producers.

For this research purpose, the researcher uses some of the plans of 2019 & 2020 that were devised by program producers. For information, in most cases, issues (topics) included in the plans are originated from program producers. Among the 6 plans prepared by program producers which contained around 280 issues, only two issues of disability are incorporated in the plans. From this reality, one can conclude that almost disability issues are seldom planned & covered.

Though Journalists aren't prohibited to plan and cover disability stories by their own initiation, direction is not given to incorporate disability issues and implement disability inclusiveness.

Due to this, a few numbers of self-initiated producers integrate disability affairs in their plans & cover disability stories. As defined by Center for disease Control and prevention. "Inclusion should lead to increased participation in socially expected life roles and activities—such as being a student, worker, friend, community member, patient, spouse, partner, or parent" (Center for Disease Control and Prevention)

The other important thing that needs to consider is to examine how 'Mesmat Yetesanachew' program handles disability story coverage. An informant discloses that, the wrong perception of media representatives about 'Mesmat Yetesanachew' program contributes for the minimal disability issue coverage. "Though disability encompasses different types of impairments, 'Mesemat Yetesanachew' program is wrongly taken as a representative program for all disability types" (FGD1 members). As members of FGD1 explain, even though the program is for the people who have hearing defects, officials misunderstand the purpose of its establishment and there is a tendency of pushing all disability related stories to 'Mesmat Yetesanachew' program. It is a known fact that 'Mesmat Yetesanachew' program addresses various issues for people that have hearing impairments.

An informant of depth interview also shared the views of members of FGD1 on 'Mesmat Yetesanachew' program. "'Mesmat Yetesanachew' program is designed to address issues of people who have hearing impairments" (Informant 10, Sep 23 2020). According to the respondent's view, in most cases, the program tries to cover top stories of political, economic and social affairs that are aired on the ETV1 news and program channel by translating in to sign language. Due to this, obviously there is no room for disability issue coverage on 'Mesmat Yetesanachew' program.

The other depth interview informant (member of the television format committee) explains the discussion made among the format committees and the direction given by committee members on how to cover disability related issues on ETV1 three years ago (during the revision of the format). "A consensus among committee members is reached to cover disability issues by integrating the issues in every program" (Informant, 10, Sep 23 2020). According to his view, for

instance women's program should entertain disabled women affairs too and Youth program should also give room to cover disabled youth affairs.

Though an agreement is made to cover disability stories by including in every program format, the reality doesn't show what is proposed by the format committee members as he said..

According to the elucidation of the informant, entertaining disability stories in every program may be possible if what the format committee recommended is implemented. To realize inclusiveness of disability stories, ILO (2015) guide lines recommends reporting by integrating disability issues frequently with other programs. According to the guide lines, main streaming reporting is implemented when disability stories are incorporated with other issues. "Entertaining disability issues with other regular programs either on television or on radio can help to experience fair and balanced representation and helps to counter stereotype that perpetuate negative perceptions of disabled persons"(Ibid). As a known fact, if this is not implemented in to practice, it is challenging to avoid misrepresentation.

Most media professionals do not have concern to cover disability issues. An informant suggests people who have apprehension about disability story coverage. "I believe disability issues are better covered by disabled journalists and by few others who are aware of PWDs" (Informant 12, Sep 26 2020). As the informant emphasizes, to enhance the coverage of disability issues, PWDs should fight to ensure proper representation of disabled journalists in the Corporation.

The real representation of PWDs is also affected by wrong assumptions about PWDs. "The voice of disabled people have been absent from discussion because of the assumption that they need others to speak for them and decide on their needs" (UKEssays, 2017). According to UK Essays, the wrong assumptions of people with disabilities hinder their voice from being heard. To avoid this, PWDs by themselves struggle barriers and encounter inclusiveness. "The movement pushed to achieve the full participation and equalization of opportunities for, by and with persons with disabilities with the central motto of "nothing about us, without us" (Ibid).

The message of this motto shows unless and otherwise the number of media practitioners (disabled) are increased in the news room, the inclusion of disability stories cannot be confirmed.

#### **4.2.1. EBC the voice of diversity**

EBC calls itself ‘the voice of diversity and renaissance’. It is important to scrutinize whether the motto is found in the real life or not. As the FGD members disclose, the word diversity stated in the motto doesn’t stand for disability. “Diversity in this sense doesn’t imply PWDs. If it is to mean inclusiveness of people with disability, disability stories should be covered fairly (FGD1, & FGD2).

Though the scope of diversity is broad, diversity in relation to disability inclusiveness hasn’t begun yet in the Corporation. Unless the views and opinions of PWDs heard often on the media, it is difficult to call ‘EBC the voice of diversity’. “Diversity is defined and implemented in relation to nation and nationalities. Diversity here is all about the inclusiveness of the voice of nations and nationalities”(FGD1, Oct 6 2020). As the participants confirm, diversity in this sense refers the inclusiveness of nation and nationalities rather than disability. As known, PWDs contribute for nation building and their voice should be heard. But according the views of FGD members the reality doesn’t show this. But unless the diversity mentioned in the motto incorporates PWDs, it is difficult to bring their views, opinions, skills and attitude to the public

Further more, the majority of the informants participated in depth interview reveal that the word diversity in EBC’s motto is not all about disability issue inclusiveness.

#### **4.2.2. Reasons for the minimal disability issue coverage**

Informants participated on the depth interviews and FGD members suggest the reasons why disability issues are rarely covered regardless of the significant number of PWDs. According to the opinion of the respondents, media representatives aren’t volunteers to cover disability issues. Because of this, the news room doesn’t assign journalists to cover events on television news channel unless the bigger ones (events).

Aside this, the attention given to disability issue coverage is nowhere near to the attention given to other issues. According to their explanation, even when requests come from disability associations, the news room doesn’t give that much attention to disability issue coverage in

ETV1 news channel. The majority of the depth interview respondents & FGD members divulge the reason behind the rare disability issue coverage.

There is nobody that keeps track of disability story coverage due to lack of awareness (FGD1 & FGD 2). According to the respondents' judgment, lack of attention and lack of awareness of media representatives and journalists are the reasons behind the problem. ILO also confirms the reason why PWDs have been avoided from different opportunities and services. "The social exclusion and violation of right of people with disabilities is due to ignorance and lack of information" (ILO, 2010).

Besides lack of awareness, underrepresentation of PWDs is one of the reasons behind the minimal disability issue coverage as the majorities of the respondents believe. As FGD1 and FGD2 members disclose, misrepresentation of impaired journalists is one of the barriers for the minimal disability issue coverage.

"Lack of representation of PWDs in the corporation is also the other reason behind the low disability issue coverage. Proper representation of PWDs, positively contributes in the media to cover more disability stories" (FGD2 Oct 9 2020).

Fair representation should be important to change the minimal disability issue coverage, "Representation of disabled people in the news and news room needs to increase massively. Editors need to make sure every news department and newsroom has someone with a disability" (Calver et al, 2017). According to Calver et al, for fair coverage of disability stories, news room should, most importantly include people with disabilities in the news room. "We wake up, we eat, we pay the mortgage, and we participate in community and working life, just like anyone else, in our own way" (Ibid). This should be the focus of how the newsroom and the audience see disability and make story out of it.

The rarely coverage of disability stories is the result of poor representation of disabled journalists in the Corporation as the majority of depth interviews disclosed. The FGD members' believe disability issues are better covered by disabled journalists.

Negative attitude is the other challenge for disability issue coverage. One of the informants (producer of 'Mesmat Yetesanachew' program) accentuates that "the employees of the

organization from top media representatives' up to journalists' should own negative attitudes” (Informant 12, Sep 26 2020). Due to negative attitudes, though events are available, there are times when disability issues are prohibited from being covered.

An informant 5 (Official) add some more points about reluctance of media officials. “After event based disability news stories are covered on television, they have less chance of being produced as programs. This is due to directions given by the news room representatives to entertain disability stories on ‘Mesmat Yetesanachew’ program” (Informant 5, Sep 4 2020). Because of such kinds of directions, the chance of main streaming disability issues on National radio and ETV news channel is rare.

There are also informants that set forth their grievance on media representatives. Among them the following view is forwarded by one of the informants (producers of Mesmat Yetesanachew program).”When sign language translation of news is ongoing, media representatives aren't comfortable on using the picture of the translator alongside with the newscaster. This is due to negative attitudes representatives have: towards people with disabilities” (Informant 8, Sep 21 2020). Such kinds of attitudes towards PWDs make them viewed differently from other people.

All the perceptions towards people with disabilities are still negative all over the world even though the extent varies (Momene, 2015). Due to this perception, people with disabilities have been faced discrimination from accessing different opportunities and services. “Promoting negative images of disability is a form of discrimination because it creates barriers to full citizenship for people who have a disability” (Ibid). As Momene discloses, due to such kinds of attitudes, people with disabilities are viewed as pity, charity receiver, and super hero; sexless and feared by non-disabled people. It is also suggested that negative attitudes towards PWDs has an impact on the attitudes of journalists and media officials. Due to this, media officials and journalists give less attention for PWDs and disability issues too.

The other reason cited by informants for negligible issue coverage is the dominance of political issues and current affairs. An informant states the dominance of political issues as a reason for less coverage of disability issues. “As far as I know, ETV news channel and National radio rarely covers disability stories because of the dominance of current affairs and political issues. Current

affairs highly dominate even those issues that are planned beforehand” (Informant, 10, Sep. 23, 2020).

There are also informants that relate the less coverage of disability stories with discrimination.

A respondent reason out that discrimination is the cause for the minimal disability issue coverage. “Unless disability issues are included in organizational plans and representatives are committed to cover disability issues, it is right to say that it is discrimination. But I don’t think EBC is conscious at this level” (informant 6, Sep 15 2020).

On the other hand, writer’s witness as discrimination is undergone in the institutional level. PWDs are discriminated not only in individual level but also the discrimination is implemented even in the institutional level. “The type of discrimination encountered by disabled people is not simply a question of individual prejudice, though this is a common view, it is institutionalized in the very fabric of our society” (Barnes, 1992). As Barnes cited research by the British Council of Organizations of Disabled People (BCODP) discrimination is undergone even in institutional level. “attitudes and policies which deny basic human rights and equal opportunities to disabled people - is evident in education, employment, the benefit system, support services, the built environment, the leisure industry, and the media” (Ibid).

#### **4.2.3. Using people with disabilities as a source in EBC**

To produce any kind of media stories, sources should be attributed. Using PWDs as a source in any kinds of stories is one way to implement inclusiveness of PWDs. The followings are the respondent’s experience in using PWDs as sources. “To be honest, I choose my sources based on the expertise knowledge a source has on a particular issue not based on age, sex or any other differences. But it isn’t accustomed to use PWDs as sources” (Informant 1, Sep 2 2020).

The other respondent adds the trend in the organization and his experiences on attributing sources in stories. “In fact journalists use people with disabilities as sources in a very limited case. That’s when issues that concern people with disabilities individually are being covered” (Informant 1, Sep 2 2020). In case of a program he assigned for (‘Yehigneger’), the trend completely differs, According to his explanation, they don’t make any differences in using PWDs as sources if they fulfill the necessary requirements for the specific issue that is going to be discussed. The problem is issues that concern PWDs rarely covered in the medium.

Generally, as the majority of the FGD members & depth interview respondents delineate, people with disabilities are rarely included as sources in producing stories.

Moreover a dominance of disability associations is realized in those stories that get coverage. “In covering disability stories in most cases, authorities of disability organizations’ dominate the use of sources when disability stories are covered” (FGD1, Oct 6 2020). On the other hand, there are times when reporters use PWDs as sources to accentuate issues being covered, like issues of election (Informant 8, Sep 21 2020). Though PWDs are in a position to be chosen as sources, they are not preferred by journalists for unknown reasons as one of the informants disclosed. “When I use sources from different parts of the society, PWDs never crossed my mind, Even though I don’t have any problem in using them as a source as long as they deliver the appropriate and relevant information (FGD2, Oct 9 2020). As this informant expresses, he hasn’t used one until now.

Though the system doesn’t restrict using PWDs as a source, journalists don’t use them quite often. As stated by the group members, in spite of the fact that journalists don’t intentionally discriminate them, they have limitations in finding and using PWDs as sources (FGD2, Oct 9 2020& FGD1, Oct 6 2020). All these views show that, there is a problem in using PWDs as sources.

Despite the growing number of people with disability in the community, they are sometimes ‘invisible’ in the media, except when the story is about disability. “The views of people with a disability as a group or individually are hardly ever attributed in stories dealing with common interest issues such as marriage, child care, public transport or environment” (The state of Queensland, 2012).

As the state of Queensland expresses, though PWDs are part of the community, they don’t supposed to be portrayed in media like people without disabilities. They are generally able to participate in all aspects of community life, but frequently the media report on people with a disability only in the context of disability (Ibid). PWDs also have opinions and thoughts about what is happening in their community and in other parts of the world.

### **4.3. Accessibility of EBC's built environments**

People with disabilities still face obstacles to move freely by themselves. Inaccessible built environments ban PWDs from going to school, job, recreational places and the like. Examining the accessibility of EBC's built environment is one of the research objectives of the study.

Here are various scenarios and experiences expressed by respondents of interview and FGD members about inaccessibility of the built environments of the Corporation. Informants & FGD members explain the inaccessible built environments of the corporation.

The corporation isn't accessible for PWDs, especially for crutch, wheel chair and white ken users. (FGD2, Oct 9 2020 & FGD1, Oct 6 2020). The stairs are many in number and very difficult to use. It is also hard to get into the studios. The elevator is adjusted to stop on every other floor without taking PWDs into account. One of the informants articulates the challenges he faced and the reasons why modifications are pending still now. "If I take myself as an example, I don't use the main gate because it doesn't have a handrail. Besides this, it has more and longer stairs than the other entrance "(Informant 4, Sep 4 2020).

The informant explains as he raised question why the built environments aren't updated when there are options to do so. He discloses, a lame excuse the officials gave him by saying that modifications aren't made still now because it requires financial arrangements.

Inaccessibility of the built environment not only affects (disabled) employee but also partners who are working in collaboration. A respondent shares the experience one of the partners faced regarding inaccessibility of the Organization. "I remember the producers of outsource program being obliged to produce their program in the former national radio studio located around 'Zenebework' due to the inaccessibility of EBC's building" (Informant 5, Sep 15 2020).

According to the words of the informant, the built environment of EBC has become a challenge for PWDs to accomplish better.

Further more, sources that come to share their expertise knowledge & experiences also affected by the inaccessible built environments. When we invite people with disabilities as sources for live transmissions, they (sources) suffer and experience inconveniencies (FGD1& FGD2). As FGD members reveal, it is very demanding to climb the stairs. They are unable to reach the studios

unless we lend them a hand. Though the problem was identified, nothing was done to make the situation accessible. In spite of the fact that the possibility to improve the design to fit for people with disabilities, the idea of modification wasn't executed (Informant 1, Sep 2 2020, & FGD1 & FGD2).

The FGD members and depth interview informants also narrate the other depressing scenario. Here is what they shared.

*Once, a crutches user came to EBC to be a source for 'Tenayisetelegn Ethiopia' program. As it was nearly impossible for him to climb the stairs by himself, he ended up being carried to the studio by Federal police officers (FGD1 & 2).*

According to their explanation four federal police officers carried the guy all the way to the studio just to cover the airtime. It was humiliating for him and his right was violated. As they point out, he was highly offended and criticized EBC for its inaccessibility. He left wondering what kind of a corporation invites a disabled person to inaccessible built environment to discuss about inaccessibility (FGD1 & FGD2, Informant 2, Sep 2 2020 and Informant 6, Sep 15 2020).

All the respondents agree that the incidents occurred due to the inaccessibility of EBC's built environments. In spite of the fact that, the employees and media officials made a huge fuss out of it for the time being, there was no action taken to update the built environment as respondents point out.

After the last incident, one of the informants (a producer of 'Mesmat Yetesanachew program) held discussions with the top management official.

*During the discussion I had with the manager, he told me that the greatest setback is lack of fund. By this assumption, finally we agreed on updating the building by sponsors that I am willing to bring. After all the hardships I went through to get the sponsors to agree on the project, the media official suddenly rejected the idea of updating the building. (Informant 8, Sep 21 2020).*

As the informant tells, she tried all her best to update the inaccessible built environment of EBC. But they turned down her offer of updating. Their pretext for turning down her offer was the

modification would make the building to crack. But she believes the real reason behind their refusal was why bother when PWDs come once in a while.

Problems associated with inaccessibility to the built environments are in fact long-standing. “Government made efforts to make physical infrastructure accessible and focused on new buildings and has largely neglected existing buildings” (The advocates, 2016).

As a result many public buildings are inaccessible for people with disabilities. “Accessible built environments are beneficial for the participation of civic life and essential for education, health care, and labor market participation” (WHO, 2011).

On the other hand, lack of access to the built environments can exclude people with disabilities, or make them dependent on others. As an example, if public toilets are inaccessible, people with disabilities will find it difficult to participate in everyday life activities (Ibid).

If service giver institutions like schools, police stations, & clinics, do not have ramps for wheelchairs, handrails for those with walking impairments or accessible bathrooms, it is nearly impossible to implement disability inclusiveness (Ibid).

The reason why the built environment isn't modified yet is depicted by the majority of the informants as lack of awareness, lack of commitment and inattentiveness of media Officials. Even if the corporation has short of budget, there are options to update the built environments by using sponsors.

#### **4.3.1. Reasons for not updating the built environments**

The majority of the respondents describe the reasons for not updating the built environments of the Corporation.

Lack of attention is one of the reasons for not updating the inaccessible built environments. According to the explanation of the respondents, the insignificant numbers of PWDs in the corporation made the Officials less attentive for disability affairs. Due to this mentality, PWDs lack attention (Informant 5, Sep 4 2020, FGD1& 2).

Budget might be slightly mentioned by a few representatives. It is possibly one of the barriers mentioned for other small scale companies. For two reasons lack of resources is not a real cause

for inaccessibility of EBC. First of all, EBC is a big Organization that is capable to allocate financial resources by itself to update the inaccessible built environments. If they had sensed the urgency of modification, it isn't that much pricey to update the inaccessible built environments. The second reason is that EBC rejects the offer of the sponsor that gets for updating. If the real problem was lack of financial resource, they wouldn't reject the offer of the sponsor.

On the other hand a respondent (Higher Official) reason out something related to design rather than resource. "There is no difficulty to allocate budget for the modification. The real problem lies, on the question, how to solve the problem" (Informant 7, Sep 17 2020).

