

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF JOURNALISM AND COMMUNICATION

**ANALYSIS OF THE EFFICACY OF GOOD GOVERNANCE
ISSUES COVERAGE ON ZAMI 90.7 FM RADIO
'YEGAZETEGNOCH KIB TEREPEZA' PROGRAM**

BY:
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May, 2011
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Abstract

In light of the five years Growth and Transformation plan of the Ethiopian government, the concept and application of good governance need to be developed and cultured in different activities of the society through the media which is the concern of this study. It is the assumption of the present research that media are the promoter and supporter of good governance issues in the country and that journalists have to set agenda purposely for the salient issues.

The study was conducted to explore the efficacy and the extent of the coverage of good governance issues on Zami 90.7 FM radio 'Yegazetegnoch Kib Terepeza' program. More over the research tried to examine the emphasis the program gives to good governance issues. To assess the main objective of the project, content analysis was employed as a primary source of data gathering tool. In order to measure the efficacy of the program, 50 questionnaires were distributed to sample audiences. To develop and support these data and to arrive at a comprehensive conclusion, semi-structured interviews were conducted with the moderator and producers of the program. The data obtained through interviews were discussed and analyzed qualitatively.

The researcher selected a sample of four months, from August 07, 2010 to December 03, 2010. The stories content was categorized in to different groups in a bid to answer the research questions. In that the analysis was made based on the type, theme, origin, placement, frequency, duration, aim, and source of stories.

The findings of the research revealed that Zami 90.7 FM radio's 'yegazetegnoch kib terepeza' program as an agenda setter was rather weak. Good governance issues coverage and frequency distribution were relatively little during the selected period. The selected audiences' awareness and interest to the program were also lower. In general, the results of this study indicates that this round table discussion program is not effective in presenting and addressing good governance issues to the public.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The concept and issues of good governance is as old as human history, though its theoretical and practical aspect is historically linked with Western Enlightenment. At ancient times, groups of people who form a community, select a person or number of persons who can represent their interest and control their community from other enemies. Through time, the number and psychological make-up of the community has become too complex to be lead by the selected chairperson. This requires well trained and professional governor (Gerring, et al., 2005)

Since the era of enlightenment, governance has got eight (bureaucratic quality, tax revenue, investment rating, trade openness, Gross Domestic Products (GDP), infant mortality and life expectancy) measures. Among these, illiteracy is mentioned as the indicator and evidence of broad patterns of governance. Activities of the government then came to be analyzed and discussed by the society. Various features and standards were formulated for checking the jobs of governments (Gerring, 2005).

However, in broad terms, there are no objective standards for determining governance as good or bad. Norris (2006) noted that based up on the subjective perceptions, there are five indicators of good governance accountability, lack of corruption, transparency, efficiency and effectiveness, consensus oriented, responsiveness, and equity and inclusiveness. To scrutinize these indicators, Petters (2003) explained that media can play greater role in disseminating information to create an informed debate in the society.

For strengthening government responsibility and accountability, in their different professional roles, journalists face challenging assignments like investigating corruption which may sometimes risk their life.

In this regard Petters states:

Those especially independent-minded journalists put their lives or freedom at risk to promote transparent and accountable governance and corporate behavior. More than 50% of confirmed cases of murders of journalists in 2001 were, as related to their investigative work on issues of corruption. (2003:45)

As one of the theories of good governance, decentralized theory by Gerring et. al (2005) explain, good governance arises from the diffusion of power among multiple independent bodies. This means that any organization, that spreads power fairly in any level, can function with the sense of responsibility and transparency. This sort of power separation could avoid the un-necessary exploitation of resources to bring development. In this regard Nanda (2006) explains that high levels of poverty and weak governance are linked in many aspects.

Ethiopia is one of the developing countries with various governance experiences under different regimes with different political systems which in turn chopped their media practices. Until very recently when independent press was introduced to the country following the recognition of the importance of free press in democracy by the Transitional Government of Ethiopia (1992), good governance issues could not begin the media agenda.