A higher Official acknowledges the problem on how PWDs suffered due to the inaccessible built environments. Being aware of the challenges of inaccessibility, media officials become negligent to solve the problem as one of the respondent witnessed.

*When disabled people come for interviews, they get very emotional due to the inconveniency of the building. They get offended on the journalists who invited them. This is especially evident on those who are physically disabled and visually impaired. We have discussed the issue with other media officials and representatives and we are still discussing (Informant 7, Sep 17 2020).*

Though the discussion continues, solutions are not proposed till now (Media official.) According to the (media official) respondent, the discussion for updating the built environment is still ongoing. This shows that issues of PWDs are understated (Informant 11, Sep 26 2020).

From all forwarded views, still it is difficult to understand the real causes for not updating from officials side. Does it really need long discussion of Officials as mentioned? Aren't there any options to update at least some of them? Why representatives' answer clash if they are familiar with the issue and conduct long debate? All these questions got answers, if the cause mentioned is real. But it is simply inattentiveness and negligence of representatives.

#### **4.4. Employment rate of PWDs in EBC**

To examine the overall inclusiveness of the Corporation, Employment is taken as one of the constituent of the study. It is a known fact that employment is the most important aspects required to fulfill an individual basic needs. "It is recognized that having a job is closely linked

to better health, wellbeing, self-esteem and to social inclusion” (ILO, 2015). But it is difficult to access jobs for PWDs even for those qualified (International Journal of Innovation, Management and Technology, Vol. 8, No. 5, October 2017). Due to this; PWDs suffer from high unemployment rate. “The issue of high unemployment rates among PWDs is, a global phenomenon, with no simple solution identified” (Ibid).

Here is the data collected through depth interviews & FGDs and the analysis of its inclusiveness.

Employees (disabled) keep wondering and often ask representatives why their people aren't there as mentioned by one of the informants. “One of the reasons that keep being mentioned for not hiring PWDs for ‘Mesmat Yetesanachew’ program is budget limitation. But then again when others get hired on different sectors, I haven't seen people with disabilities” (Informant 1, Sep 2 2020). As the informant reveals, he always hear questions being asked on the corporation's large gatherings, big stages and even on editorial and review meetings about hiring of PWDs. Even though the officials know that the question is appropriate, the application wasn't much there (Informant 1, Sep 2 2020).

It is no secret that only five PWDs are currently working in the corporation. “Employment rates for individuals with disabilities are significantly lower than employment rates for individuals without disabilities and not all of this variance can be explained by an inability or lack of desire to work “(Chabot, 2013). But the exclusion of PWDs from employment opportunity impacts them negatively. “The absence of such representation provides the notion that disabled people are inferior human beings who should be isolated” (Barnes, 1992). As Barnes emphasized disabled people are rarely shown as productive members of the community; as students, as teachers, as part of the work-force or as parents.

As a result, PWDs are less likely to be professionals and more likely to be unemployed (Ibid). The majority of respondents disclose a scenario that became an agenda some times in the past. Two years ago, rumor had it that a vision challenged journalist was going to be transferred to EBC from communication office. Officials did not accept his transfer to the content desk, because they had a doubt that he will be able to do well. Due to this, he was assigned in an assignment desk where editorial tasks are not exercised. Most of the employees and representatives were puzzled thinking how he (the vision challenged person) was going to pull

off his tasks. After a long & exhaustive debate with the guy, he was assigned in a department where he fits. He had the will and initiation and he showed them what he is capable of doing. (FGD1 & FGD2, Majority of depth interview informants).

As one of the informants describes, “the reason behind all these hassle was lack of awareness of media representatives (Informant 6, Sep 15 2020). Beside this, people with disabilities are disadvantaged in the labor market due to various reasons.

Attitude is one of the reasons. “Attitudes and policies which deny basic human rights and equal opportunities to disabled people - is evident in education, employment, the benefit system, support services, the built environment, the leisure industry, and the media” (Equality and Human Rights Commission, 2013). According to this survey, PWDs are prohibited from enjoying their rights due to negative attitudes & false assumptions.

On the contrary to peoples’ assumption, literature shows that there are disabled professionals who are capable enough in the career. “Almost all jobs can be performed by someone with a disability, and given the right environment; most people with disabilities can be productive” (WHO and World Bank 2011).

As quoted from the British Social Attitudes Survey (BSA) 2006, the majority of the working population agreed that “the main problem faced by disabled people at work is other people’s prejudice, not their own lack of ability” (Equality and Human Rights Commission 2013). On the contrary to people’s wrong assumption, “people with disabilities often have appropriate skills, strong loyalty and low rates of absenteeism, and growing numbers of companies find it efficient and profitable to hire people with disabilities” (WHO,2011).

But a respondent present that, there are no rooms for inclusion of PWDs by hiring.

*As far as I know, the hiring process isn’t inclusive for people with disabilities. I am the only journalist with disability in the corporation other than a producer in ‘Mesemat Yetesanachew’ program. One of my disabled friends wondered how EBC accepted my transfer (Informant 3, Sep 9 2020).*

*My friend tried to be hired but he wasn’t fortunate enough to be employed due to his disability.*

Almost all PWDs agree that, “Disabled people are known to be disadvantaged in all these arenas and being employed may be a powerful route out of exclusion” (UK Aid, 2020). Many are finding that the doors to employment opportunities are also closed, with no work and few prospects (ILO, 2015).

“For many university graduates with disabilities, the situation may not be much different. Unemployment and lack of access to jobs faced by persons with disabilities also exclude them from a critical location of power” (Ibid).

Due to this, large numbers of PWDs fight to be employed. “Today, many of the worlds 1 billion disabled women and men still struggle to overcome barriers blocking their human rights and inclusion in societies “(Ibid).

Notwithstanding the fact that only one employee joined the organization by transfer; the higher officials (Informants) advocate the employment opportunity for PWDs.

*Unless PWDs lack the necessary criteria and qualifications, they won't be deliberately disqualified. Disabled contestants are treated just like people without disabilities during the hiring process. Moreover disability laws and proclamations are seriously implemented here (Informant6, Sep 15 2020, Informant 10, and Sep 23 2020).*

An informant of depth interview refutes what the higher officials argued here. “After the representatives realized his disability; they transferred him to the assignment desk”.Because the position he was assigned to wasn't his forte, he complained and suffered a lot to be transferred to the content desk” (Informant 5, Sep 9 20 20).

As the informant highlights, as a result, it took him a year to be transferred again to a position where he would be able to exercise his journalistic career.

*The reason why they challenged his transfer was due to the enforcement of the law to fulfill accommodations. When a vision challenged journalist first came to the organization, he was assigned at national radio of Ethiopia because the officials weren't aware of his disability (Ibid).*

Unlike to the Officials argument, the number of PWDs working in the Corporation is limited. If Laws and proclamations were critically implemented, the number of PWDs would be increased. One of the respondents adds that if employment proclamation was put in to practice, the Corporation which has more than 2000 employees wouldn't have only 5 (disabled) employees. Rather it would have accommodated 10% of its total employee with PWDs (Informant 12, Sep 26 2020).

One of the informants expresses the reason why PWDs are not employed too. "Recruiters fear that, the corporation may not fulfill reasonable accommodations (Informant6, Sep 15 2020). Due to this, PWDs may not be able to accomplish their tasks properly.

According to the explanation of the informants, the confrontation of the representatives was not to access adjustments for a vision challenged journalist. "A common worry for employers is an anticipated increased cost of employing someone with disabilities and yet they may not have accurate information about what these costs would really be" (Institute of development studies, 2020). This is a misconception of employers that assume adjustment facilities will bring up on them additional and high costs (International Journal of Innovation, Management and Technology, Vol. 8, No. 5, October 2017). Conversely some adaptations may be cheap or free, for example adjusting the arrangement of furniture in a room, or working on the knowledge, attitudes and behaviors of other employees through awareness programs, etc. (Ibid).

On the other hand, the right to employment of persons with disabilities enforces the employers to access accommodation for PWDs. "The Right to Employment of Persons with Disabilities Law (Proclamation No. 568/2008) imposes to fulfill adjustments or accommodations" (Negarit Gazeta, 2008). The right to employment in this regard respect to equipment at the work place, requirement of the job, working hours, structure of the business and working environment with a view to accommodate persons with disabilities to employment.

If employers prohibit PWDs to access reasonable accommodations, such kinds of acts shall be considered as discrimination (Ibid). Especially the gap in interpretation of the law exposes PWDs to employment discrimination.

#### **4.4.1. Reasons why PWDs aren't employed in EBC**

As mentioned earlier by informants & FGD members, the number of people with disabilities working in the organization is negligible. Participants express the reasons behind.

Majority of the informants and FGD members said that lack of consciousness of media officials is the main reason why PWDs are not hired in the organization (FGD1, Oct 6 2020, Informant 2, Sep 2 2020, & informant 2, Sep2 2020). Lack of awareness about the rights of PWDs and negligence are also mentioned as a barrier for disability employment.

As literature shows, employers' perceptions of disability and people with disabilities themselves affect the chance of PWDs to be employed in organizations.

“Misconceptions about the ability of people with disabilities to perform jobs are an important reason both for their continued unemployment and – if employed – for their exclusion from opportunities for promotion in their careers “(WHO & World Bank, 2011). According to World Health Organization's report, such kind of misconceptions originates from the belief that PWDs are not capable to perform jobs like people without disabilities. Beside this, negative attitude is one of the barriers for employment opportunity as one of the respondents' describes.

Some of the informants' reason out PWDs might not be hired in the corporation due to negative attitudes towards them. Negative attitudes in the society also have an impact on the higher ups and workforce of the corporation. As the informants highlights it also influences PWDs not to enjoy equal opportunities of employment. Due to negative attitudes, employers focus on their impairments rather than efforts made to know their knowledge and skill (Informant 7, Sep 17 2020 &FGD1, Oct 6 2020).

Negative attitudes and stereotypes are most probably one of the major challenges when it comes to hiring and employing PWDs (International Journal of Innovation, Management and Technology, Vol. 8, No. 5, October 2017). As stated on the journal, stereotypes and attitudinal bias about PWDs are come from lack of understanding and knowledge about disability (Ibid). Due to this, employers are thus unwilling to hire PWDs .Moreover employers emphasize on their impairment rather than their skill.

*Non-disabled people tend to focus on the disabilities rather than the abilities as stated on the journal. Also, many people without disabilities misperceive PWDs as a homogenous group and as many hold stereotyping view of the type of work PWDs can or cannot do (International Journal of Innovation, Management and Technology, Vol. 8, No. 5, October 2017)*

That's why many qualified and willing disabled applicants still face challenges to get employed.

PWDs are not employed in the organization because of the nature of the profession. Some of the respondents share that the very nature of journalism prohibits from joining the profession.

The work of journalists is somewhat similar to that of soldiers as it's very demanding and taxing. Journalists collect information from every corner of the country. This is may be a barrier to employ PWDs as journalists. There are positions where PWDs are fit rather than the journalistic profession (Informant 1, Sep 2 2020 & Informant 10, Sep 23 2020).

According to these respondents, the very nature of disability like blindness can be quite challenging to work on electronic media.

Differing to these views, in spite of their numbers, there are disabled journalists that have good performance worldwide & nationwide on the career. Though they are very few, there are (disabled) journalists in the career. Among them is 'Gedle', a young journalist with visual impairment who runs a one-hour weekly radio program on FM 98.1 in Addis Ababa. He established a program "Dimtsachin" (Our Voice) with the sole purpose of changing listeners' attitudes on disability and discusses various issues related to inclusive development through a participatory and interactive approach (ILO,2015). 'Senay', a 30 minute broadcast, available to listeners and viewers in the Southern Region of Ethiopia is also produced by a visually impaired journalist.

The other hurdle recognized by the respondents is the isolation of PWDs by themselves from using such employment opportunities. There aren't much of PWDs applicants, because People with disabilities isolate themselves. Their isolation equally contributes for unemployment of impaired journalists in the organization. According to the respondents, vision challenged people make attempts to join this profession but not people with other impairments make the same effort. They lack the courage to come because the thought that they won't be hired because of their disability keeps daunting them (Informant 1, Sep 2 2020 & Informant 6 Sep 15 2020, FGD members).

Institute of Development Studies quoted from (Mueke 2014; Opoku et al. 2016) about isolation of PWDs from applying for jobs. As stated by these sources, employers mentioned that

candidates with disabilities rarely apply for jobs. Similarly, research about people with disabilities found that “self-stigma and poor perceptions about their abilities, self-worth, and ability to compete in the job market with non-disabled workers were holding them back from applying for jobs” (Mueke 2014; Opoku et al. 2016). Isolation of candidates with disabilities is the result of Stigma, low expectations, and lack of support from family and communities. (Institute of Development Studies, 2020)

Apart from the psychological barriers, physical, and environmental barriers obstruct employment of PWDs. One of the informants discloses the impact in this regard.

*Physical and environmental barriers impact and narrow job opportunities of PWDs. PWDs aren't employed in the organization not because of their incompetence rather due to the inconveniences of the working environment of the corporation. If PWDs can't access the built environment, it means they can't be employed in the organization (Informant 3, Sep 9 2020).*

Furthermore the informant also adds other impacts of the built environments. The built environments have impacted those PWDs that come to share their experiences as sources, & to work with as a partner. The other impact is it creates the mentality of exclusion in the minds of PWDs.

Majority of the respondents agree that inaccessibility of EBC's building by itself is a barrier for people with disabilities' to be employed. There may also be physical barriers to conduct job interviews, to perform daily activities, and to attend social events with fellow employees (WHO, 2011). As WHO describes, accessibility of buildings is beneficial for PWDs labor market & civic life participation.

Fear of fulfilling accommodations is one of the challenges companies impose not to hire PWDs. As one of the vision challenged informants expresses his grief, the organization is not familiar with such kinds of issues and he suffered to contain Braille. As he mentioned, even though it is stated on the employment proclamation, the higher ups are not willing to provide such equipment timely (Informant 3, Sep 9 2020).

An informant (higher ups) agreed with the statements made by the vision challenged employee. “Braille was requested for a vision challenged journalist, but it took them forever to finally supply the Braille” (Informant 6, Sep 15 2020).

According to this informant, it was a challenge to convince the media officials the need of this reasonable accommodation. The media representatives don’t react positively and timely due to the unfamiliarity of reasonable accommodations. The informant argues that, it is an act that prohibits PWDs from exercising their rights. Generally, this might be due to the assumption that no disabled employees are there in the corporation.

The other higher (official) informant adds some more points about accommodation from what is stated on the employment proclamation. “I remembered the high resistance the officials made not to assign the vision challenged journalist in the position he fits” (Informant 10, Sep 23 2020). As informant 10 reason out, if they access Braille, the Corporation ought to hire assistance. But it is very difficult to do so.

The employment proclamation enforces the organization to comply with the necessary adjustments when need arises. In EBC, no employee needs accommodations except the vision challenged.

#### **4.4.2. Promotions and training**

To create equal employment opportunity to people with disabilities in recruitment, promotion or transfer affirmative action should be applied. In case of EBC, Promotion is implemented for the whole employee once as one of the respondents’ states.

*From the time the new revised format was announced, promotion wasn’t implemented. Due to this, I don’t think people with disabilities would suffer alone. Because there was neither competition nor trainings in the previous years, it is hard to give opinion on it (Informant 1, Sep 2 2020).*

There is nothing done concerning promotion in the given time frame. One of the informants also shares indirectly what is said by the former respondent. “I have been here for the past two years but there were no opportunities for promotion” (Informant 3, Sep 9 2020).In this case, no employee enjoys promotion in general.

#### **4.4.4. On job training**

The proclamation lets PWDs to participate in a training program to be conducted either locally or abroad.

An informant (6) mentions that, no training is given by taking PWDs into consideration. According to the informant's explanation, this might be because of their insignificant number. One of the informants of depth interview reflects his views along these lines.

*Frankly speaking, there is discrimination. Despite the fact that many opportunities came during my nineteen years of service in the corporation, I didn't get any trainings at home or abroad. Negative attitudes towards PWDs like me were stumbling blocks in my career (Informant 4, Sep 4 2020).*

The other informant adds opinion concerning the training given in the organization.

*Other than the training I took as a newbie in the corporation, I didn't get any training. I am working by my own effort and by colleagues 'assistance. I ask my colleagues assistance to record on the assist software (Informant3, Sep 9 2020).*

According the respondent's view, though he doesn't access, there are varieties of technologies that assist impaired person like him.

#### **4.5. Secondary data presentation and analysis**

Besides the primary data sources, secondary data sources are applied to study disability inclusiveness of EBC. Though it is planned to examine a number of documents, due to unavailability of some of the documents, the followings are only understudy.

- Editorial policy of the corporation
- EBC Gap analysis (manual)
- Gap Analysis and new formats of ETV1
- Ethiopian Broadcasting Corporation 2019 & 2020 annual plan and
- Ethiopia Broadcasting Corporation employees hiring guide line.

To analyze disability inclusiveness of EBC, data that are directly or indirectly related to disability are presented as follows.

#### **4.2.1. Editorial policy of EBC**

Editorial policy of EBC is one of the data sources used to investigate disability inclusiveness of the Corporation. “Editorial policy is a governing document that contributes to the quality and up-to standard service the corporation provides” (EBC, 2008). As stated on the booklet, it has taken into consideration the governing rules of the country endorsed to determine the form, content and management direction of the media.

It also serves as the main source and foundation for the code of conduct of the corporation. Principles, professional and public values like justice, diversity, accountability, and others are incorporated in the booklet. Among the values and principles words like ‘diversity’ and ‘justice’ are key terms used in the editorial policy.

As written on the booklet, ‘diversity’ is used to show multiplicity of languages, gender, age, culture and religions. In this sense ‘diversity’ doesn’t have any relationship with disability or it doesn’t consider disability as one of its component.

In addition to this, ‘Justice’ is a word that is incorporated under the sub title ‘Principles and values of the editorial policy’. The word ‘justice’ is used here to describe fairness in disseminating contents. “Programs transmitted by EBC shall serve all the peoples of the country fairly” (EBC, 2008). In this sense, EBC is work for all citizens regardless of any disparity. Nonetheless what is stated about justice on the editorial policy, the findings of depth interviews and FGDs show that PWDs are not fairly treated by the Corporation in disseminating disability related contents. The principles and the reality expressed by the respondents on the ground stand far apart.

The other concern of the editorial policy is the sign language. “In addition to transmissions that take into consideration the disabled, EBC will have a television program with a sign language that addresses citizens with hearing impairments” (Ibid). According to the editorial policy, television news and major national and current programs will also be supplemented with sign language. Sign language program is intended for PWDs who have hearing impairments. From the program format stated, the sign language program doesn’t encompass all disability types & affairs rather it addresses people who have hearing impairments only. As a result, the assumption that takes ‘Mesmat Yetesanachew’ as representative program for all types of disability is wrong.

The fact in this regard refutes the wrong assumption of media officials about ‘Mesmat Yetesanachew’ program. In this case, the findings identified by depth interview and FGDs coincide with the fact divulged on the editorial policy.

The other point considered in the editorial policy is the way people’s views and opinions are entertained. “In accordance with the information flow system and the professional ethics it follows, EBC shall reflect all views and desires of differing parties in any form and indiscriminately” (Ibid). Nonetheless it would seek the views of professional and knowledgeable institutions. The editorial policy reveals that all views and opinions are entertained unsystematically.

Contrary to this principle, the findings of depth interviews and FGDs show that the views and opinions of PWDs do not take into account as stated on the booklet. The principle in written document mismatches with the practice on the ground.

#### **4.2.2. Gap analysis (manual)**

Various gaps are discovered and disclosed on EBC gap analysis manual. Among them, the one that are related to sources are identified as follows (EBC gap analysis). In the EBC gap analysis manual major gaps are disclosed in attributing sources.

- *Lack of using diversified sources. (Depend on limited sources).*
- *Lack of regulated plan about the use of sources*
- *Inattentiveness in using for sources in the revised format*
- *Lack of Expertise knowledge in identifying and using appropriate sources.*

Similarly the gaps identified here are also discovered by in depth interviews and FGDs. On the other hand, the editorial policy describes cares that should be taken in using sources. “Effort would be exerted to make professionals that appear in news and programs and other sources represent the diversity of the country and national values. Sources that represent diversity include: ethnic, gender, religion, age and other differences” (EBC editorial policy, 2008).

In principle the Corporation needs to invite people who can share expertise knowledge and also wants to incorporate diversified sources. Differing to this principle, the findings of depth

interviews and FGDs describe that the corporation hardly ever participate PWDs as a source in common interest issues. Furthermore the findings discovered in the gap analysis manual also confirm the gaps in attributing diversified sources and negligence in using sources.

Things like this are perfect on the paper, but in the real world they are non-existent.

#### **4.2.3. Gap Analysis and new formats of ETV1**

Ethiopian Broadcasting Corporation revised its format three years ago. The newly revised format is also considered to analyze disability inclusiveness from different perspectives. The Corporation did gap analysis on news content, current affairs, and educational programs, air time allocation and time allotted for news and programs as a whole (ETV1 and National radio gap Analysis and new formats, 2017). The overall format of news and programs are revised and adjusted to make a kind of improvement.

On the other hand the format of ‘Mesemat Yetesanachew’ program is integrated in 2020 annual plan of the Corporation as follows. “Mesmat Yetesanachew is a program that disseminates weekly news, regular weekly programs, short entertainment & educational show VIZ programs. It has been aired every Saturday for half an hour” (EBC, BSC plan, 2019).

On the gap analysis, the limitations and strengths of all programs except ‘Mesmat Yetesanachew’ are discovered and stated on the revised format. As a result no improvements are recommended for ‘Mesmat Yetesanachew’ program to update its overall transmission. This also shows the less attention given for PWDs.

#### **4.2.4. Ethiopian Broadcasting Corporation 2019 & 2020 annual plan**

Ethiopian Broadcasting Corporation organizes its yearly plan based on its previous accomplishments & identified shortcomings (EBC BSC plan, 2019). As disability issue coverage is one of the components of this research, it is compulsory to examine the annual plan of the organization in the given time frame. Attempts were made to scrutinize disability issue inclusiveness of 2019 and 2020 yearly plan which was put together by the organization.

Among the diverse topics mentioned on the yearly plan, it is believed to give emphasis only on the topics that are relevant to this study. Due to this, related issues only get attention.

As a known fact in the annual plan issues are stated in a general sense. Basically, economic, social, political & diplomatic performances of the previous years are included in the plans (EBC, BSC Plan, 2019).

Under the sub topic called ‘diversified affairs’, issues of people with disabilities in relation to participation is integrated in the annual plan of 2020 as follows (EBC BSC plan, 2019)

To enhance the participation of PWDs:

- *The plan highlights to execute affirmative action during hiring and promotion.*
- *The potency of disability programs produced by partners on radio should be enhanced and continued.*
- *Reinforce News and programs coverage on ‘Mesmat Yetesanachew’ program.*
- *Disseminating live transmissions by sign language to help PWDs access major affairs of the country.*

It’s generally a known fact that disability stories get covered either by planning or based on events. The 2020 yearly plan of the organization incorporates disability issues with the intention to improve the quality and effectiveness of disability programs produced by partners & ‘Mesmat Yetesanachew’ program. Aside this, the Corporation planned to implement affirmative action during hiring and promotion. From the very nature of annual plans, it is difficult to expect detailed information. Due to this; the researcher is obliged to inspect some of the contents of monthly plans of ETV1 which were prepared by program producers.

In those seven plans produced by producers, two hundred eighty issues (topics) are integrated to be covered. Among them only two disability issues are included. It is possible to safely conclude that almost no disability issues are get planned by journalists.

Table. 2. Shows Number & types of issues included in plans

Number stories	Duration of the plan	Number of issues (topics) included	Number of disability issues (topics) included
1	October 2012	31 issues	1 topic (Election)
2	March 2012	58 issues	
3	August 2012	38 issues	
4	December 2012	14 issues	
5	August 2011	22 issues	
6	July 2011	50 issues	
7	February 2012	67 issues	1 topics (proclamation)

Like described by the data collected from depth interviews and FGDs, disability issues are rarely planned by journalists to be covered. Unlike 2020 yearly plan of the corporation, nothing is disclosed about PWDs on the 2019 yearly plan of the Corporation.

In general, in the two yearly plans of the corporation, most of the attention is given to cover political & diplomatic issues.

#### **4.2.5. Ethiopian Broadcasting Corporation employees hiring guide line.**

Ethiopian Broadcasting Corporation employees hiring guide line is the document preferred to examine employees hiring process.

##### **Issues need to think during hiring**

According to the hiring guide line the Corporation doesn't make disparity in political stand, disability, HIV/Aids or in any other situations in hiring or assigning employees (employee hiring guide line, 2018).

According to the guideline;

- ✚ *Employees are assigned on job if and only if they fulfill the criteria of the specific position and surpass others.*
- ✚ *In hiring employees if contestants get comparable or equal results, women, people with disabilities and members of minority ethnic groups get priority.*
- ✚ *Affirmative action is applied for women contestants and people with disabilities during competition.*
- ✚ *Contestants from undersized ethnic groups are also main concern.*

The guide line does not prohibit employment opportunities for PWDs. On the contrary, in an organization that has more than 2000 employees, 5(disabled) employees only recently working. If what is disclosed on the guide line is implemented, the number of PWDs working in the Corporation wouldn't be negligible. The findings from the data collected through depth interviews and FGDs reveal that, PWDs couldn't enjoy the right to be employed as stated on the guideline. The scenario of a vision challenged employee was a good example which is discussed by the FGD members and respondents of depth interviews.

## **4.6. Major findings**

Here are the findings identified by examining the extent of disability inclusiveness of EBC. For convenience the findings are stated under the sub topics. Since the research is conducted from 2017- 2020, the findings are also mainly framed from the time the organization revised its format (Sep, 2017) until the COVID 19 pandemic got in to the country (Mar, 2020).

### **4.6.1. Disability issue coverage in EBC**

The findings in this regard clearly confirm that disability issues are covered once in a blue moon in ETV1 and in the National radio. The coverage of National radio is a little bit better when compared to ETV1 news and program channel.

The coverage mainly depends on events (disability related events, & meetings). It is also identified that disability issue coverage hasn't got the attention it deserves. Due to this, disability issues are hardly ever planned by a few self-initiated journalists only.

Aside these, disability issues were better covered long ago. As the finding shows, the disability program coverage dwindled through time.

On the other hand, this research refutes the essence of 'diversity' which is integrated in the motto, 'EBC is the voice of diversity'. Diversity in this sense refers to peoples of nation and nationalities. As known, EBC did a gap analysis and then revised its format to enhance the quality and quantity of information disseminated. However nothing is done to implement disability inclusiveness and to respect the right of PWDs.

The study also realizes the reasons why disability stories get minimal coverage in this media house. Lack of awareness & lack of attention of media officials and the community as a whole are reasons that should be sited first among others.

The exclusion and violation of right of people with disabilities is due to ignorance and lack of updated information. Additionally, the poor representation of PWDs in the media house equally contributes for the minimal disability issue coverage.

More over negative attitudes towards PWDs is also acknowledged as one of the findings. Due to negative perception, people with disabilities are explicitly and implicitly discriminated from

accessing different opportunities and services. Attitudes that confute basic human rights and equal opportunities to disabled people are identified in the media.

#### **4.6.2. Findings in using people with disabilities as a source in EBC**

The other finding point out that, PWDs is rarely incorporated in stories of news and programs. The views of people with a disability as a group or individually are rarely attributed in stories dealing with common interest issues.

#### **4.6.3. Findings in employment rate of PWDs in EBC**

Employment opportunity is one of the subtopics used to examine disability inclusiveness of EBC. It is no secret that only five PWDs are currently working in the corporation in which more than 2000 employees are functioning. This fact shows that PWDs are seldom employed in the organization.

The findings regarding employment opportunity focus on the reasons behind the high unemployment rate of PWDs. Misconception about the capability of people with disabilities to execute jobs is one of the main reasons for high unemployment rate of PWDs in the Corporation. It is clear that perceptions of higher officials' (employers) about disability and disabled employees affect the likelihood of PWDs to be hired in the corporation. In such a case, PWDs are not considered to be the working force of the Corporation, like that of others. PWDS are rare as a hen's teeth in the corporation due to lack of awareness and understanding. Flaw in interpretation of employment Proclamation on the right of persons with disability is identified as one of the barriers to hire PWDs.

Moreover, in spite of the Corporation's employee hiring guideline that dictates not to make any differences in (political stand, disability, HIV/Aids) or in any other situations in hiring or assigning employees, it is hard to find a disabled journalists except the vision challenged that came by transfer.

Aside this, the study find out negative attitudes and stereotypes as barriers for hiring PWDs. Such kinds of negative attitudes originate from the assumption that PWDs lack adequate knowledge and experience to meet performance standards.

The dread to complete reasonable accommodation is taken as an obstruction for hiring PWDs in EBC. The fear is the assumption that the law imposes extra cost to fulfill reasonable accommodation for PWDs, like Braille for a vision challenged employee. Grievance made to full fill reasonable accommodation for a vision challenged employee show that, making an adjustment for PWDs is an obstruction for hiring PWDs .This is also another misapprehension employers have which contributes for unemployment of PWDs. Gaps in the law enforcement makes people with disabilities susceptible to employment discrimination.

Though the degree varies, isolation of PWDs, Self-stigma and poor perceptions about their abilities, and self-worth, to compete in the job market were holding PWDs back from applying for jobs. Isolation of applicants with disabilities is the result of Stigma and low expectations from PWDs.

#### **4.6.4. Findings in accessibility of EBC's built environments**

To inspect disability inclusiveness of EBC; accessibility of the built environment is used as one of the components of the topic. The built environments like the stairs, the irregular adjustments made to stop elevators, the place where studios are located, the toilets and the office arrangements are inaccessible for PWDs especially for crutch users, wheelchair and white ken users as the research findings confirm. Inaccessibility of the built environments affect physically impaired employees, job partners, sponsors, & sources that come to share their expertise knowledge and experiences, and applicants that come to compete for job.

It is also recognized that media officials received grievance often from disability associations, individuals, and those who witnessed when PWDs suffer. The study attempts to identify the reason why the inaccessible built environments of the corporation isn't updated yet.

The study found out that modifications of the built environments are pending due to underrepresentation of PWDs in the organization. Under representation of PWDs in the organization made the representatives neglectful.

More over lack of awareness, commitment and inattentiveness of media officials, are causes for the delay of modification of built environments.

BY and large the findings from this research suggest people with disabilities continue that disability inclusiveness of EBC in terms of disability issue coverage, employment opportunities and accessibility of built environments is negligible. The research findings point out that lack of awareness, inattentiveness, misconception, and negligence of media officials are reasons that prohibit implementing disability inclusiveness. Underrepresentation and isolation of PWDs themselves also obstructed the realization of disability inclusiveness.

The findings from this research suggest that disabled people continue to face extensive stigmatization and discrimination within the labor market, even in the face of significant constitutional and institutional support and protection.

# **CHAPTER FIVE**

## **CONCLUSION AND RECOMMENDATIONS**

### **5.1 Conclusion**

People with disabilities are not included in different kinds of services & opportunities. Economic and social exclusion is still continuing in daily lives of people with disabilities. Due to this, the researcher tried to analyze the extent of disability inclusiveness of EBC in terms of disability issue coverage, source attribution, employment opportunities & accessibility of built environments.

It is a known fact that, Ethiopian Broadcasting Corporation is a big organization which has above 2000 employees and only 5 of them are disabled. The figure shows that the employment rate of PWDs is marginal. Aside the low employment rate, the cause behind low employment rate matters most. The findings in this research suggest that the false impression of higher officials ban the chance of PWDs to be employed in the organization. Because of this, PWDs continue to face discrimination, even after significant laws and proclamations were adopted and ratified.

Regardless of Employment proclamation and the organization's hiring guide line, PWDs do not allowed to be hired. This research identifies the presence of workplace discrimination; this is especially evident on the scenario a vision challenged employee faced.

Besides the low employment rate, disability issues also get less coverage in both ETV1 and National Radio. Unlike others, disability issues are hardly ever planned by journalists. As the research points out, only those self-initiated journalists planned few disability stories. Due to this, handful of stories may get the chance to be broadcasted. Since journalists do not planned disability stories, the coverage depends up on events/ceremonies. As a result, disability issue coverage falls off through time when compared to the coverage of ten to fifteen years ago.

In addition to this, PWDs are infrequently attributed as sources in stories. Journalists do not preferred PWDs to use them as sources especially in common interest issues. Only a few journalists attribute PWDs as sources in stories that are related to disability.

Regarding accessibility of the built environments, the stairs, the studios, and the adjustments made on elevators, all do not take into account wheelchair, crunch and white ken users. A number of disappointing experiences are registered in the minds of respondents when impaired employees, Partners, & Sources have been coming in and out.

Generally, disability inclusiveness has not been implemented in EBC mainly due to the doubt the higher ups have on the capability of PWDs. The research findings points out that, lack of awareness about the rights of PWDs, negative attitudes towards PWDs & negligence of the higher ups obstruct the realization of disability inclusiveness in the Corporation. Underrepresentation of PWDs & isolation of PWDs are also identified as roadblocks for disability inclusiveness.

## **5.2 Recommendations**

Based on the findings, the researcher recommends the following points as a suggestion to improve issues of inclusiveness in EBC.

The study identifies the barriers that restrict people with disabilities' participation. Almost all the barriers associated with disability inclusiveness are institutional and need institutional solutions. From the findings identified, it is easy to see that most of the barriers people with disabilities faced are avoidable and the disadvantages associated with disability can be eliminated. Thus, the following recommendations forwarded may help to minimize the problem & enhance their participation if properly implemented.

- Disability issues should be planned and get a better and wider coverage. The Corporation has to confront negative attitudes, misconceptions and lack of awareness and should contribute to build an inclusive society, by raising public awareness of disability.
- EBC should give opportunities for PWDs to speak for themselves by producing media stories. Journalists should offer rooms for PWDs to speak on various issues like people without disabilities to share their outlooks and knowledge.
- The Corporation should improve its human resource capacity by hiring competent disabled contestants. PWDs should also contribute to enjoy their rights of employment. Proper representation of PWDs in employment has an impact on ensuring disability issue coverage, using PWDs as sources and accessibility of the built environments. The

attitude and knowledge of people working in the media is particularly important for ensuring participation and avoiding discrimination.

- It is also better if EBC implement quota system for hiring PWDs. To do this, the Organization ought to call proficient contestants by inviting announcements.
- PWDs should be assisted by laws and proclamations. The government should enforce the existing disability laws and proclamations that are directly related to PWDs, like employment and accessibility proclamations.
- Associations representing persons with disabilities and Organizations that work on disability affairs like ministry of employee and social affairs should cooperate with the Corporation for a guaranteed change. Disability Associations should train media officials and journalists on the equal rights of people with disabilities and disability issue coverage.
- PWDs themselves and disability associations should complain when people with disabilities are ostracized from various opportunities and services.

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## Indexes

### Tools for interview

**Thank you in advance for your willingness to be one of the informants of the study. In the disability inclusiveness of PWDs in EBC**

These are the tools used to explore disability inclusiveness of National radio of Ethiopia and ETV1 Amharic news and programs. Interview is the technique I will use to collect data.

All the questions stated below are used to examine the inclusiveness of disabled journalists in the news and educational program.

The questions are framed based on four basic concepts. These are **employment opportunity, disability issue coverage, using people with disabilities as sources** and **accessibility of building**. The scope of the study ranges from the beginning of 2019 up to the beginning of 2020.

### Employment of disabled journalists

- ❖ Proclamation No. 568/2008 discloses, a person with disability having the necessary qualification and scored more to that of other candidates shall have the right to be employed without any discrimination:

1/. Having this in mind, how do you evaluate the application of the right of PWDs in the National radio of Ethiopia and ETV1 Amharic News and programs?

2/.Do you think PWDs are getting equal employment opportunity in the Corporation?

If yes how?

If not, why they don't get equal opportunity?

3/. The employment proclamation allows occupying a vacant post through promotion, placement or transfer procedures. Does this work in the Corporation?

4/.The proclamation lets PWDs to participate in a training program to be conducted either locally or abroad. Do PWDs get such kinds of chances?

5/. Are there any affirmative actions taken to create equal employment opportunity to people with disabilities in recruitment, promotion, placement, transfer or other employment conditions?

6/. Would you tell me any different experiences that made you feel concerned-about hiring disabled journalists?

7/.When a disabled person is not in a position to exercise his equal right of employment opportunity, as a result of absence of a reasonable accommodation; such an act shall be regarded as discrimination on the employment proclamation. What is your argument?

### **Disability issue coverage (Main streaming of disability issues)**

1/How is disability issues covered in the National radio of Ethiopia and ETV Amharic news and programs?