Currently, the government has announced that good governance and the values of good governance as its priority concerns for the transformation and development of the country. To this end, media are expected to play an important role in bridging the government and the society by disseminating information related to good governance in order to create the transparency and accountability of the government (interview of Bereket, Minister of Government Communication Affaires on April 24, 2011).

The reports of World Bank, United Nations Development Program and other individual researchers, show that the role played by an in-dependent mass media in covering issues of good

governance has direct relation with the level of the countries quality of governance and development.

However, whether the Ethiopian private broadcast media are playing such a vital role is a worthy question not yet properly addressed. Therefore, it is appropriate and important to assess the coverage of good governance and in the Ethiopian Private Broadcast Media institutions.

1.2 Statement of the Problem

Governance includes all of the methods of good and bad styles of the government exercised on the society to distribute power and manage public resources and problems. In a good form of governance, public resources and problems are managed efficiently and in response to the critical needs of the society. Effective democratic forms of governance rely on public participation, accountability and transparency. Public accountability covers the approaches and practices used by governments to ensure that activities and output meet intended goals and standards (United Nation Development Program, 1997).

In Ethiopia, the measures of good governance (accountability, transparency, rule of law, efficiency and effectiveness, consensus oriented, participation and equity and inclusiveness) are almost ignored in practice as evident from the study by Oertel (2004). The research revealed that even if Ethiopia nominates itself as democratic and federal state, adopt new constitution, introduce multi-party system, and hold periodic election, the country never apply each of them in its history. For instance, the research founded out that:

The political system in Ethiopia consists of a multiparty democracy whereby the ruling party allows other parties to register, but it does not allow them to compete freely for political power. The same proportion of experts judged that the regional and local governments of Ethiopia are constituted under a one-party system where voters are assisted by the Government-managed electoral authority to support the election of the ruling party (2004:10).

With this end, the country registers low level of economic development. Therefore, as the reports of World Bank and United Nations Development Program and different researches

recommended for the development of the country, issues of good governance need be practiced by the government. On top of this, the efficacy of the new development and transformation plan primarily requires the application of the essence of good governance (Report of the Prim Minister reported to the parliament on the quarter of the year 2011).

Establishing and maintaining good governance and values of good governance requires combined efforts of media organizations, political parties, researchers, governmental and non-governmental institutions with out which advancing the public concern and promoting a country's development would be impractical. Mass media can play a significant role to inform the publics about the plans and practices of the government in order to develop the culture of transparency and accountability.

Different forms of media, whether private owned or governments owned, are responsible for covering issues of good governance and imparting relevant information on the issues to the public. In this regard Norris argues that: "The channels of the news media can function to promote government transparency, accountability and public scrutiny of decision makers in power by highlighting policy failures maladministration by public officials, corruption in the judiciary, and scandals in the corporate sector." (2006:2)

However, whether the media are playing their role effectively remains a subject of scholarly debate on different issues that signifies the practice of good governance and issues or values of good governance. This may be evident from the study by Yonas (2009) which revealed that both governance and private news papers in Ethiopia had failed to give prominence coverage to democratic values and good governance. Gerring (2005) underlines that, the quality of governance influences the propensity of democracy.

Good governance issues coverage on the broadcast media of the country seems to have not been studied. More particularly the intensity of the issues coverage in private media is not yet researched. Therefore, studying the role of the media in covering stories about the practices of the government and some aspects of good governance (accountability, transparency, efficiency and effectiveness, consensus oriented, and equity and inclusiveness) reasonably demands researchers.

Therefore, this research, particularly, attempts to examine the coverage of good governance or issues of good governance in Ethiopian private broadcast media. The study selects one called Zami 90.7 radio among the five Amharic FM radios found in Addis Ababa. This radio station is the only radio among the private and even governmental radios in producing a weekly program that brings journalists in the round table for discussing issues of good governance. In this weekly program called 'ye gazetegnoch kib terebeza' usually four journalists with the moderator or chairperson, discusses different agendas that directly or indirectly touches the quality of governments governance in the country.