2/Do issues of PWDs included in either monthly plans, or annual plan of the organization or (Does it simply get covered when an event occurs?)

3/If it is included in the annual plan or monthly plans, what is its proportion in relative to other issues?

If it was not, why is so?

Do you believe that is fair/ reasonable/?

5/. As a journalist, how do you cover disability issues?

Do you have Initiation to cover disability stories?

6/. As an audience/viewer, or serving as an editor, or a producer how frequent disability stories were aired on both media?

7/. Recently, does the Corporation works under the motto of ‘the voice of diversity’? (Answer this question in relation to disability issue coverage)

8/. Personally, what do you feel about the inclusiveness of disability stories?

9/. Before program format reform took place in the Corporation, there was a program that had been aired on the National Radio about PWDs. But recently the coverage of PWDs dwindled from time to time. Could you tell me the reason?

### **Using PWDs as sources in stories**

1/How often do you use PWDs in your news and program stories?

2/. For which types of stories do you preferred to use PWDs as sources?

3/. Is there a trend of using PWDs as sources by other journalists?

4/What is your judgment about using PWDs as sources in ETV1 and National Radio of Ethiopia?

5/. What do you suggest to incorporate PWDs in media stories?

### **Accessibility of building**

- ❖ Ethiopian Building Proclamation No. 624/2009 states accessibility right of people with disabilities to the built environments. As we know, EBC is an old building built before the effective date of this proclamation. Even though the proclamation does not enforce the corporation, updating the built building is mandatory to respect rights of PWDs. For example the employment right to PWDs

1/.What is your observation and judgment in exercising accessibility of building for PWDs in the Corporation?

2/. Even though EBC was built before the proclamation, is it not possible to update it?

3/.Is it possible to respect the employment rights of PWDs, if the built environments of the Corporation's are inaccessible?

4/. What do you conclude from inaccessibility of the Corporation's building in relation to the right of PWDs?

5/.Do you have any experience to share on inaccessibility of the EBC's building that surprised or made you feel concerned-about PWDs?

6/ what should be done regarding accessibility of building?

7/.In general, how do you evaluate disability inclusiveness of PWDs in the National radio and ETV Amharic news and program from the point of view of **employment**, disability **issue coverage**, Using PWDs as **sources in stories**, and also from the point of view of **accessibility of building**?

Thank you

## **Tools for focus group discussions**

**Thank you in advance for your willingness to be one of the FGD members on the discussion going to held on disability inclusiveness of PWDs.**

These are the tools used to probe disability inclusiveness of National radio of Ethiopia and ETV1 Amharic news and programs through focus group discussions.

The questions for the discussions are framed based on four basic concepts. These are **employment** opportunity, disability issue coverage, using PWDs as **source** and **accessibility of buildings**. For your information, in Ethiopia more than 15 million PWDs are found.

- ❖ Proclamation No. 568/2008 discloses, a person with disability having the necessary qualification and scored more to that of other candidates shall have the right to be employed without any discrimination:

1/. Having this in mind, how do you evaluate the implementation of employment proclamation of PWDs in the National radio of Ethiopia and ETV1 Amharic News and programs?

2/. How EBC let PWDs occupy a vacant post through promotion, placement or transfer procedures?

3/. How the Corporation creates equal employment opportunity for people with disabilities in recruitment, promotion, placement, transfer or other employment conditions especially in respect to affirmative action?

4/. When a disabled person is not in a position to exercise his equal right of employment opportunity, as a result of absence of a reasonable accommodation; such an act shall be regarded as discrimination on the employment proclamation. What is your argument?

5/. Would you tell me any different experiences that surprised or made you feel concerned-about hiring disabled journalists?

### **Disability issue coverage (Main streaming of disability issues)**

1/How do disability issues get covered in the National radio of Ethiopia and ETV1 Amharic news and programs? (Try to answer this question in relation to planning)

Do you plan to cover or simply get covered when an event occurs?)

If it was not planned, why is so?

2/. As an audience/viewer, or serving as an editor, or a producer, how frequent disability stories were aired on both media?

3/. How do you judge EBC's motto 'the voice of diversity' in relation to disability?

4/. Before program format reform took place in the Corporation, relatively disability stories are better covered. But recently the coverage of issues of PWDs dwindled from time to time. What is the reason?

## **Using PWDs as sources**

- 1/.How often do you used PWDs in news and program stories?
- 2/. For which type of stories you preferred to use PWDs as sources?
- 3/. What is your evaluation in using PWDs as sources by other journalists?
- 4/.What do you suggest for fair representation of PWDs in media stories ?

## **Accessibility of building**

- ❖ Ethiopian Building Proclamation No. 624/2009 states accessibility right of people with disabilities to the built environments. As we know, EBC is an old building built before the effective date of this proclamation. Even though the proclamation does not enforce the corporation, updating the built building is mandatory to respect rights of PWDs. For example the employment right to PWDs

- 1/.What is your observation and judgment in exercising accessibility of building for PWDs in the Corporation?
- 2/. Even though EBC was built before the proclamation, why isn't updated?
- 3/. If PWDs do not access the built environments, how is it possible for the Corporation to respect the right of PWDs to be employed there?
- 4/.Do you have any experience to share on inaccessibility of the EBC's building that surprised or made you feel concerned-about PWDs?
- 6/ what should be done regarding accessibility of building?
- 7/.In general, how do you evaluate disability inclusiveness of PWDs in the National radio and ETV Amharic news and program from the point of view of employment, disability issue coverage, Using PWDs as sources in stories, and also from the point of view of accessibility of building?

Thank you

## Monthly plans of ETV1 news and program channels,

The following plans shows how infrequently disability stories are planned

የዜና ፕሮግራሞች ዲፓርትመንት የጥቅምት ወር 2012 ዓ.ም. ዕቅድ

### የፖለቲካና መልካም አስተዳደር ቲም የመስከረም ወር ዕቅድ

- ✚ ኢቲቪ መድረክ፡ ልማት ባንክና ያበደራቸው ገንዘቦች አመላለስ
- ✚ የመንግስት ቢሮዎች ሕንጻ ኪራይና ተዛማጅ ጉዳዮች
- ✚ አዲሱ አጠቃላይ ሥርዓተ ትምህርት ፍፃሜ ካርታ ይዘት፤ የቅሬታዎች ምንጭ ከነመፍትሄው ማመላከት
- ✚ የሲዳማ ሪፈረንደም ጥያቄ፤ ሂደትና የምርጫ ቦርድ ዝግጅት ሥራዎች
- ✚ የኢትዮጵያ ግብር ግብዓት አቅርቦትና የመሔር ግብርና ምርት
- ✚ የዘንድሮው የኢትዮጵያ ግብርናና ሊገኝ የታቀደው ምርትና ነባራው ሁኔታዎች

### እንደራሴ፡- የሕዝብ ተወካዮች ምክርቤት የሕግ አወጣጥና አሳታፊነት

- ✚ የአካል ጉዳተኞች ሃገር አቀፍ ሕጎችና አተገባበራቸው
- ✚ የ2012 ዓ.ም. የተ.ም.ቤት የሥራ ዘመን ቅድመ ሥራዎች ዝግጅት በተመለከተ

### የኛጉዳይ፡- የአዲስ አበባ ከተማ አስተዳደር ግብር አሰባሰብ ሕዝባዊ የንቅናቄ መድረክ

- ✚ አፍሪካዊነት አፍሪካን በመሰረተ ልማት ማገናኘት በጎ ነገሮችና ተግዳሮቶች
- ✚ የምንፈልጋ አፍሪካ ምን ዓይነት ነች
- ✚ ኢንቨስትመንትና አፍሪካ
- ✚ የኢትዮጵያ አየር መንገድ ለአፍሪካ ትስስር የበረከተው ፋይዳ
- ✚ የአዲስ አበባ ከተማ አፍሪካዊ ገጽታዎች ባይ

### ካስማ፡- በሕይወት የመኖር መብትና ሰብዐዊ መብት ምንነት

- ✚ ኢሰብዐዊ አያያዝ ስለመከልከል የሚደነግገው ጽንሰ ሃሳብ ምንነት
- ✚ አንቀጽ 39 ይዘትና ምንነት

✚ ስለ ምክር ቤት መበተን ምንነትና ቅድመ ሁኔታዎች በተመለከተ ማብራሪያ መስጠት

**ወቅታዊ ፕሮግራም:- የመገናኛ ብዙሃን ነጻነትና አተገባበሩ**

- ✚ የኢህአዴግ ፓርቲ ወህደት ምንነት
- ✚ ፌዴራሊዝምና አተገባበሩ
- ✚ የኦሮሚያ ሕዝቦች ግንኙነት ሃገራዊ ፋይዳዊ
- ✚ የአጋር ፓርቲዎች ወደ ኢህአዴግ የመቀላቀል ጉዳይ
- ✚ አፋኝ ሕጎችና የኢ.ፌ.ዴ.ሪ ሕገመንግስት ግንኙነትና ተቃርኖ

**የማህበራዊ ቡድን የጥቅምት ወር 2012 ዓ.ም. እቅድ**

**1. የልቦና ውቅር**

- በዚህ ወር የመደመር ፅንሰ-ሀሳብን የተመለከተው መፅሀፍ ከወጣ መደመር በሚል ርዕስ ፕሮግራም እንሰራለን

ርዕስ-ጉዳይ	እንግዳ	የሚቀረፅበት ቀን
<p>1. የፖለቲካ የፖለቲካው ወጥረት የሀገሪቱን ህልውና እየፈተነ ባለበት በዚህ ወቅት ሁኔታውን ከስሜታዊነት ይልቅ በምክንያት ለመረዳት የሚያስችል ሀሳቦችን እናቀርባለን። ተቃርኖዎችን ተረድቶ የማስተናገድን መንገድ እንፈልግበታለን።</p>	<ul style="list-style-type: none"> <li>• ፖለቲካል ሳይንስ ምሁር</li> </ul>	ጥቅምት 8
<p>2. ቅንብራዊ አስተሳሰብ ሚዛናዊ አኗኗርን መርሁ ያደረገው Systemic thinking በእውነት በስኬት እና በህይወት መንገዶች ላይ መጠላፍ ሳየኖር እንዴት ሚዛናዊ ሰብእናን መገንባት ይቻላል የሚለውን ሀሳብ ያብራራል። ውይይቱም በዚህ አስተሳሰብ ላይ ያተኩራል።</p>	<ul style="list-style-type: none"> <li>• የማህበረሰብ</li> <li>• እና የሊደርሺፕ ባለሙያ</li> </ul>	ጥቅምት-15

<p>3. የገንዘብ መንገድ (ሞራል እና ሀብት) ትውልዱ ከየትኛውም ጊዜ በለይ በገንዘብ እና በሞራል ተቃርኖ ውስጥ ተጠምዷል። በስራ አጥነት፣ በኑሮ ወድነት፣ በአነስተኛ ክፍያ፣ በሀብት ክፍፍል ልዩነት፣ በሙስና... መካከል የተወጠረወ ይህ ትውልድ ገንዘብ ለማግኘት የትኛውንም አማራጭ ከመጠቀም ወደ ጎላ አይልም- ሌሎችን የሚጎዳ ቢሆን አንኳ። በዚህ ዝግጅት ሞራላዊ ልዕልናን ጠብቆ እንዴት በስራ ብቻ ሀብት ማፍራ ይቻላል የሚለው ይጠየቅበታል። ከገንዘብ የሚበልጥ ነገርስ አለ ወይ? እንላለን።</p>	<ul style="list-style-type: none"> <li>• ምሁር ባለሀብት</li> </ul>	<p>ጥቅምት 22</p>
<p>4. ትውልድና ዘመናዊነት (አርት እና ማህበረሰብ) &lt;ይህ ትውልድ&gt; እየተባለ የሚጠቀሰው በተለይ የዚህ ዘመን ወጣት ቀለማት ላይ ያተኮረ ፕሮግራም ይሆናል። የትውልድነት፣ የዘመናዊነት፣ የእድገትና የለውጥ እሳቤዎች ይቃኙበታል።</p>	<ul style="list-style-type: none"> <li>• አርቲስቶች</li> <li>• መምህራን</li> </ul>	<p>ህዳር 6</p>

2. ነገን ዛሬ

ርዕስ-ጉዳይ	እንግዳ	የሚቀረፅበትቀን
<p>1. ተሸላሚዎች ከሽልማት በፊት ወጣቶች ሀሳባቸውን ወደ ተግባር ሲለወጡ የሚገጥማቸውን ፈተናዎች በፅናት በትእግስት ለማለፍ እንዴት ይችላሉ? ከወጣቶች በፍጥነት ወጤቶችን ከማየት ተፈጥሯዊ ባህርይ አንፃር ጋር እንዴት ተስማምቶ በዲሲፕሊን መትጋት ይቻላል በሚል ወይይት ይደረጋል።</p>	<ul style="list-style-type: none"> <li>• አትሌቶች</li> <li>• ተሸላሚተማሪዎች/ተመራማሪዎች</li> </ul>	<p>ጥቅምት 6</p>
<p>2. ergonomics የመስሪያ ቦታን ለስራ አመቺ፣ ሳቢ፣ ምቹትን እንዲጠብቅ ማድረግ በይበልጥ በዚህ ዘመን ተቋማዊ አሰራር ውስጥ መሰረታዊ ጉዳይ ሆኗል። ይህ ዝግጅት በኤርጎኖሚክስ እሳቤዎች፣ አስፈላጊነት እና ከወጣቶች ስነ-ልቦና አንፃር ያለው አንድምታ ይቃኝበታል።</p>	<ul style="list-style-type: none"> <li>• ኢኒቲሪየር ዲዛይነሮች</li> <li>• የሊደርሺፕ መምህር</li> </ul>	<p>ጥቅምት 13</p>

<p>3. በአካላዊ እንቅስቃሴ በዚህ ዝግጅት የዮጋ እና የአካል ግምባታ ስፖርተኞችን በመጋበዝ አካላዊ እንቅስቃሴ በአእምሮአዊ እና ስነልቦናዊ ሚና ላይ ንግግር ይደረጋል። ውስጣዊ የሥሜት ጫናዎችን በእንቅስቃሴ የማረጋገጥ - ፀባይን የማረቅ - የስሜት ብስልትን ... ጉዳዮች ላይ እንገንጋራለን።</p>	<ul style="list-style-type: none"> <li>• የዬጋ አሰልጣኞች</li> <li>• ፕሮፌሽናል ቦዲ ቢውልደሮች</li> </ul>	ጥቅምት 20
<p>4. በይነ-ዲሲፕሊን ይህ ዝግጅት በዩኒቨርሲቲ ተማሪዎች ላይ የሚያተኩር ሲሆን ተማሪዎች በራሳቸው ጥረት ከሚማሩት ክፍል ባለፈ ሌሎች እውቀቶችን እና ክህሎቶችን በመላበስ ከምርቃት በኋላ በተቻለ መጠን ዓለም በደረሰበት ደረጃ ተወዳዳሪ የመሆን አቅምን ስለመገምባት ንግግር ይደረጋል።</p>		ጥቅምት 27

**3. አወደሰብ**

እንግዳ	ርዕሰ-ጉዳይ	የሚቀር ብስብቀን
1. አቶላሌለቡኮ	በደቡብ ኦሞ የህበረተሰብ እድገት ለማምጣት የሰሩ፣ ጎጂ ልማዳዊ ድርጊቶችን ለማስቀረት ስኬታማ ስራ የከወኑ፣ ትምህርት በአከባወ እንዲሰፍ እየሰሩ ያሉ በጎ አድራጊናቸው።	ጥቅምት 9
2. ኤልያስመልካ	በኢትዮጵያ የሙዚቃ ስራዎች ላይ ብቻ ሳይሆን ሙሉ ኪነ-ጥበባዊ ስራዎች ላይ ከፍተኛ ለውጥን ከፈጠሩ ሰዎች አንዱ የሆነው ኤልያስ ከ40 በላይ አልበሞችን	ጥቅምት 23
3. ፕ/ርሸብሩተድላ	በኢትዮጵያ አካዳሚያዊ ማህበረሰብ ዘንድ ከአንጋፋዎቹ አንዱ ናቸው። የትላልቅ ምሁራንና መሪዎች መምህር ሰሲሆኑ ተመራማሪ፣ ፀሀፊ፣ የሳይንስ አካዳሚ መስራች ናቸው።	ጥቅምት 30

**የጥቅምት ወር 2012 የማህበራዊ ፕሮግራሞች እቅድ የቤተሰብ ወግ**

ተ. ቁ	የፕሮግራም ርዕስ	ይ ዘ ት	አዘጋጀ	የሚተላለፍበት ቀን	ምርመራ
1	የቤተሰብ አማካሪዎች ህይወት	- የቤተሰብ አማካሪነት ሙያ የተሰማሩ ባል እና ሚስት ተሞክሮ የልጆች አስተዳደግ መርህ፣ በስራ በነጭ አርአያነት	የወይንአሽት አስፋው	08/02/2012	

2	የድምፃውያን ቤተሰብ	- የድምፃውያን ምናሉሽ ረታ እና አሽብር በላይ የተመሳሳይ ሙያ ባለቤትነት እና የትዳር አጋርነት፣ የስራ ገጠመኝ፣ የቤተሰብ ህይወት ተሞክሮ	ሀና አበራ	15/02/2012	
3	የ ዶ/ር ኤርጎን ተስፋዬ ቤተሰብ	- የሠራተኛና ማህበራዊ ጉዳይ ሚኒስቴር የዶ/ር ኤርጎን ተስፋዬና የብርጌዴር ጄኔራል ሀብታሙ ጥላሁን የመንግስት ከፍተኛ የስራ ሃላፊነት እና የቤተሰብ ህይወት ተሞክሮ፣	የወይንኢሽት አስፋው	22/02/2012	
4	የማስተር አብዱ ቤተሰብ	- የወሹ ስፖርት አሰልጣኝ ማስተር አብዱ ቤተሰብ ህይወት፣ ልጆች አስተዳደር፣ ለሚያሰለጥናቸው ልጆች የስነምግባር ቀረፃ ልምድ፣		29/02/2012	

**ድርብ ጀግና**

ተ. ቁ	የፕሮግራም ርዕስ	ይ ዘ ት	አዘጋጅ	የሚተላለፍበት ቀን	ምርመራ
1	ሴቶችና ሳይንስ	- በተፈጥሮ ሳይንስ በተለይ በሂሳብ በፊዚክስ እና ቴክኖሎጂ ዘርፍ የሴቶች ተሳትፎ ውሳኔነት መንስኤ እና መፍትሄ (ክፍል- 2)	አዳነች ገላው	01/02/2012	
2	የእደ-ጥበብ እናቶች	- በሐረር የተለያየ የእጅ ስራ የሚሰሩና የሚተዳደሩ እናቶች ተሞክሮ፣ ባህል የማስተዋወቅ ሚና ተስፋ	ጫልቱ ጎለልቻ	8/02/2012	
3	የሴቶች ለሱስ ተጋላጭነት	- ሴቶች በማህበራዊ ህይወት፣ በአቻ ግፊት በኢኮኖሚ ጥገኝነት ሊኖራቸው የሚችል የሱስ ተጋላጭነት፣ ከሱስ ለመላቀቅ የሚደረግ ጠረት እና ድጋፍ	አዳነች ገላው	15/02/2012	
4	የፕ/ር ሒሩት ወ/ማርያም ተሞክሮ	- የሳይንስ እና ከፍተኛ ት/ት ሚ/ር ፕ/ር ሒሩት ወ/ማርያም የትምህርት፣ የሙያ እና የመንግስት ስራ ሃላፊነት ተሞክሮ፣ የህይወት ስኬት እና	ጫልቱ ጎለልቻ	22/02/2012	

		ፈተና			
5	ሴት ላኪዎች ተሞክሮ	- የተለያዩ ምርቶችን ወደ ውጭ በመላክ የውጭ ምንዛሪ የሚያስገኙ ሴቶች የንግድ ተሞክሮ፣ የስራ ፈተና እና ስኬት	አዳኝ ገላው	29/02/2012	

**ጤናዎ በቤትዎ**

ተ.ቁ	የፕሮግራም ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ቀን	ምርመራ
1	ቺኩንጉኒያ በሽታ	- የቺኩንጉኒያ በሽታ መንስኤ፣ መተላለፊያ፣ የህመሙ ምልክት፣ ማስታገሻና መከላከያ	ወንድወሰን ጥላሁን	01/02/2012	
2	የደም ልገሳ ዘመቻ	- ህይወት ለህይወት የበጎ ፈቃድ ደም ልገሳ ዘመቻ አለማ ማሳወቅ፣ የተለገሰ ደም ለነማን ህክምና እንደሚጠቅም፣ ህይወት እንዴት እንደሚታደግ መተንተን	"	08/02/2012	
3	ትንኮሳና ብሽሽቅ	- በህፃናትና ወጣቶች መሃል የሚስተዋል ትንኮሳና ብሽሽቅ በት/ቤት አቀባበል ላይ የሚያደርሰው ተፅዕኖ፣ ማህበራዊና ስነ ልቦናዊ ጉዳትና መከላከያው	"	15/02/2012	
4	የጉበት / ሄፒታይትስ / በሽታ	- የጉበት በሽታ መንስኤ፣ አይነት፣ ምልክት፣ ህክምናና መከላከያው	"	22/02/2012	
5	የፊንጢጣ ችግሮች እና መፍትሄአቸው	- በተለያዩ ምክንያቶች የሚከሰቱ የፊንጢጣ ችግሮች (መሰንጠቅ እና ፊስቲላ) አጋላጭ ሁኔታ፣ አይነት፣ ምልክት፣ ህክምና እና መከላከያ	"	29/02/2012	

**በወቅታዊ ጉዳይ ላይ የሚሰሩ ተጨማሪ ጉዳዮች**

ተቁ	ርዕስ ጉዳይ	ይዘት	ፎርማት	የሚያዘጋጀው	ጊዜ
1	አሁን የተጀመረው የፓርቲ ውህዴት	በኢትዮጵያ አሁን የተጀመረው የፓርቲ ውህዴት አላማና አስፈላጊነት  ኢህአዴግ ከ2 አስርተ አመታት በላይ ለምን በግንብርነት ቀጠለ	ወቅታዊ እና ዜና	ዜናና ወቅታዊ እና ዜና ፕሮግራሞች	መስከረም 27

		<p>በግንባርነት ለረጅም አመታት መቀጠሉ ሁሉንም ክልሎች ያለማካተቱ - ኢፍትሃዊ መሆኑ</p> <p>በውህደቱ ሁሉንም አካላት የሚያታሳትፍ መሆኑ ለሀገሪቱ ግቦች ስኬት ውህደዴቱን ለምን ይቃወማሉ</p> <p>ግንባር ለምን ይመሰረታል በአለምአቀፍ ደረጃ በእንደዚህ አይነት ስያሜ ረጅም ጊዜ የቆዩ ፓርቲ ነበር ወይ ኢህአዴግ ሁሉንም የሀገሪቱ አካባቢዎች የሚወክል አለመሆኑ</p>			
2	<p>ህገመንግስቱና አተገባበሩ</p>	<p>በህገመንግስቱ የተደነገጉ መርሆዎች አካታችነታቸው</p> <p>የህገመንግስቱ የተቀመጡ ድንጋጌዎችና አተገባበራቸው</p> <p>በህገ መንግስቱ የተቀመጡ የሰብአዊና ዲሞክራሲያዊ መብቶችና ተፈጻሚነታቸው ህገመንግስት ለማክበርና ለማስከበር የነበረ ዝግጁነት በአሁኑ ወቅት ህገመንግስት ይከበር የሚሉ ሃሳቦች ለምን መነሳት ጀመሩ</p>	<p>ኢ.ቲ.ቪ መድረክ እና ዜና</p>	<p>ዜና ፕሮግራሞች እና ዜናና ወቅታዊ</p>	<p>መስከረም 30</p>

3	<p>የኢትዮጵያ ፌዴራሊዝምና አተገባበር</p>	<p>-የፌዴራል ስርዓቱና ለታዳጊ ክልልች የሰጠው ቦታና ራሳቸውን በራሳቸው እንዲያስተዳድሩ ያደርግ ነበር ወይ - ማን ነበር የሚያዛቸው</p> <p>-የታዳጊ ክልሎች የሀገሪቱ መሪ የመሆን እድል አልነበራቸውም</p> <p>የፌዴራል ስርዓቱ ምን ያህል ተጠቃሚ ያደረገ ነበር</p> <p>የፌዴራል ስርዓቱ ታዳጊ ክልሎችን ያገለለ ነበር</p> <p>በአጠቃላይ የፌዴራል ስርዓቱ መርሆዎችና የነበረው አተገባበር ችግር የነበረበትና አካታችና ሁሉንም ተጠቃሚ ያደረገ አልነበረም</p>	<p>ኢቲቪ መድረክ</p> <p>ወቅታዊ</p> <p>እና ዜና</p>	<p>ዜና ፕሮግራሞች እና ዜናና ወቅታዊ</p>	<p>ጥቅምት 3</p>
4	<p>የአማራና የኦሮሞ ህዝቦች ትስስር</p>	<p>ሁለቱ ህዝቦች ተከባበርውና ተፈቃቅደው ለረጅም አመታት አበርው የኖሩ ህዝቦች መሆናቸው</p> <p>የሁለቱን ህዝቦች አብሮነትና የቆየ ታሪካዊ ትስስር የሚያሳዩ በርካታ መገለጫዎች መኖራቸው</p> <p>አሁን ባለው የትግል ሂደት ውስጥ የነበራቸው ጥምረትና የጋራ ትግል</p>	<p>ወቅታዊ እና</p> <p>ዜና</p>	<p>ዜና ፕሮግራሞች እና ዜናና ወቅታዊ</p>	<p>ጥቅምት 4</p>
5	<p>የሀገሪቱና የህዝብ ሀብት በመጠቀም ለግጭትና ሀገሪቱ እንዳትረጋጋ የማድረግ ስራ</p>	<p>በሀገሪቱ የለውጥ ሂደት መነሻ ከሆኑ ጉዳዮች ውስጥ በግለሰቦች ሲደረግ የነበረ የሀብት ምዝበራ ፤ የተለያዩ ሆቴሎችና ትላልቅ ህንጻዎች በባለቤትነት በመያዝ በተለያዩ አካባቢዎች ለሚፈጠሩ ግጭቶችን በመደገፍ የሀገሪቱ የለውጥ ሂደት እንዲደናቀፍ የማድረግ ስራ በህዝቦች መካከል መራራቅና</p>	<p>ወቅታዊ</p> <p>እና ዜና</p>	<p>ዜና ፕሮግራሞች እና ዜናና ወቅታዊ</p>	<p>ጥቅምት 5</p>

		አለመግባባት እንዲኖር የማድረግ ስራ እየተሰራ ነው			
6	ከሁሉም ታዳጊ ክልሎች ርዕሰ መስተዳደሮች ጋር ቆይታ በማድረግ የሚሰራ	ታዳጊ ክልሎችና የፌዴራል ስርዓቱ አሁን ከተጀመረው የፓርቲ ውህዴት አስፍላጊነት ጋር በማያያዝ የሚሰራ	ዜና	ዜናና ወቅታዊ	መስከረም 26 ጀምሮ

ማስታወሻ:- ከተለያዩ ታዋቂ ሰዎች አክቲቪስቶችና ምሁራን ጋር ቆይታ በማድረግ ተጨማሪ በዜና የሚሰሩ ርዕሰ ጉዳዮችም ይኖራሉ

**የማህበራዊ ቲም የየካቲት ወር እቅድ**

**1. የልቦና ውቅር**

ርዕሰ-ጉዳይ	እንግዳ	የሚቀረፅበት ቀን
I. ቴክኖሎጂ እና ስራ እድል ፈጠራ በከፍተኛ ደረጃ ለውጥ መፍጠር የሚችሉ ስራ እድል ፈጠራዎችን ከቴክኖሎጂ ጋር በማስተሳሰር እንዴት መፍተር ይቻላል ሚሊው ይቃኝበታል።	<ul style="list-style-type: none"> <li>ዶ/ር ኢሌኒ</li> <li>የራይድ መስራች</li> </ul>	የካቲት 7
II. ክራስ በላይ ማሰብ ከወራት በፊት አንድ የአየር ሀይል አዎሮፕላን ቢሾፍቱ ከተማ ወስጥ አንዳይከሰከስ ሲሉ እራሳቸውን መስዋእት አድርገው ገጠር ሰዉ በሌለበት ሜዳማ አካባቢ እንዲከሰከስ አድርገው ራሳቸውን ሰዉተዋል። ይህ ሳይሆን ፓራሹት በመጠቀም ራሳቸውን አድነው ከተማ ወስጥ የጦር አውሮፕላኑን ለቀዉት ቢሆን ከፍተኛ እልቂት ሊያከትል ይችል ነበር። የእነዚህ ሁለት ፓይለቶች ክራስ ያለፈ መስዋእትነት ስላለው ትምህርት እንነጋገርበታለን።	<ul style="list-style-type: none"> <li>የጦር ሀይሎች አብራሪዎች፣ መሪዎች እና ሲኒየር ባለሙያዎች</li> </ul>	የካቲት 14
III. ታሪክን ወደ ተስፋ ታሪካዊ ሁኔታችን ከውዝግብ ወደ ጋራ ህልም መሰረትነት እንዴት መለወጥ እንዴት እንሚቻል መነጋገር የዚህ ዝግጅት ዓላማ ነው። አድዋን በማስታከክ ታሪክን ከውዝግብ ወደ መማሪያነት መለወጥ የሚያስችል አመለካከትን ስላማደበር እንጋገራለን።	<ul style="list-style-type: none"> <li>የታሪክ ምሁራን</li> </ul>	የካቲት 17

2. አውደ ስብዕ

ባለታሪክ	ርዕሰ-ጉዳይ	የሚቀርብበት ቀን
1. ከተማ ይፍሩ	ከአፍሪካ ህብረት የመሪዎች ጉባኤ ጋር ተያይዞ የሚተላለፍ	የካቲት 1
2. ዶ/ር አየለ ተሸመ	በገጠር ህክምና በመስጠት የሚታወቁ አንጋፋ የማህፀንና ፅንሰ ስፔሻሊስት	የካቲት 8
3. ዋሚ ቢራቱ	አትሌቲክስ	የካቲት 15
4. እቴጌ ጣይቱ	ከአድዋ ድል ጋር ተያይዞ የሚቀርብ	የካቲት 22
5. ደጃች ዑመር ሰመተር	አርበኝነት (ከሁለተኛው የጣሊያን ወረራ ጋር ተያይዞ የሚቀርብ)	የካቲት 29

6. ነገን ዛሬ

ርዕሰ-ጉዳይ	እንግዳ	የሚቀርብበት ቀን
1. ፎቶግራፊ በዚህ ወቅት ከፍተኛ እድገት እየታየበት የመጣው ይህ ሞያ ዛሬን ለነገ በታሪክነት እያስቀረ ነው። ዝግጅቶ ሶስት ምልክታዎችን ይቃኛል ፎቶግራፊን በአርት፣ በዘጋቢነት እና በሀያሲነት እናያለን።	<ul style="list-style-type: none"> <li>ወጣት ፎቶግራፊሮች</li> <li>የፎቶግራፍ መምህር</li> </ul>	የካቲት 1
2. የሁል ጊዜ በጎ አድራጎት በትምህር ሚኒስቴር ስር ያለ እኛ ለእኛ በሚል ስያሜ የተሰባሰቡ ወጣቶች በዘላቂነት ስለሚያደጉ የበጎ አድራጎት ስራዎች ተሞክሮን የምንጋራበት ዝግጅት ይሆናል።	<ul style="list-style-type: none"> <li>የእና ለእኛ የበጎ አድራጎት ቡድን አባላት</li> <li>የትምህር ሚኒስቴር ባለድርሻ ሀላፊዎች</li> </ul>	የካቲት 8
3. ብራንዲንግ እና ስራ ፈጠራ በዘመናዊ የቢዝነስ ስራ ውስጥ የተቋማት ምስል ግምባታ፡- በአንድ በኩል የድርጅቶቹን ትርፋማነት በመጨመር በሌላ በኩል ራሱ ብራንዲንግ አዲስ የስራ መስክ እየሆነ ስለመምጣቱ ይነገርበታል።	<ul style="list-style-type: none"> <li>የፈጠራ ባለሙያዎች</li> <li>ኢንተርፕረኒሮች</li> </ul>	የካቲት 15
4. ጉዞ አድዋ ወጣት ተጓዦች በጉዞ አድዋ ምሽት ላይ ሚደረገውን የንባብ ጊዜ እና ከአካባቢው ማህበረሰብ ጋር ያላቸውን መስተጋብር ይነገርበታል።	ወጣት ተጓዦች	የካቲት 22
5. ምርጫ እና ወጣቶች ዘመኑን የሚመጥን የሰለጠነ ሀገር አቀፍ ምርጫ ለማድረግ የወጣቶች ሚና ለውይይት ይቀርባል።	<ul style="list-style-type: none"> <li>ለፖለቲካ ቅርብ ከሆኑ የሲቪክ ማህበራት</li> </ul>	የካቲት 29

## የየካቲትወር 2012 ዓ.ም የማህበራዊፕሮግራሞች እቅድ ጤናዎበቤትዎ

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	ኤች አይ ቪ ከእናት ወደ ልጅ መተላለፍን መከላከል	<ul style="list-style-type: none"> <li>ኤች አይ ቪ ከእናት ወደ ልጅ መተላለፍን ለመከላከል በቅድመ እርግዝና በእርግዝናና ከወሊድ በኋላ የሚደረግ ጥንቃቄ የመድሃኒት አወሳሰድ</li> </ul>	ወንድወሰን ጥላሁን	07/06/2012
2	ትንኮሳ ብሽሽቅ	<ul style="list-style-type: none"> <li>በህፃናትና ወጣቶች መሃል የሚስተዋሉ ብሽሽቅና ትንኮሳ፣ በትምህርት አቀባበልና በማህበራዊ ስነልቦናዊ ህልውና ላይ የሚያደርሰው ተፅእኖ እና መፍትሄው</li> </ul>	"	14/06/2012
3	ኤፕለፕሲ በህፃናት	<ul style="list-style-type: none"> <li>ኤፕለፕሲ/የሚጥል ህመም/ በህፃናት አጋላጭ ሁኔታዎች፣ ምልክቶች፣ ተጓዳኝ በሽታዎች፣ ህክምና እና መቆጣጠሪያ መንገድ</li> </ul>	"	21/06/2012
4	የመዋቢያ ቅባቶች አጠቃቀም	<ul style="list-style-type: none"> <li>የመዋቢያ ቅባቶች ለቆዳ ጤንነት ያላቸው ጠቀሜታ እና ጉዳት እና አግባባዊ የአጠቃቀም ሁኔታ</li> </ul>	"	28/06/2012

### የቤተሰብ ወግ

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	ቅርስ እና ባህል ጠባቂ ቤተሰብ	<ul style="list-style-type: none"> <li>በቀድመው ስር አትበርካታ ስራ የሰሩ፣ በፈረሰኛነታቸው እና ቅርስ፣ወግ ባህል በመጠበቅ የሚታወቁ ቤተሰብ አኗኗር ስርአት፣ ቤተሰባዊ ትስስር፣ መተሳሰብ ተሞክሮ</li> </ul>	የወይንኦሽት አስፋው	07/06/2012
2	የፈጥኖ ደራሽ ቤተሰብ	<ul style="list-style-type: none"> <li>የፈጥኖ ደራሽ ሰራዊት አባላት ልጆች እና የልጅ ልጆች የአብሮነት፣ የመደጋገፍ ጉርብትናዊ ህይወት፣ ቤተሰባዊ ተሞክሮ</li> </ul>	ሐና አበራ	14/06/2012
3	የአርበኞች ቤተሰባዊ ህይወት	<ul style="list-style-type: none"> <li>የአርበኞች ማህበር አባላት የርስበርስ ቅርርብ፣ መተሳሰብ እና ያለፈ የጋራ ትዝታ፣ የሀገር፣ የወገን ፍቅር፣ ለተተኪው ትውልድ የሚያወርሱት ፅናት እና አደራ</li> </ul>	የወይንኦሽት አስፋው	21/06/2012
4	የአጥናፍሰገድ ቤተሰብ	<ul style="list-style-type: none"> <li>ደራሲ እና ጋዜጠኛ አጥናፍሰገድ ይልማ ከባለቤቱ ጋር ተፋተው መልሰው የተጋቡበትን ተሞክሮ፣ ግለታሪካቸውን የፃፉበት መፅሀፍ እና ቤተሰባዊ ህይወት</li> </ul>	ቤተልሔም አዳነ	28/06/2012