1.3 Objective of the Study

1.3.1 General Objective

The general objective of the study is to assess and evaluate the nature and magnitude of the coverage of good governance issues on Zami 90.7 FM radio.

1.3.2 Specific Objectives

The specific objectives of the study are:

1. To assess the nature of Zami 90.7 FM radio communication pertinent to good governance in terms of the topics of discussion, their theme and origin and placement/order of the issues in the discussion, duration of each issue in the discussion, and aims of the discussion.
2. To check whether 'yegazetegnoch kib terepeza' program producers are practically exercising issues like accountability, transparency, responsibility, efficiency and effectiveness and consensus oriented decisions in their own part.
3. To examine the strength, weakness, and gaps in terms of the nature and frequency of the issues covered in the program of this radio program from the audiences points of views

1.4 Research Questions

The study attempts to answer the following basic questions.

1. To what extent does Zami 90.7 FM radio 'Yegazetegnoch Kib Terepeza' program cover issues of good governance?
2. Has the station allocated sufficient time for the coverage of good governance in the program?
3. How does the time duration allotted for the issues covered in the program?
4. What messages or themes are frequently addressed in the program?
5. What sources are used in reporting about good governance issues?
6. What is the role of the moderator in the discussion?
7. What is the attitude of the audience towards the program?

1.5 Significance of the Story

Radio plays a significant role in promoting good governance in various ways and therefore, assessing the nature and intensity of the coverage of good governance issues through Zami 90.7 FM radio program can contribute a lot to realize the extent and effectiveness of the station in facilitating the development of the notion. Accordingly, the finding may help:

- The producers and the media organization to realize the amount and intensity they allocate for the coverage of good governance
- Media organizations and other concerned government and non-government bodies to be aware of the challenges that journalists face when covering issues of good governance;

especially anti-corruption stories, and therefore they could give legal protection for journalists

- Different organizations whose work relates with issues of good governance to be informed on the role of media in disseminating information about good governance
- Other researchers as a reference in the future studies of media role in covering issues of good governance

1.6 Delimitation of the study

The research project focuses to study only on the coverage of good governance issues on Zami 90.7 'Ye Gazetegnoch Kib Terepeza' Program. No other broadcast media was included. The study attempts to assess the role of this particular radio program in promoting good governance particularly transparency, accountability, responsiveness, equity and inclusiveness, consensus oriented, and effectiveness and efficiency.

The radio programs coverage of good governance from April 07, 2010 to December 03, 2010 was selected for the study mainly because the station documents the programs that were aired in this time intervals. The researcher understands that it could be better to include more coverage in the study but given the limitation of time and finance, only the specified coverage was selected to serve the purpose of the research.

1.7 Limitation of the study

In conducting this study, the researcher has faced so many troubles than ever before. Primarily, there was the shortage of time to carry out the research basically due to the delay of approval of the research topic by the department. The fund and advisor allocation announced after two months delay. The budgeted finance was also insufficient to cover the required costs of the study. More over, a restriction on borrowing books those unavailable in the graduate library from undergraduate library of the Facility of Journalism and Communication was a big challenge.

Nevertheless, the researcher believes that with the necessary effort, the study has been made complete enough to serve its purpose.

1.8 Organization of the study

The research thesis has five chapters including this introductory portion and the second part which deals with the literature review, the third the methodology of the study, the four the presentation and discussion of findings, and the last part, the summary, conclusion and recommendation of findings.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

This chapter presents the concept of good governance, theories and features of good governance, mass media and good governance, mass media and good governance in Ethiopia and the role of radio in covering good governance issues.