5	በጋራ የሚሰሩ እና የሚሰሩበት	<ul style="list-style-type: none"> <li>በህትመት ሙያ ውስጥ የተሰማሩ የቤተሰብ አባላት የሥራ ተሞክሮ፣ በጋራ የመመገብ ልምድ እና ቤተሰባዊ የበጎ አድራጎት ስራ</li> </ul>	የወይን እሽት አስፋው	
	በጎ አድራጊ ቤተሰብ	ልጅ የላፈሩ ነገር ግን ቤተሰቡ በሰላም የሚመሩ፣ የበጎ አድራጎት ስራ የሚሰሩ ቤተሰብ ተሞክሮ	ሐና አበራ	
	ዶ/ር አይና ለምቤተሰብ	በትንሽ ገቢ ቤተሰብን ማስዳደር የቻሉ እስከ ካንሰር ሃኪምነት የደረሱ ባለሙያ፣ ልጆቻቸውን ለቁም ነገር ያበቁ ቤተሰብ ተሞክሮ		
	አንድ ተማሪ ለአንድ ቤተሰብ	<ul style="list-style-type: none"> <li>የጎንደር ዩኒቨርሲቲ ተማሪዎችን እንደ ልጆቻቸው የሚንከባከብ የጎንደር ነዋሪዎች ተሞክሮ</li> </ul>	ቤተልሔም አዳነ	
	የአቶ ታፈሰ ጃራ ቤተሰብ	<ul style="list-style-type: none"> <li>የካሜራ ባለሙያው አቶ ታፈሰ ጃራ ቤተሰብና የስራ ልምድ - / በስራቸው ላይ ያጋጠማቸውን ውጣ ውረድና የቤተሰብ አስተዳደር ዘይቤ</li> </ul>	ሃና አበራ	

**ድርብ ጀግና**

ተ. ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	የሴቶች ጥቃት	<ul style="list-style-type: none"> <li>በሴቶች ላይ የሚደርሰው ጥቃት መንስኤ የተጎጂዎች ድጋፍና ጥቃቱን መከላከል ክፍል 2</li> </ul>	አዳነች ገላው	7/06/2012
2	የዘማ ሙዝ የምመስራች ተሞክሮ	<ul style="list-style-type: none"> <li>ሀገር በቀል እውቀት እና ቁስ የተሰራው ዘማ ሙዝ የምመስራች መስከረም አሰግድ የስራ እና ህይወት ተሞክሮ</li> </ul>	ጫልቱ ጎለልቻ	14/06/2012
3	በጎ አድራጊ እናት	<ul style="list-style-type: none"> <li>ለችግር የተጋለጡ ልጆችን በመደገፍ የምትታወቅ እና ልጆችን አስተምራ ለቁም ነገር ያበቃች ሴት ተሞክሮ</li> </ul>	"	21/06/2012
4	መደበኛ ደም ለጋሽ ሴት	<ul style="list-style-type: none"> <li>የደምባንክ ባልደረባ የሆነች እና በመደበኛነት ለ75 ጊዜ ደም የለገሰች ሲ/ር አሰጋሽ ተሞክሮ</li> </ul>	አዳነች ገላው	28/06/2012
5	የዶ/ር ሄለን ተሞክሮ	<ul style="list-style-type: none"> <li>የህፃናት ልብ ህክምና ማእከል ሃላፊ የዶ/ር ሄለን የት/ት፣ የስራ እና ህይወት ተሞክሮ</li> </ul>		

**የኢኮኖሚ ቲም የካቲት 2012 የሚሰሩ ስራዎች**

**1. ሚዛን ምድር**

ተ.ቁ	ይዘት	ፈ.ዓሚ	ጊዜ	ምርመራ
1.	የኢትዮጵያ ሳተላይት ለአካባቢ ጥበቃ የምታበረከተው አስተዋጽኦ	ህብር	መጀመሪያ ሳምንት	
2.	የዛፍ ዘሮች ምንጭ ስምንት	እያሱ	ሁለተኛ ሳምንት	
3.	የደን ሃብት በኢትዮጵያ አያያዝና ሀገራዊ የኢኮኖሚ ድርሻው/ዶክመንት	እንዳለ	ሶስተኛ ሳምንት	
4.	በደቡብ ክልል በህላዊ የደን አያያዝ ስርዓት አጠባበቅ ስርዓት	እያሱ	አራተኛ ሳምንት	

**2. ማሳ**

ተ.ቁ	ይዘት	ፈ.ዓሚ	ጊዜ	ምርመራ
1.	በሶማሌ ክልል የበርሃ ስንዴ በመስኖ ማልማት	በዕምነት ስጦታ	መጀመሪያ ሳምንት	ሁለት ፕሮግራም
2.	በጎዴ የሩዝ ምርት በመስኖ ቴክኖሎጂ	በዕምነት ስጦታ	ሁለተኛ ሳምንት	
3.	በሀገር አወፍ ደረጃ የአነስተኛ የትልልክ የመስኖ ልማት ፕሮጀክቶች	በዕምነት ስጦታ	ሶስተኛ ሳምንት	
4.		በዕምነት ስጦታ	አራተኛ ሳምንት	

**3.**

**ረዕይ 2017**

ተ.ቁ	ይዘት	ፈ.ዓሚ	ጊዜ	ምርመራ
1.	በሀገር አቀፍ ለወጣቶች የስራ ዕድል ፈጠራ ተጠቀሚነት	በላይ	መጀመሪያ ሳምንት	
2.	የማንፋክቸሪንግ ኢንዱስትሪ እድገትና ማነቆች በኢትዮጵያ	በዕምነት ስጦታ	ሁለተኛ ሳምንት	
3.	የሀገር በቀል ኢኮኖሚ ሪፎርም	በላይ	ሶስተኛ ሳምንት	
4.	የዋጋ ንረትና መፍትሄ	በዕምነት ስጦታ	አራተኛ ሳምንት	

**4. የአባይ ዘመን**

ተ.ቁ	ይዘት	ፈ.ዓሚ	ጊዜ	ምርመራ
1.	የጠ/ሚሩ ህዳሴ ግድብ ጉብኝት የሰጡት አቅጣጫ	ቤተሰብ	መጀመሪያ ሳምንት	
2.	የህዳሴ ግድብ የስዋስተኞች ድርድር	ወንድወሰን	ሁለተኛ ሳምንት	
3.	የገናሌ ዳዋ ፕሮጀክት ምርቃት በሃይል ልማቱ የሚኖረው ሚና	ቤተሰብ	ሶስተኛ ሳምንት	
4.	የሀዘብ ተሳትፎ በህዳሴ ግድብ ዙሪያ	ወንድወሰን	አራተኛ ሳምንት	

**የፖለቲካና መልካም አስተዳደር ቲም ዕቅድ  
ኢ.ቲ.ቪ. መድረክና ኢ.ቲ.ቪ ወቅታዊ**

1	ምርጫና የምሁራን ድርሻ	ወይኒቱ አባተ	03 06 12	
	ኢኮኖሚ ዕድገት በግጭት ወቅት	ተመስገን	05/6/ 12	
	ሴቶችና አካል ጉዳተኞች በምርጫ ወቅት	ወይኒቱ	10/06/12	
	የክልል ፓርቲዎችና ምርጫ	ተመስገን	15/6/2012	
	ጽንፈኝነትና ብሔርተኝነት/ የኢትዮጵያ ሕብረ-ብሄራዊ ፌዴራሊዝምና የቋንቋ ብዝሃነት ምቹ ሁኔታዎችና ተግዳሮቶች	ወይኒቱ	20 6 12	
	ምርጫና መገናኛ ብዙሃን	ተመስገን	21 6 12	
	የምርጫ ቦርድ ዝግጅት	ወይኒቱ	27/6 12	

**እንደራሴ**

	ከፍተኛ ትምህርት ሰላማዊ የመማር ማስተማር ሂደት	ሀይማኖት ገነነ	02 6 12	
	የግብርና ምርትና ምርታማነት	ሀይማኖት	10 6 12	
	የምርጫ ሕግ/ የሥራ ዕድል ፈጠራና ተግዳሮቶች	ታሪኩ	4 6 12	
	የሜጋ ፕሮጀክቶች ግንባታ ሂደትና የመ/ቤቱ ቁጥጥር	ታሪኩ	13/06 12	

**አፍሪካዊነት**

	ሽብርተኝነት በአፍሪካ	ሕይወት ብርሃኑ		
	ፓትሪክ ሉሙምባና አበርክቶዉ	አመት-ራህማን		
	አድዋ ለአፍሪካ ነጻነት	ሕይወት		
	የዓለም ንግድ አባልነትና ኢት/ያ	አመት-ራህማን		

**ካስማ**

	ዘላቂ ሰላምና የሕዝቦች አብሮነት		07 06 12	
	ስለምክር ቤቱ መበተን		14 6 12	
	አንቀጽ 39ና 47 ድንጋጌዎች ምንነት		21 6 12	
			28 06 12	

**የኛ ጉዳይ**

	የትምህርት ተቋማት ለሃገር ግንባታ ከዩት ወደዩት	ታሪኩ ታዩ	1 06 12	
			08 6 12	
	ሙስናና ተጋላጭ ዘርፎች	አያል/ታሪኩ/ግዛቸዉ	15 06 12	
			22 06 12	

የሐምሌ ወር 2011ዓ.ም የማህበራዊ ፕሮግራሞች ዕቅድ

ተ. ቁ	የፕሮግራም ይዘት	አዘጋጅ	የሚተላለፍበት ቀን	ምርመራ
1	የቤተሰብ ወግ 1.1 40 ዓመት በሆቴል ሞያ ያገለገሉ ሴት ቤተሰብ 1.2 የፍሬምናጦስ አረጋውያን መርጃ ማህበር ቤተሰባዊ ህይወት 1.3 ኢንስትራክተር አብርሃም ቤተሰብ 1.4 የስቴዲዮ ውይይት ከባለሞያዎች ጋር	የወይንኢሽት አስፋው ቤተልሔም ጥላሁን የወይን ኢሽት አስፋው ቤተልሔም ጥላሁን	6/11/11 13/11/11 20/11/11 27/11/11	
2	ጤናዎ በቤትዎ 2.1 የዕይታ መንሸዋረር መንስኤውና መፍትሄው 2.2 የአይዎዲን እጥረት የጤና ችግሮች 2.3 ብሽሽቅ በህጻናትና ወጣቶች ላይ የሚፈጥረው ስነልቦናዊ ቀውስ 2.4 ጡት ማጥባት ለህጻናትና እናቶች ያለው ጠቀሜታ	ወንደሰን ጥላሁን ወንደሰን ጥላሁን	6/11/11 13/11/11 20/11/11 27/11.11	
3	ድርብ ጀግና 3.1 ሴቶች በማረሚያ ቤት ተሞክሮ(ክፍል -1) 3.2 ሴቶች በማረሚያ ቤት ተሞክሮ(ክፍል -2) 3.3 የታዊ ጥቃት መገለጫዎችና የህግ ቁጥጥር 3.4 የእናቶች አመጋገብ	ቤተልሔም አዳነ ጫልቱ ጎለልቻ	6/11/2011 13/11/11 20/11/11 27/11/11	
4	አውደ ሰብዕ 4.1 የጌርጌሲዎን መስራች /መለስ/ታሪክ 4.2 የአቤ ጉብኛ ታሪክ 4.3 የዶ/ር ኃይሌ አበርክቶ 4.4 የአርቲስት ዘለቀ ገሰሰ በጎ ስራዎች	አዲስህይወት ተስፋዬ አስቴር ያሬድ መሃመድ ነጂብ የደስደስ ተስፋዬ	7/11/11 14/11/11 21/11/11 28/11/11	
5	ነገን ዛሬ 5.1 የክረምት በጎፊቃደኞች ወጣቶች ሥራ(ደምልገስ እና ትራፍሪክ ደንብ ማስከበረ ) 5.2 የክረምት በጎፊቃደኞች ወጣቶች	ቅድስት ተክላይ ሃያት ፈንታው	7/11/2011 14/11/11	

ሥራ (ደም ልገላ እና ማጠናከሪያ ትምህርት )			
5.3.አርቆ ማሰብ መገለጫዎቹና ጠቀሜታው	ቅድስት ተክላይ	21/11/11	
5.4.ምክንያታዊነትና ስሜታዊነት	ሃያት ፈንታው	28/11/11	
<u>ፖለቲካና መልካም አስተዳደር</u>			
1. ኢቲቪ መድረክ:- ችግኝ ተከላ	ወይኒቱ አባተ		
የሀገራችን የበጀት አጠቃቀም	ተመስገን እንዳለ		
ከፍተኛ ትምህርት ተልዕኮና ሥራ	ወይኒቱ		
የኑሮ ወድነትና መፍትሄወ.	ታሪኩ ታዬ(ልዩ ዝግጅት)		
ለወጥና ፈተናዎቹ	ግዛቸወ.		
2. እንደራሴ:- የመ/ቤቶች የ100 ቀናት ዕቅድ -የምክር ቤት አባላት የክረምት ሥራ	ተመስገን		
2011 ዓ.ም. በጀት አጠቃቀም			
አዲት ግኝትና ተጠያቂነት	ግዛቸወ.		
በዘንሮ ዓመት የወጡ አዋጆች አፈጻጸም	ወይኒቱ		
3. አአፍሪካዊነት:- የአፍሪካ ከተሞችና ጽዳት			
የነጻ ሺዛ መዳረሻ በኢትዮጵያ መስና በአፍሪካ			
የአፍሪካ ነጻ ንግድና የአየር ቀጠና			
4. ካካሽማ:-የጋራ ጥቅምና አመለካከት አለን የሚለወ. የሕገመንግስቱ ጽንሰ ሃሳብ ምንነት			
የፌዴራልና የክልል መንግስታት ታክስና ግብር			
በንጹህ አካባቢ የመኖር መብት			
5. በየኛ ጉዳይ:- ድሬ ደዋ ከተማ የታክስና ግብር ሕዝባዊ ንቅናቄ			
የአዲስ አበባ ከተማ ገቢዎች ባለሥልጣን			
ኢኮኖሚ ቲም			
1. አባይ ዘመን:-የታላቁ ሕፃናት ግድብ ግንባታና የህዝቡ ተሳፊውፎ			

<p>-የተፋሰስ ልማትና አካባቢ ጥበቃና የግድቦች</p> <p>-የንጹህ መጠጥ ውሃ አቅርቦትና ተደራሽነት</p> <p>-በጋምቤላ ክልል የመስኖና ተፋሰስ ሥራዎች</p> <p>2. ሚዛን ምድር:-ሚቲዎርሎጂ ቅድመ ትንበያ</p> <p>የክረምት ችግኝ ተከላና የአካባቢ ብክለት</p> <p>በቤንች ማጂ ከተማ የቆሻሻ አወጋገድ</p> <p>በቤንች ማጂ ዞን የተፋሰስ ልማት ሥራዎች</p> <p>3. ማሳ፣ሃዲያ አግሮ ኢንዱስትሪ ሃዲያ የተቀናጀ ግብርና ሥራ</p> <p>አሮሚያ የመጎር እርሻ ዝግጅት</p> <p>አሮሚያ ዓሳ እርባታ</p> <p>4. ራዕይ 2017:- የከፍተኛ ትምህርት ጥራትና ተልዕኮ</p> <p>በመላ ሀገሪቱ የኤሌክትሪክ አቅርቦት</p> <p>ቴክኖሎጂና ሥራ ፈጠራ</p> <p>የ2011 አጠቃላይ የኢትዮጵያ ኢኮኖሚ ስኬትና ተግዳሮቶች</p>			
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**የመጋቢት ወር 2012 ዓ.ም የማህበራዊ ፕሮግራሞች እቅድ ጤናዎ በቤትዎ**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	የጡት ካንሰር	<ul style="list-style-type: none"> <li>የጡት ካንሰር አጋላጭ ሁኔታዎች፣ ደረጃዎች፣ ምልክቶች ፣ የህክምና አማራጮች እና ታማሚዎች የርስ በርስ መማማሪያ እና መደጋገፊያ ስልቶች</li> </ul>	ወንድወሰን ጥላሁን	05/07/2012
2	የቲቢ በሽታ	<ul style="list-style-type: none"> <li>የቲቢ በሽታ መንስኤ፣ አይነት፣ ምልክት፣ ህክምና እና መከላከያ</li> </ul>		12/07/2012
3	የህፃናት ጆሮ ህመም	<ul style="list-style-type: none"> <li>የህፃናት እና ወጣቶች ጆሮ ህመም መንስኤዎች፣ አጋላጭ ሁኔታዎች፣ ምልክቶች ፣ የህክምና አማራጮች እና መከላከያ ዘዴዎች</li> </ul>		19/07/2012
4	የህክምና ጨረራ ጥቅምና ጉዳት	<ul style="list-style-type: none"> <li>የህክምና ጨረራ ምንነት፣ ለምርመራ እና ክምና ያለው ጠቀሜታ እና ጉዳት፣ መደረግ ያለበት ጥንቃቄ</li> </ul>		26/07/2012
	ትንኮሳ ብሽሽቅ	<ul style="list-style-type: none"> <li>በህፃናትና ወጣቶች መሃል የሚስተዋሉ ብሽሽቅና ትንኮሳ፣ በትምህርት አቀባበልና በማህበራዊ ስነልቦናዊ ህልውና ላይ የሚያደርሰው ተፅእኖ እና መፍትሄው</li> </ul>	"	
	የአንጀት ህመም	<ul style="list-style-type: none"> <li>አመለኛ አንጀት ህመም መንስኤ፣ አባባሽ ሁኔታ፣ ምልክት፣ ማስታገሻው እና ህክምናው</li> </ul>		

### የቤተሰብ ወግ

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	በጋራ የሚሰሩ እና የሚበላ ቤተሰብ	በህትመት ሙያ ውስጥ የተሰማሩ የቤተሰብ አባላት የስራ ተሞክሮ ፣ በጋራ የመመገብ ልምድ እና ቤተሰባዊ የበጎ አድራጎት ስራ	የወይንኢሸት አስፋው	05/07/2012
2	ዶ/ር አይናለም ቤተሰብ	በትንሽ ገቢ ቤተሰብን ማስዳደር የቻሉ እስከ ካንሰር ሃኪምነት የደረሱ ባለሙያ፣ ልጆቻቸውን ለቁምነገር ያበቁ ቤተሰብ ተሞክሮ	ቤተልሔም አዳነ	12/07/2012
3	ፕ/ር በላይ ስመአነ	በአካባቢ ጥበቃ እና ህዳሴ ግድብ ግንባታ ላይ ከፍተኛ አስተዋፅኦ ያበረከቱ ባለሙያ የቤተሰብ እና ማህበራዊ ህይወት	ሐና አበራ	19/07/2012
4	ነጋዴ ቤተሰብ	የቤተሰብ ንግድ ያሰቀጠሉ ወንድማማቾች እና እህትማማቾች ቤተሰባዊ ፍቅር መተሳሰብ፣ በጉዲፈቻ ልጆች የማሳደግ ልምድ እና ችግሮችን በውይይት የመፍታት ተሞክሮ	የወይንኢሸት አስፋው	26/07/2012
	አንድ ተማሪ ለአንድ ቤተሰብ	<ul style="list-style-type: none"> <li>የጎዳንደር ዩኒቨርሲቲ ተማሪዎችን እንደ ልጆቻቸው የሚንከባከብ የጎንደር ነዋሪዎች ተሞክሮ</li> </ul>	ቤተልሔም አዳነ	
	የአቶ ታፈሰ ጃራ ቤተሰብ	<ul style="list-style-type: none"> <li>የካሜራ ባለሙያው አቶ ታፈሰ ጃራ ቤተሰብና የስራ ልምድ - / በስራቸው ላይ ያጋጠማቸውን ውጣ ውረድና የቤተሰብ አስተዳደር ዘይቤ</li> </ul>	ሃና አበራ	
	የአቶ ባዬ ቤተሰብ	<ul style="list-style-type: none"> <li>በጎንደር ከተማ ፋሲል ሎጅን በመበገንባት ለአካባቢው ማህበረሰብ የስራ እድል በመፍጠር ለልጆች የስራ ባህል በማስተማር፣ በሀገር ሽማግሌነት በማገልገል አርአያ ቤተሰብ ተሞክሮ</li> </ul>	ቤተልሔም አዳነ	
	የአቶ ጌጡ ቤተሰብ	<ul style="list-style-type: none"> <li>ልጆቹን አስተምሮ ለወግ ማእረግ በማብቃት አርአያ የሆነ ቤተሰብ ተሞክሮ</li> </ul>	ቤተልሔም አዳነ	
	የአቶ ማስረሻ ቤተሰብ	<ul style="list-style-type: none"> <li>የአቶ ማስረሻ የስራ እና የትዳር ህይወት እና መልካም ልምዶች</li> </ul>	ቤተልሔም አዳነ	

**ድርብ ጀግና**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	ሴት ሐኪሞች	<ul style="list-style-type: none"> <li>ሴት ስፔሻሊስት ሀኪሞች የትምህርት፣ የስራ እና ሙያዊ ተሞክሮ</li> </ul>	ጫልቱ ጎለልቻ	5/07/2012
2	በጎ አድራጊ እናት	<ul style="list-style-type: none"> <li>ለችግር የተጋለጡ ልጆችን በመደገፍ የምትታወቅ እና ልጆችን አስተምራ ለቁምነገር ያበቃች ሴት ተሞክሮ</li> </ul>		
3	የሴቶች እኩል ተጠቃሚነት	<ul style="list-style-type: none"> <li>የሴቶች በፖለቲካ ዘርፍ እኩል ተሳታፊነት እና ተጠቃሚነት ልምድ፣ በአመራርነት፣ በውሳኔ ሰጪነት፣ በሀላፊነት የመስራት ብቃት እና ልምድ</li> </ul>	ጫልቱ ጎለልቻ	12/07/2012
4	መደበኛ ደም ለጋሽ ሴት	<ul style="list-style-type: none"> <li>የደም ባንክ ባልደረባ የሆነች እና በመደበኛነት ለ75 ጊዜ ደም የለገሰች ሰ/ር አሰጋሽ ተሞክሮ</li> </ul>	አዳነች ገላው	19/07/2012
5	ፍላጎት ተስፋዬ	<ul style="list-style-type: none"> <li>ሴት ኤሌክትሪካል ኢንጂነሮች ማህበር መስራች፣ እና የአማካሪ ድርጅት ባለቤት የት/ት፣ የስራ እና የትዳር ተሞክሮ</li> </ul>	አዳነች ገላው	26/07/2012
6	የፅዳት ስራተኞች ተሞክሮ	<ul style="list-style-type: none"> <li>በጎዳና ፅዳት ስራ የተሰማሩ ሴቶች የስራ፣ የደህንነት፣ የማህበራዊ ኑሮ ፈተና እና የህይወት ተሞክሮ</li> </ul>	አዳነች ገላው	
7	የሴቶች ውክልና በሙዚቃ	<ul style="list-style-type: none"> <li>ሴቶች በሙዚቃ ግጥሞች የሚወከሉበት፣ በሙዚቃ ክሊፖች የሚታዩበት አለባበስ አቀራረብ፣ ሰብእና አገላለፅ ጥንካሬ እና ድክመት</li> </ul>	አዳነች ገላው	

3. የልቦና ውቅር

ርዕሰ-ጉዳይ	እንግዳ	የሚቀረፅበት ቀን
1. ቴክኖሎጂ እና ስራ እድል ፈጠራ . ዶ/ር ኢሌኒ . የራይድ መስራች	በከፍተኛ ደረጃ ለውጥ መፍጠር የሚችሉ ስራ እድል ፈጠራዎችን ከቴክኖሎጂ ጋር በማስተሳሰር እንዴት መፍተር ይቻላል ሚሊው ይቃኝበታል።	መጋቢት 6/2012
1. ክራስ በላይ ማሰብ	<ul style="list-style-type: none"> <li>የጦር ሀይሎች አብራሪዎች፣ መሪዎች እና ሲኒየር ባለሙያዎች ከወራት በፊት አንድ የአየር ሀይል አዎሮፕላን ቢሾፍቱ ከተማ ወስጥ አንዳይከሰከስ ሲሉ እራሳቸውን መስዋእት አድርገው ገጠር ሰዉ በሌለበት ሜዳማ አካባቢ እንዲከሰከስ አድርገው ራሳቸውን ሰዉተዋል። ይህ ሳይሆን ፓራሹት በመጠቀም ራሳቸውን የእነዚህ ሁለት ፓይለቶች ክራስ ያለፈ መስዋእትነት ስላለው ትምህርት እንከጋገርበታለን።</li> </ul>	መጋቢት 13
1. ትውልድና ዘመናዊነት (አርት እና ማህበረሰብ)	<p>የአርት ሰዎች (ይህ ትውልድ) እየተባለ የሚጠቀሰው በተለይ የዚህ ዘመን ወጣት ቀለማት ላይ ያተኮረ ፕሮግራም ይሆናል።</p> <ul style="list-style-type: none"> <li>የትውልድነት ፣ የዘመናዊነት፣ የእድገትና የለውጥ እሳቤዎች ይቃኙበታል።</li> </ul>	መጋቢት 20
1. የሩዋንዳ ብሔራዊ እርቅ ተሞክሮ	<p>ደራሲ እና ተደራሲዎች ይቅርታ በሚል የተተረጎመው as we forgive በተሰኘው መፅሀፍ ላይ የሚደረግ ውይይት</p> <ul style="list-style-type: none"> <li></li> </ul>	መጋቢት 27

4. አውደ ሰብ

ባለታሪክ	ርዕሰ-ጉዳይ	የሚቀርብበት ቀን
7. ፕ/ር እያሱ	ናሳን ጨምሮ በተለያዩ ተቋማት በምርምር ስራዎች አስተዋዕኮ እያበረከቱ ያሉ	መጋቢት 13
8. ፕ/ር ዳንኤል	በኢንዱስትሪያል ኢንጂነሪንግ እና ኮርፖሬት ማኔጅመንት አንጋፋ ልምድ ያላቸው ምሁር	መጋቢት 20
9. ወ/ሮ አሰገደች	በድራዳዎ በሰፊ የበጎ አድራጎት ስራዎች የሚታወቁ አዛውንት	መጋቢት 27

10.777 ዛሬ

ርዕስ-ጉዳይ	እንግዳ	የሚቀርብበት ቀን
1. የወጣቶች የህብረት ስራ	የጃና ባንድ ሙሉ አባላት ለ10 ዓመታ በጋራ ለረዥም ዓመታት በፅናት የሰሩ ወጣቶችን ከትብብር እና ህብረት ሀሳቦች አንፃር ማወያይት።	መጋቢት 6
2. ወጣት የዩኒቨርሲቲ መምህራን ከሳይንስና ከፍተኛ ትምህርት	የዩኒቨርሲቲ መምህራንና ተማሪዎች ሚኒስቴር ጋር በመተባበር የሚሰሩ ሲሆን ወጣት የዩኒቨርሲቲ መምህራን ስላላቸው ተሞክሮ ተግዳሮት እና መልካም ጎን አንፃር መነጋገር።	መጋቢት 13
3. ምርጫ እና ወጣቶች	ለፖለቲካ ቅርብ ከሆኑ የሲቪክ ማህበራት ዘመኑን የሚመጥን የሰለጠነ ሀገር አቀፍ ምርጫ ለማድረግ የወጣቶች ሚና ለውይይት ይቀርባል።	መጋቢት 20
4. የስራ እድል በምስራቅ ኢትዮጵያ	የአካባቢው ወጣቶች የመንግስት ሀላፊዎች ባለሙያዎች በምስራቅ የሀገሪቱ ክፍል ባሉ ከተሞች በተለይም በድሬዳዋ ሀረርና ጅግጅጋ ያለውን የስራ እድል ፈጠራ ስራዎች በወጣቶቹ እይታ በመዳሰስ ከመንግስት የስራ ሀላፊዎችና ከባለሙያዎች ጋር ውይይት ማድረግ።	መጋቢት 27

**የፖለቲካና መልካም አስተዳደር ቡድን የመጋቢት ወር 2012 ዕቅድ እንደራሴ**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	የጥላቻና አደገኛ ንግግር አዋጅ /2/	<ul style="list-style-type: none"> <li>የጥላቻና ንግግር በአገር፣ በግለሰብና በቡድን ላይ የሚያደርሰው ጉዳትና የአዋጁ አፈፃፀም</li> </ul>	ታሪኩ ታዩ	30/06/2012
2	ፕራይቪታይዜሽን	<ul style="list-style-type: none"> <li>የመንግስትና የልማት ድርጅቶችን ወደ ግል የሚዘሩባቸው አካሄድ፣ አዋጅና አፈፃፀሙን የሚዳስስ</li> </ul>	ሃይማኖት ገነነ	7/07/2012
3	ምርጫና አካል ጉዳተኞች	<ul style="list-style-type: none"> <li>በቅድመ ምርጫና በምርጫ ወቅት የአካል ጉዳተኞች በግንዛቤ ትምህርት፣ በመምረጥና ስመመተጥ የአካል ጉዳተኞች ሚና እና ተሳትፎን የሚያሳይ</li> </ul>	ታሪኩ ታዩ	14/07/2012
4	አሰሪና ሠራተኛ	<ul style="list-style-type: none"> <li>አሰሪና ሠራተኞችን የሚመለከተው አዋጅ / ከተቻለ በስፖንሰር ጭምር የሚሰራ /</li> </ul>	ሃይማኖት ገነነ	21/07/2012 እና 28/07/2012

**ኢ.ቲ.ቪ መድረክ / ኢ.ቲ.ቪ ወቅታዊ**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	የአባይ ጉዳይ	<ul style="list-style-type: none"> <li>ምሁራን የኢትዮጵያ ህዳሴ ግድብን በተመለከተ የሚኖራቸውን እይታና ቀጣይ አቅጣጫ የሚጠቁም</li> </ul>	ተመስገን እንዳለ	03/07/2012
2	የዋጋ ግሽበት	<ul style="list-style-type: none"> <li>የዋጋ ግሽበቱን ተከትሎ የሚመጣ የኢኮኖሚ ችግሮችና የኑሮ ውድነት መንስኤዎችና ዘላቂ መፍትሔዎች</li> </ul>	ወይኒቱ አባተ	10/07/2012
3	የግል ባለሀብቱና ያሉባቸው ችግሮች	<ul style="list-style-type: none"> <li>በግጭት ወቅት በተለይ በግሉ ዘርፍ ኢኮኖሚ ላይ የሚደርሰው ጉዳትና ዘላቂ መፍትሄ ለማምጣት ያሉ አማራጮች</li> </ul>	ተመስገን እንዳለ	17/07/2012
4	የህዝብ ቁጥር መጨመር	<ul style="list-style-type: none"> <li>የኢትዮጵያ ህዝብ ቁጥር ማሻቀብ ድህነትና የስነ ህዝብ ፖሊሲዎች አለመጣጣም የሚያሳይ</li> </ul>	ወይኒቱ አባተ	24/07/2012
5	የጋራ መኖሪያ ቤቶች ልማት	<ul style="list-style-type: none"> <li>የአዲስ አበባ ቤቶች ልማት ፕሮጀክቶች አካሄድ ያሉበትን ችግሮችና መፍትሄ</li> </ul>	ወይኒቱ አባተ	

**አፍሪካዊነት**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	የአድዋ ድልና የአፍሪካውያን መሳሳት	<ul style="list-style-type: none"> <li>የአድዋ ድል ለአፍሪካውያን ነፃነትና አንድነት የነበረውን ሚና ማሳየትና አሁንም ድሉ አፍሪካ ላለችበት የእጅ አዙር ቅኝ ግዛት ነፃ መሆን የሚኖረውን የመነሳሳት አስተዋዕድ ማሳየት</li> </ul>	ህይወት ብርሃኑ	04/07/2012
2	ኢትዮጵያ የአለም የንግድ ድርጅት	<ul style="list-style-type: none"> <li>ኢትዮጵያ የአለም የንግድ ድርጅት አባል ለመሆን 17 አመታትን ፈጅቶባታል። የአለም የንግድ ድርጅት አባል መሆን ለንግዱ ዘርፍ ምን ፋይዳ አለው? ውስንነቶችስ?</li> </ul>	አመት ራህማንጀማል	11/07/2012
3	የአንድ አፍሪካ ስፖርት	<ul style="list-style-type: none"> <li>የአፍሪካ ህብረት አባል አገራት የአንድ አፍሪካ ፓስፖርትን እውን ለማድረግ ያለው ፕሮጀክትን ይዳሰሳል</li> </ul>	"	18/07/2012
4	የምስራቅ አፍሪካ ምጣኔ ሀብት	<ul style="list-style-type: none"> <li>የምስራቅ አፍሪካ የምጣኔ ሀብት ፖሊሲዎች፣ የእርስ በእርስ ትስስር እና ቀጠናዊ ግንኙነቶችን የሚመለከት</li> </ul>	ህይወት ብርሃኑ	25/07/2012
5	አፍሪካና ሽብርተኝነት	<ul style="list-style-type: none"> <li>በአፍሪካ በየቀጠናው ያሉ የሽብር ወንጀሎችና የአፍሪካ ህብረትና የአገራቱ የመከላከል አቅም</li> </ul>		ተጠባባቂ

**ካስማ**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	መብቶቻችንና ነጻነቶቻችን	የሕዝቦች የጋራ ተጠቃሚነት፣ መብቶችና ነጻነቶች በተመለከተ ጽንሰ ሃሳቡን ማብራራት		28/6 12
	አንድ የፖለቲካ ማህበረሰብ መፍጠር	የሕገ መንግስቱ መግቢያ ላይ ከተገለጹት ሃሳቦች መካከል አንድ የፖለቲካ ማህበረሰብ መፍጠር ሲባል ምን ማለት ነው		05/ 07/ 12

**የመጋቢት ወር 2012 የኢኮኖሚ ቲም እቅድ**

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
1	ማሳ	በደቡብ ጎንደር የመስኖ ልማት እንቅስቃሴ	ጌታቸር ጥበቡ	1ኛ ሳምንት
		በጥምር ግብርና የተሰማራ አርሶ አደር ውጤታማነትን ማሳየት	"	2ኛ ሳምንት
		በትግራይ ክልል የመስኖ ልማት ሥራዎች	"	3ኛ ሳምንት
		የእንስሳት ጤና አጠባበቅና የኢኮኖሚ ፋይዳቸው	"	4ኛ ሳምንት

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
2	ራዕይ 2017	• የከፍተኛ ትምህርት ልማት በኢትዮጵያ	በላይ ሀድጉ	1ኛ ሳምንት
		• የዋጋ ንረትና እየተወሰዱ ያሉ እርምጃዎች	በዕምነት	2ኛ ሳምንት
		• የጤና ልማት በኢትዮጵያ	በላይ	3ኛ ሳምንት
		• የገጠር የሥራ ዕድል ፈጠራ	"	4ኛ ሳምንት

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
3	የአባይ ዘመን	የህዳሴ ግድብ ህዝባዊ ተሳትፎና ቀጣይ የገቢ ማሰባሰቢያ ፕሮጀክት /ሁለት/	ወንድወለን አፈወርቅ	1ኛ እና ሁለተኛ ሳምንት
		የህዳሴ ግድቡ ቀጣይ የድርድር ሂደትና የኢትዮጵያ የመንግስት አቋም	"	3ኛ ሳምንት
		የሻላና አቢያታ ሐይቅ	ቤተልሔም ጥላሁን	4ኛ ሳምንት

ተ.ቁ	ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ጊዜ
4	ሚዛን-ምድር	• የመናገሻ የደን ይዘታና አጠባበቅ	ህብር	1ኛ ሳምንት
		• በደቡብ ክልል / ከፋ ዞን / የደንና በውስጡ ያሉ ብዝሃ ህይወት አጠባበቅ	እያሱ	2ኛ ሳምንት
		• በክረምት ወቅት የተተከሉ ችግኞች አጠባበቅ	"	3ኛ ሳምንት
		• የኬሚካል አወጋገድ በኢትዮጵያ	ህብር	4ኛ ሳምንት