2.1. The Concept of Good Governance

Currently, the terms governance and good governance are being increasingly used in development literature. There are lots of definitions of governance as there are various theorists in the field. Sheng (2009:4) simply interprets governance as: “the process of decision-making and the process by which decisions are implemented (or not implemented).” In the broader sense, Stoker explains governance as:

Governance refers to the development of governing styles in which boundaries between and within public and private sectors has become blurred. The essence of governance is its focus on mechanisms that do not rest on recourse to the authority and sanctions of government....Governance for (some) is about the potential for contracting, franchising and new forms of regulation. In short, it is about what (some) refer to as the new public management. However, governance ...is more than a new set of managerial tools. It is also about more than achieving greater efficiency in the production of public services (1998:17-18).

In governance, there are actors who act in the process of decision making. These actors exercise their powers in different levels. In this regard, Sheng (2009:5) argues, “the analysis of governance focuses on the formal and informal actors involved in decision-making and implementing the decisions made and the formal and informal structures that have been set in place to arrive at and implement the decision.” These actors act in a certain way in governance. The scholar further states that:

Government is one of the actors in governance. Other actors may include influential land lords, associations of peasant farmers, cooperatives, NGOs, research institutes, religious leaders, finance institutions political parties, the military etc. At the national level, in addition to the above actors, media, lobbyists, international donors, multi-national

corporations, etc. may play a role in decision making or in influencing the decision-making process (Ibid).

Governance is about a process. As to Peters and Pierre (1998:232), “governance is about maintaining public-sector resources under some degree of political control and developing strategies to sustain government’s capacity to act.” This is to mean that the government has power that is exercised on the governed public. This process generally refers to governance. In that different structures of the government can make decisions on resource allocation and manage service deliveries in the extent of their power share.

The term governance, some times, is seen to refer to government and government to refer to governance, though there is distinction between the two. This is evident from, Thomas.G (2000:795):

Many academics and international practitioners employ 'governance' to connote a complex set of structures and processes, both public and private, while more popular writers tend to use it synonymously with 'government'. Governance for the latter refers to characteristics that are generally associated with a system of national administration.

In the style of governance, the practices of the actors are seen as good or bad form and therefore the whole process is taken as good or bad form of governance. The style of governance can be treated as bad when the government practice fails to meet the public’s interest and development. According to Sheng (2009) the governing style of governance is considered as bad, when it becomes the basic factor for the societies’ underdevelopment. In such governance, major donors and international financial institutions restrict themselves from basing their aid and loans. For these institutions, the prevalence of “good governance” in the society is the pre-requisite criteria for their activities.

Good governance is a normative conception of the values according to which the act of Governance is realized, and the method by which groups of social actors interact in a certain social context. Accordingly, Godbole defines the concept as:

Good governance has much to do with the ethical grounding of governance and must be evaluated with reference to specific norms and objectives as may be laid down. It looks at the functioning of the given segment of the society from the point of view of its acknowledged stakeholders and beneficiaries and customers. It must have firm moorings to certain moral values and principles. A Mission Statement of good governance will thus read quite differently from the Mission Statement of Administrative reforms (2001:2).

There are elements to be included in the process of governance to ensure the practice of good governance in a given society. According to the good governance policy document (2006) in a given political and institutional system that protects human rights, democratic principles, and the rule of law, there is the transparent and accountable management of human, natural, economic and financial resources which can ensure equitable and sustainable development of the nation. This is good governance.

2.1.1. Theories of Good Governance

Most of the time issues which have wider importance and concern invite scholars to philosophize on and to set up certain frameworks for better understanding. Good governance is one of the most controversial issues to bring various theorists. For the purpose of this study the two theories: Centralist and Decentralist theory are highlighted under.

Centralist Theory: This theory is closely associated with the Westminster system and the theory of Responsible Party Government and presumes that good governance flows from institutions that centralize power in single laws of sovereignty (Gerring et.al. 2005). In this regard good governance is preserved when power is concentrated and manipulated by the central government.