**በዜናና ዜና ቻናል የዜና ፕሮግራሞች የመስከረም ወር 2012 ዓ.ም. ዕቅድ  
የፖለቲካና መልካም አስተዳደር ቲም የመስከረም ወር ዕቅድ**

ኢ.ቲ.ቪ መድረክ:- ልማት ባንክና ያበደራቸው ገንዘቦች አመላለስ

የማክሮ-ኢኮኖሚ ማሻሻያና ፈተናዎች

የመንግስት ቢሮዎች ሕንጻ ኪራይና ተዛማጅ ጉዳዮች

የመንገድ ትራፊክ ደህንነት-አደጋና መፍትሄ

አዲሱ አጠቃላይ ሥርዓተ ትምህርት ፍፃሜ ካርታ ይዘት፤ የቅሬታዎች ምንጭ  
ከነመፍትሄ ማመላከት

የትምህርት ሴክተር ጥራት ችግሮች መንስኤና መፍትሄ

የሲዳማ ሪፈረንደም ጥያቄ፤ ሂደትና የምርጫ ቦርድ ዝግጅት ሥራዎች

የኢትዮጵያ ግብር ግብዓት አቅርቦትና የመሔር ግብርና ምርት

የአዲስ አበባ ከተማ አስተዳደር ገቢዎች ግብር አሰባሰብ

እንደራሴ:- አርብቶ አደር ጸጋዎችና ፈተናዎቻቸው

የሐረሪ ክልል ም/ቤት-አሰራርና ግልጋሎት አሰጣጥ

የ2012 ዓ.ም. የተ.ም.ቤት የሥራ ዘመን ቅድመ ሥራዎች ዝግጅት በተመለከተ

የኛ ጉዳይ:- የመንገድ ትራፊክ ደህንነት ከፌዴራል ትራንስፖርት ሚኒስቴር ጋር በመተባበር  
ማዘጋጀት

የአዲስ አበባ ከተማ አስተዳደር ግብር አሰባሰብ ሕዝባዊ የንቅናቄ መድረክ

አፍሪካዊነት:-የምርት ገበያ ልወ.ወ.ጥ በአፍሪካ

ኢትዮጵያ ቀጣዩን የኢኮኖሚ ፎረም አዘጋጅ ሃገር ሆና መመረጥና ፋይዳወ

የምሥራቅ አፍሪካ አየር ንብረት ለወ.ጥ ፈተናና ሥጋት

የኢትዮጵያ አየር መንገድ ለአፍሪካ ትስስር የበረከተው ፋይዳ

የአባይ ተፋሰስ ሃገራት ኢኮኖሚያዊ ትስስር

ካስማ:- -መልካ ስምና ክብር የማግኘት መብት

-በትግላችንና በክፈልነው መስዋዕትነት የተገኘውን ሰላምና ዲሞክራሲ ማስጠበቅ

ስለምክር ቤት መበተን ምንነትና ቅድመ ሁኔታዎች በተመለከተ ማብራሪያ መስጠት

የማህበራዊ ቡድን የመስከረም 2012 እቅድ

4. የልቦና ወቅር

- የዚህ ወርሐዊ እቅድ ትኩረት ባለፈው ወር በስራ መደራረብ ምክንያት ያልተሰሩ እቅዶችን መተግበር ነው።

ርዕስ-ጉዳይ	እንግዳ	የሚቀረፅበት ቀን
<p>1. ዘመን እና የኢትዮጵያ ፍልስፍና</p> <p>በዘመን ምንነት ላይ ያሉ ምልክታዎች ከኢትዮጵያ ፍልስፍና ጋር ተጣምረው ይቃኛሉ። የዘመኑን ፈተናዎች ወደ እድል የመለወጥ ጥበብ ላይ እንነጋገራለን።</p>	<ul style="list-style-type: none"> <li>• ብሩህ አለምነህ</li> <li>• ሮዳስ ታደሰ</li> </ul>	<p>SeY[U 10</p>
<p>2. የገንዘብ መንገድ (ሞራል እና ሀብት)</p> <p>ትውልዱ ከየትኛውም ጊዜ በላይ በገንዘብ እና በሞራል ተቃርኖ ወስጥ ተጠምዷል። በስራ አጥነት፣ በኑሮ ወድነት፣ በአነስተኛ ክፍያ፣ በሀብት ክፍፍል ልዩነት፣ በሙስና... መካከል የተወጠረው ይህ ትውልድ ገንዘብ ለማግኘት የትኛውንም አማራጭ ከመጠቀም ወደ ኋላ አይልም- ሌሎችን የሚጎዳ ቢሆን አንኳ። በዚህ ዝግጅት ሞራላዊ ልዕልናን ጠብቆ እንዴት በስራ ብቻ ሀብት ማፍራ ይቻላል የሚለው ይጠየቅበታል። ከገንዘብ የሚበልጥ ነገርስ አለ ወይ? እንላለን።</p>	<ul style="list-style-type: none"> <li>• ምሁር ባለሀብት</li> <li>• ኢንተርፕረኒር</li> <li>• ሳይኮሎጂስት</li> </ul>	<p>መስከረም 15</p>
<p>3. ቋንቋ አለመግባቢያ (ቋንቋ፣ ፖለቲካ እና ሀብረተሰብ)</p> <p>ቋንቋ የአለመግባባት ምንጭ፣ የፖለቲከኞች ማጠንጠኛ፣ የወገንተኝነት መሰረት፣ የመቧደኛ ምክንያት ከመሆን አልፎ ሰዎች የሚፈረጁበት፣ የሚገለሉበት፣ የሚፈናቀሉበት፣ የሚገደሉበት መሆኑ ወዴት እየወሰደን ነው ብለን እንድንጠይቅ ያደርገናል።</p>	<ul style="list-style-type: none"> <li>• የቋንቋ ምሁር</li> <li>• ፖለቲካ ሳይንስ</li> </ul>	<p>መስከረም 24</p>
<p>4. ትውልድና ዘመናዊነት (አርት እና ማህበረሰብ)</p> <p>«ይህ ትውልድ» እየተባለ የሚጠቀሰው በተለይ የዚህ ዘመን ወጣት ቀለማት ላይ ያተኮረ ፕሮግራም ይሆናል። የትውልድነት ፣ የዘመናዊነት፣ የእድገትና የለውጥ እሳቤዎች ይቃኙበታል።</p>	<ul style="list-style-type: none"> <li>• አርት</li> <li>• ዶ/ር አልሳቤጥ</li> <li>• ሀሌሎች ሱሌ</li> </ul>	<p>መስከረም 30</p>

5. ነገን ዛሬ

ርዕስ-ጉዳይ	እንግዳ	የሚቀረፅበት ቀን
<p><b>5. ባለራዕይ</b></p> <p>ህልምን ወደ ዓላማ ምኞትን ወደ ግብ ፍላጎትን ወደ ራዕይ የመለወጥ ትርጉም ይነገርበታል። የባለራዕይ ግለሰብ - የባለራዕይ ትውልድ ባህርያት እና አስፈላጊነት እንዲሁም እንዴት እየዳበረ መሄድ እንደሚችል ሀሳቦች ይቀርቡበታል።</p>	<ul style="list-style-type: none"> <li>• በትላልቅ ተቋማት ከፍ ባሉ የስራ ደረጃዎች እየሰሩ ያሉ ወጣቶች</li> <li>• የስነ-ልቦና ባለሙያ</li> </ul>	<p>ጳጉሜ 4</p>
<p><b>6. የፈጠራ አስተሳሰብ</b></p> <p>ፈጠራ ምንድን ነው? በሁሉም ዘርፎች አዳዲስ መንገዶችን የማየት አቅም ከምን ይመነጫል? ህይወትን የተሻለ ለማድረግ በስራ፣ በአኗኗር፣ ... የፈጠራ አስተሳሰብን ወጣቶች እንዴት ሊጠቀሙ ይችላሉ የሚለው ይጠየቅበታል።</p>	<ul style="list-style-type: none"> <li>• ስኬታማ ወጣት ስራ ፈጣሪዎች</li> <li>• ዲዛይነር</li> <li>• ክሬቲቭ አርቲስት</li> </ul>	<p>መስከረም 8</p>
<p><b>7. ተሸላሚዎች</b></p> <p>ከሽልማት በፊት ወጣቶች ሀሳባቸውን ወደ ተግባር ሲለወጡ የሚገጥማቸውን ፈተናዎች በፅናት በትእግስት ለማለፍ እንዴት ይችላሉ? ከወጣቶች በፍጥነት ወጤቶችን ከማየት ተፈጥሯዊ ባህርይ አንፃር ጋር እንዴት ተስማምቶ በዲ.ሲ.ፕ.ሲ.ን መትጋት ይቻላል በሚል ወይይት ይደረጋል።</p>	<ul style="list-style-type: none"> <li>• አትሌቶች</li> <li>• ተሸላሚ ተማሪዎች/ተመራማሪዎች</li> </ul>	<p>መስከረም 15</p>
<p><b>8. የቡድን ስራ</b></p> <p>የመተባበር መንፈስ፣ በጋራ ስርቶ በጋራ የማደግ ትልም፣ የአብሮነት ባህላዊ እሴት፣ የስራ ባህል እድገት ... በዚህ ርዕስ የሚነሱ ጉዳዮች ናቸው።</p>	<ul style="list-style-type: none"> <li>• በጋራ ስርተው ስኬት ላይ የደረሱ ወጣቶች</li> <li>• የሊደርሺፕ ባለሙያ</li> </ul>	<p>መስከረም 22</p>

6. አዉደ ሰብዕ

እንግዳ	ርዕሰ-ጉዳይ	የሚቀርብበት ቀን
5. ሙሉ-ጌታ ተስፋዬ	አንጋፋ ባለቅኔ ገጣሚ ሲሆን በኢትዮጵያ ስነ-ጽሁፍ ውስጥ በአይክንነት ከሚቆጠሩ ጥቂት ፀሀፍት አንዱ ነው። ዘመን ተሻጋሪ ስራዎቹ አሁንም ድረስ ተፅእኖ አላቸው። ስብዕናውም በአርአያነት የሚዘክር ግን የከፍታውን ያህል አልተነገረለትም።	መስከረም 11
6. ዶ/ር ሀይሌ ወ/ሚካኤል	የጉራጌ ልማት ማህበር መስራች ሲሆኑ በአከባቢው የህዝብ ተሳትፎን በማስተባበር ከፍተኛ አስተዋፅኦ ያበረከቱ ባለሀብት ናቸው።	መስከረም 18
7. ፕ/ር ሸብሩ ተድላ	በኢትዮጵያ አካዳሚያዊ ማህበረሰብ ዘንድ ከአንጋፋዎቹ አንዱ ናቸው። የትላልቅ ምሁራንና መሪዎች መምህር ሲሆኑ ተመራማሪ፣ ፀሀፊ፣ የሳይንስ አካዳሚ መስራች ናቸው።	መስከረም 25
8. አቶ ላሌ ለቡኮ	በደቡብ አሞ የሀበረተሰብ እድገት ለማምጣት የሰሩ፣ ጎጂ ልማዳዊ ድርጊቶችን ለማስቀረት ስኬታማ ስራ የከወኑ፣ ትምህርት በአከባቢ እንዲሰፍ እየሰሩ ያሉ በጎ አድራጊ ናቸው።	ጥቅምት 2

የመስከረም 2012 እቅድ የቤተሰብ ወግ ፕሮግራም

ተ. ቁ	የፕሮግራም ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ቀን	ምርመራ
1	ጥብቅ የቤተዘመድ ቁርኝት	- የወንድም ፣ የእህት ልጆችና የልጅ ልጆች ዝምድናን የሚያጠናክሩ ቤተዘመዶች አኗኗር፣ መተሳሰብና ፍቅር መዳሰስ	የወይንእሸት አስፋው	03/02/2012	
2	የአባገዳ በየነ ሰንበቶ ቤተሰብ	- የአባገዳ በየነ ቤተሰብ፣ የልጆች አስተዳደግ፣ ባህላዊ አስተዳደር፣ የቤተሰብ መርሆና ተሞክሮ መቃኘት	ቤተልሔም አዳነ	10/01/2012	
3	የእማማ ፊሸካ ቤተሰብ	- የምግብ ቤት ባለቤት የሆኑና ለእጅ ንፅህና ከፍተኛ ቦታ የሚሰጡ እናት ቤተሰብ ተሞክሮ፣ ለፅዳት ያላቸው ዋጋና የቤተሰብ መርሆና አኗኗር መዳሰስ	የወይንእሸት አስፋው	17/01/2011	
4	የአንዱን ገመና ቤተሰብ	- ከፖለቲካ ህይወት ባሻገር የቤተሰብ ተሞክሮ፣ የልጆች አስተዳደግ፣ በተለይ የእድገት	ቤተልሔም አዳነ	24/01/2011	

		ውሱንነት ያለበት ልጃቸው ዲቦራ አስተዳደግና በመፅሐፋቸው ስላሏቸው ጉዳዮች መዳሰስ			
5	የጋሽ በላቸው ቤተሰብ	- የኢ.ቤ.ሲ. የቀድሞ ባልደረባና በተለያዩ ማህበራዊ ህይወት፣ ማህበራዊ ተቀባይነትና ተሳትፎ መቃኘት	የወይኔሽት አስፋው		
6	ሶስቱ የሻዮሊን ተጫዋች ንዳኛዎች	- የምሽት ሻዮሊን ተጨዋቾች ሴቶች የጓደኝነት ህይወት፣ ስለ ግንኙነት፣ የቤተሰብ አስተዳደርና ቤተሰባዊ ተሞክሮ መዳሰስ	ቤተልሔም አዳነ		

**ድርብ ጀግና**

ተ. ቁ	የፕሮግራም ርዕስ	ይዘት	አዘጋጅ	የሚተላለፍበት ቀን	ምርመራ
1	ሴቶችና የባህል አልባሳት	- የባህል አልባሳት ዲዛይን የሚያደርጉ ሴቶች ተሞክሮ፣ በአልባሳቱ ተጠቃሚዎች አማካኝነት ባህልንና ሃገርን የማስተዋወቅ ሚና የጥበቡ እድገት	ቤተልሔም አዳነ	03/01/2012	
2	የእደ-ጥበብ እናቶች	- በሐረር የተለያዩ የእጅ ስራ የሚሰሩና የሚተዳደሩ እናቶች ተሞክሮ፣ ባህል የማስተዋወቅ ሚና ተስፋ	ጫልቱ ጎለልቻ	10/01/2012	
3	ሴቶችና የበአል ወቅት የስራ ጫና	- በመስቀል በአል የሴቶች የስራ ጫና፣ ከበአሉ በፊት ለዝግጅቱ የሚሰሩት፣ በበአሉ ቀን የቤተሰብ ኃላፊነት ከበአል በኋላ የሴቶች ተግባራት	አዳነች ገላው	17/01/2012	
4	የምሁራን ሴቶች ተሞክሮ	- በሀሮማያ ዩኒቨርሲቲ ምሁራን ሴቶች ያለበት ህይወት ውጣ ውረድ፣ የስኬት ምስጢር	ጫልቱ ጎለልቻ	24/01/2012	

### ጤናዎ በቤትዎ

ተ.ቁ	የፕሮግራም ርዕስ	ይ ዘ ት	አዘጋጀ	የሚተላለፍበት ቀን	ምርመራ
1	የእብድ ውሻ በሽታ	- የእብድ ውሻ በሽታ መንስኤ፣ ወደ ሰው የሚተላለፍበት መንገድ፣ የበሽታው መከላከያ ክትባት	ወንድወሰን ጥላሁን	03/01/20 12	
2	የወባ በሽታ	- በወባ በሽታ መከሰት አመቺ ሁኔታዎች፣ የበሽታው አስተላላፊ ትንኝ መከላከያና መቆጣጠሪያ መንገዶች በበሽታው ለተያዙ የሚደረግ ክብካቤና ህክምና	"	10/01/20 12	
3	ትንኮሳና ብሽሽቅ	- በህፃናትና ወጣቶች መሃል የሚስተዋል ትንኮሳና ብሽሽቅ በት/ቤት አቀባበል ላይ የሚያደርሰው ተፅዕኖ፣ ማህበራዊና ስነ ልቦናዊ ጉዳትና መከላከያው	"	17/01/20 12	
4	የጉበት / ሄፒታይትስ / በሽታ	- የጉበት በሽታ መንስኤ፣ አይነት፣ ምልክት፣ ህክምናና መከላከያው	"	24/01/20 12	
5	ቺኩንጉኒያ በሽታ	- የቺኩንጉኒያ በሽታ መንስኤ፣ መተላለፊያ፣ የህመሙ ምልክት፣ ማስታገሻና መከላከያ	"		

**የዜና ፕሮግራም የኢኮኖሚ ቲም  
የመስከረም ወር 2012 እቅድ**

ተ.ቁ	የፕሮግራም ርዕስ	ይዘት	አዘጋጅ
1	ሚዛኑ ምድር	<ul style="list-style-type: none"> <li>- በኦሮሚያ ቦረና ዞን የግጦሽ ሳርን በምርምር ለመመለስ የተደረገ ሥራ</li> <li>- በደቡብ ክልል በአሳታፊ የመሬት አጠቃቀምና የተፋሰስ ሥራን ማሳየት</li> <li>- የከፋ ደን ለቅመማ ቅመም ሀብት እየሰጠ ያለው ጠቀሜታ</li> <li>- አለምአቀፍ የአየር ንብረት ለውጥ ድርድር ያስገኛቸው ውጤቶች ከኢትዮጵያ አንፃር</li> </ul>	እያሱ እና እንዳለ
2	ማሳ	<ul style="list-style-type: none"> <li>- የሆለታ ግብርና ምርምር እንስሳት ሀብት ላይ እያደረገ ያለው የምርምር ሥራ</li> <li>- የመልካሳ ግብርና ምርምር የፈለቀና አዲስ የሰብል ዝርያዎች</li> <li>- በኦሮምያ ክልል የሰሜን ሸዋ ዞን የአዲስ አመት የገበያ ሁኔታ</li> <li>- የሆለታ ግብርና ምርምር በባቁላ ሰብል ላይ የሚያደርገው ምርምር</li> </ul>	አለነ እና በእምነት
3	ራዕይ 2017	<ul style="list-style-type: none"> <li>- የኢትዮጵያ የቆዳ ምርት አያያዝና በአለም አቀፍ ገበያ ያለው ተወዳዳሪነት</li> <li>- የ2011/12 የመኸር እርሻ አያያዝና ሂደት</li> <li>- የደብረብርሃን የኢንዱስትሪ መንደርና የሥራ ዕድል ፈጠራ</li> <li>- የኢትዮጵያ የደን ሃብት ለአጠቃላይ ኢኮኖሚው ያለው ድርሻ</li> </ul>	
4	የአባይ ዘመን	<ul style="list-style-type: none"> <li>- የድሬዳዋ የከርሰምድር</li> <li>- የወንዞች ተፋሰስ ባለስልጣን በጣናና በውሃ ተፋሰስ ለማልማት እየሠራ ያለውን ሥራ / ሁለት ፕሮግራም /</li> <li>- የሚትዮሮሎጅ ትንበያና በኢትዮጵያ</li> </ul>	