In the history of Ethiopia, during the monarchical period, power was preserved only in the hands of the emperor which lasted till 1974. The coming socialist regime of Mengistiu Hailemariam was also unitary. Power was dominated by the governing party up to 1991. (Mohamed, 2001). Since power was in the hands of the government, good governance was not practiced.

Decentralist Theory: This theorizes that governance is associated with American Policy and with a variety of frame works. They suppose that good governance arises from the diffusion of power among multiple independent bodies (Gerring et.al. 2005).

After the collapse of the Ethiopian military regime on 1991 by the Ethiopian People's Revolutionary Democratic Front (EPRDF), the 1991 Charter was formulated. On 1994 the constitution that establishes the Federal Democratic Republic of Ethiopia adopted the federal system of Ethiopia (Mohamed, 2001). This means that all regions of the country have got power on deciding certain issues of their people.

Scholars today rarely appeal to the virtues of Westminster. Accordingly, Storm (2005) argues that there are few democratic centralists at the present time either in the academy or in the world of policy making and politics. Both the left and right now apparently agree on the virtues of decentralized democratic institutions. They believe that since the system allows different institutions to share certain power, the tendency of government's accountability and transparency to the public is relatively higher. For developing good governance, as the scholar, decentralized form of government is more appropriate for granting the essence of good governance.

2.2 Features of Good Governance

As McQuail (2000), quoted in Negeri (2010) argue that governance is about power relationships and accountability. It is about who has influence, who decides, and how decision makers are held accountable. It refers to the interactions among structures, processes and traditions that determine how power is exercised, how decision makers are taken on issues of particular importance, how citizens or other stakeholders have their say. However, not all governances are good governances; Negeri (2010:54) argues "the essence of good governance is greater efficiency and rationality in resource allocation, and enabling environment, and lack of corruption". In this regard its features include: participation, rule of law, consensus oriented, efficiency and effectiveness, corruption, transparency, responsibility, accountability and, equity and inclusiveness.

Participation: participation by both men and women is a key corner stone of good governance. Participation could be either direct or through legitimate intermediate institutions or representatives. It is important to point out that in representative democracy, the attitudes and requirements of the most vulnerable in the society will not be considered in the process of decision making. Participation needs to be informed and organized. This means freedom of expression on the one hand and an organized civil society on the other hand (Sheng, 2009).

Rule of law: good governance requires fair and legal frameworks that are enforced impartially. It also requires full protection of human rights, particularly those of minorities. Impartial enforcement of laws requires an independent judiciary and an impartial and incorruptible police force (Ibid).

Corruption: Corruption is a symptom of something gone wrong in the management of the state. Various institutions that are designed to govern the relationships between citizens and the state are used instead for the personal enrichment of public officials and the provision of benefits to the corrupt. Its basic cause is the prevalence of bad government's governance (United Nations Development Program, 1997). The report asserted that corruption is the direct response of bad governance.

Transparency: according to Sheng transparency refers to decisions taken and their enforcement are done in a manner that flows rules and regulations. It also means that information is freely available and directly accessible to those who are affected by such decisions and their enforcement. It also means that enough information is provided and that it is provided in easily understandable forms and media (2009).

Responsiveness: good governance requires that institutions and processes try to serve all stakeholders within a reasonable timeframe. Godbole consistently argues that:

The primary responsibilities of the government can be briefly stated as laws and order and police, adequate and promote criminal and civil justice systems, and protection of interests of economically and socially weaker sections of society. The government will also have to take the responsibility for provision of primary education, public health, and water supply, particularly in the semi-urban areas. If these are fully taken care of, a number of the remaining activities can be left to be provided by the private or cooperative sectors (2001:8).

Consensus Oriented: in different societies there are certain interest groups who can represent and influence the attitudes and interests of the community. Therefore, mediating these groups with government bodies can help to reach a broad consensus in society on what is in the best interest of the whole community. This requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such development. This can only

result from an understanding of the historical, cultural and social contexts of a given society or community (Godbole: 2001).

Equity and Inclusiveness: Sheng (2009) stated that a societies' wellbeing depend on ensuring that all its members feel that they have a stake in it and do not feel excluded from the mainstream of society. This requires all groups, but particularly the most vulnerable, have opportunities to improve or maintain their well being.

Effectiveness and Efficiency: good governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. Accordingly Godbole (2006) believed that the concept of efficiency in the context of good governance also covers the sustainable use of natural resources and the protection of the environment.

Accountability: According Sheng (2009) accountability is a key requirement of good governance. Not only governmental institutions but also the private sector and civil society organizations must be accountable to the public and their institutional stakeholders. Who is accountable to who varies depending on whether decisions or actions taken are internal or external to an organization or institutions.

In general an organization or an institution is accountable to those who will be affected by its decisions or actions. Accountability can not be enforced without transparency and the rule of law.

2.3. Mass Media and Good Governance

Many scholars consistently argue that in creating democratic and rational society, media has been playing a significant role through disseminating information. This information helps the public to make critical debate on issues of common interest. For example, Nyamnjoh writes:

In order to participate meaningfully in discussions of public issues, people need both knowledge and education on how to use the information at their disposal. The media have an enormous potential to provide such knowledge and education, but the media can also be a vehicle for un-critical assumptions, beliefs, stereotypes, ideologies and orthodoxies that blunt critical awareness (2005:2).

The issues covered in media can get wider concern and controversial arguments in the public. As to Vivian (2005), media coverage can shape what we think about as well as how to think through covering or ignoring certain issues in their air time or space. This means the media are a powerful linkage between the governments and how people view their government. A negative aspect is the trend of the media to consider public's interest in less relevant and necessary to get coverage in their scope.

Media coverage not only creates public's awareness but can also trigger dramatic shift in opinion. The media manipulate the environments in which people see political figures and issues. This is to mean that covering issues on media is very important to get inclusive and concessive solutions and understandings and/or changes in the society. Vivian explains this as:

The media are powerful players in public life because they shape the public's agenda by reporting some issues and ignoring or downplaying others. The media also frame issues and prime how people see the issues. The mass media, of course, are key in helping people sort through issues as they participate in the political process (2005 454).

In the process of democratization and good governance, media can serve a lot by mediating the government or other actors and the public. This mediation can be explained through three important roles. According to Norris and Odugbemi (2009), these are agenda setting, gate keeping and watchdog role of the media. Through playing these roles, media can facilitate overall human development. As Norris points out:

The news media is most effective in strengthening the process of democratization, good governance, and human development where they function as watch dog over the abuse of power (promoting accountability and transparency), as a civic forum for political debate (facilitating informed electoral choices), and as an agenda setter for policy makers (strengthening government responsiveness to social problems) (2006:6).

Media can also help the public to question the concerned body in various ways. In this regard McLoughlin and Scott underline that:

Media can provide a critical check on state abuse of power or corruption, enable informed and inclusive public debate on issues of concern to poor people, and give greater public

recognition to the perspectives of marginalized citizens. Where the media performs the roles of agenda setter, watchdog and gatekeeper effectively, it can contribute to democratic governance and accountability (2010:910).

Vivian, (2005), Martinsson (2009), *Norris*, & Odugbemi, (2009), and Krug, (2006) has identified three ideal roles for the news media that have a tremendous impact on good governance and accountability, if effectively fulfilled. These are fourth estate, civic forum and agenda setting. Each of these roles is briefly explained as follows.

2.3.1. Media as a Fourth Estate

The fourth estate concept was taken when US created the three branches of the government in the declaration of the Constitution's First Amendment. In the amendment, next to the two branches of the government, the legislative, judiciary and the executive, the press, which was not part of the structure, was informally called as the fourth estate.

As Vivian (2005) further explains the fourth estates job was to monitor the other branches as external checks on behalf of the people. This is the watchdog role of the press. The term remains to refer to all journalistic activities of today. This means the news media report on the other estates, ideally, is practiced based on the journalists commitment only to truth.

In their watchdog role, media can contribute a lot for democratization, good governance and human development through investigating the activities of actors to the public. Therefore, the actors could work in the sense of accountability and responsibility, which are the most important aspects of good governance. In doing this the actors on a position can also know the perceptions and attitudes of the public through media.

As Norris and Odugbemi (2006) simply put, in their watchdog role the news media protect public interest by monitoring society's powerful sectors to uncover corruption and misinformation. This means that the news media can check powerful sectors of the society including leaders within the private and public domains.

More explicitly the relationship between media watchdog role and good governance is explained as;

In their watch dog role the channels of the news media can function to promote government transparency, accountability and public scrutiny of decision makers in power by highlighting policy failures, maladministration by public officials, corruption in the judiciary, and scandals in the corporate sector. Investigative journalism can open the governments' record to external scrutiny and critical evaluation, and hold authorities accountable for their actions, whether, public sector institutions, non-profit organizations, or private companies (Norris, 2006:6).

However, the media face a number of challenges in practicing these roles. These challenges can be sourced from the ruling political system, incompetent professional skills of the journalists themselves, and the degree of publics' media awareness. Particularly, issues of good governance (i.e corruption, accountability, transparency and the like) need greater effort and commitment in the profession of journalism. According to Norris and Odugbemi:

There are several limitations, including: 1) state control of news media posing restrictions such as . . . censorship, state ownership of the media, legal restrictions on freedom of expression and publication, criminal prosecution of journalists and even violence; 2) commercial pressures limiting news media coverage of certain issues, such as corruption; 3) lack of journalistic standards that may contribute to political bias, sensationalism, etc.; 4) availability of a vibrant civil society performing the watchdog role; and 5) lack of media literacy and access to the news media and/or alternative news sources, all of which may threaten the development of a competent citizenry. These limitations prevent citizens from acquiring an adequate understanding of how current affairs affect their lives and, therefore, diminish their political authority (2010:911).

To overcome these problems in the media structure, the scholars suggest that there need to be a more coordinated and holistic approach for media development. Secondly, the activities and practices of journalists need to be formulated and assisted by laws and principles. The third important thing is the citizenries' level of understanding need to be improved to motivate journalists to work effectively.

In the process of building active and informed citizens and to bring attitudinal transformation, therefore, as Price and Krug (2006) indicate, citizens need to have a logical understanding of the news media to question and affect poor media structures so as to let it produce accurate and

reliable information. Additionally, they suggest that a special kind of literacy might be required that encompasses a desire to acquire, interpret, and apply information as part of civil society.

Therefore, to succeed in its watchdog role, media need to have publics who have readiness and knowledge in using varieties of media. Particularly the media's role for democratization and good governance expansion needs the publics' degree of knowledge on related issues and their constructive debate through media. On top of this John Vivian argues:

Public confidence in media coverage suffers whenever doubts arise whether the media are truly the publics' watchdogs on government. Such doubt have grown as media control has been concentrated in fewer hands through conglomeration and with the commitment growth in the media leaders being business people first and media people second (2005:452).

This means that the public can also play its own role on media by attending and consistently participating on the raised issues. This can push the journalists for more investigative work.

2.3.2 Mass Media as a Civic Forum

Media, as its name connotes, mediates between two referees; the receiver or decoder and the source or encoder. This activity can be effective if the issues raised are at least commonly important to the public. In this regard Norris underlines that:

The media can strengthen the public sphere, by mediating between citizens and the state, facilitating debate about the major issues of the day, and informing the public about their leaders...if the channels of communication reflect the social and cultural pluralism with in each society, in a fair and impartial balance, then multiple interests and voices are heard in public deliberation (2006:6).

To facilitate institutions' accountability and culture of transparency, media can play an important role by exposing the activities and future plans of these institutions to the public. Accordingly, McLoughlin and Scott (2010) argue that the media can bring an agenda of the public debate and discussion of social issues. It can also represent a plurality of perspectives, including those of poor and marginalized societies.

These functions of the media can be implemented through different approaches. The journalists can include those powerful issues in their news files by giving balanced space and duration, arranging special weekly or daily programs for discussing these social issues so as to bring to light the dominant public perspectives and debate. These can strengthen the process of creating informed and active citizens which is, as Price and Krug (2000) explain, the most crucial step for building democracy, good governance and human development.

2.3.3 Media as Agenda Setter

The term agenda setting means media effects succinctly when they said the media don't tell people what to think but rather what think about. This has come to be called agenda setting (Vivian, 2005).

Media can function as an agenda setter for the public and the government and other organizations. Norris (2006) and Vivian (2005) media can function as an agenda setter through providing information about urgent social problems and there by channeling citizens' concerns to decision makers in government. McLoughlin and Scott also believe that:

The media can raise awareness of social problems, informing elected officials about public concerns and needs. A number of studies have demonstrated that the issues the media present as important are the same as those the public subsequently think are important (2010:912).

Since publics' number and geographical location is larger the problems and questions of these societies need an agent or channel to reach them to the responsible leaders or organization. Accordingly, the scholar further illustrates:

In this regard the, media can act as a vital channel of information for decision makers, helping to make democratic governments more responsive to the needs of the public. In this situation, the role of the media as an agenda setter can pressure the governments to respond to local problems (Ibid).

2.4. Mass Media and Good Governance in Ethiopia

Until 1974, when Emperor Haile Selassie, the last monarch, was deposed by a revolutionary force, Ethiopia was governed by a highly centralized monarch. After a popular uprising in 1974 which left a political vacuum, a provisional administrative council, known locally as the Derg, was set up but collapsed in May 1991 when the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) took power.

The EPRDF assumed governance responsibilities and convened a National Peace Conference in Addis Ababa which adopted a Transitional Charter and formed a transitional government. This paved the way for the installation of an elected government under a pluralist political system (The Country Governance Profile, 2009). This means the country has started to experience relative freedom and human and democratic rights since the 1991 Charter, which granted the right of self determination to nations, nationalities and peoples of Ethiopia that acted as a precursor to the 1994 Constitution (Yonas, 2009).

The current political system of the country, according to the document, has got the following features. The system has an ethnic based political map, extensive devolution of power to regions, and a new formula for unity based on equality of nations and nationalities, and voluntary union. The country has adopted the new Constitution in 1994 that transformed Ethiopia in a federal system of government.

In the constitution, the right to freedom of expression, among other things, was safeguarded by the law and regulation of the government. This resulted in the expansion of media's role in covering certain issues of the public and the government policies and practices in their air time and space. However, many scholars debate that the degree of media's freedom in covering certain public issues in the country is still restricted by the government. For instance, the document stated that:

The Ethiopian constitution guarantees freedom of the media. Consistent with the constitution, Ethiopia has opened space for the development of private print and electronic media. There has been an increase in the number of private newspapers in Ethiopia since the media was liberalized. Press freedom has proven to be a highly contentious issue. A new press bill that was drafted a couple of years ago came under strong criticism inside and outside the country because it was perceived as too restrictive on the private media (2009:8).

As the document, the law has been amended based on international best practices, and the legislation was passed by Parliament. Some analysts still maintain that the new law is restrictive. One concern is over the heavy penalties that will be imposed on owners of newspapers breaking the law. The importance of a free press in enhancing transparency and providing the public with the means of holding the executive accountable cannot be overemphasized. Although Ethiopia is committed to press freedom as enshrined in its constitution, the challenge is to ensure that the press operates freely

There is a consensus that good governance is an essential ingredient for sustainable development and poverty reduction. In this process the contribution of media in mediating the public and the ruling party takes the most crucial role. In this regard the Minister of Information Bereket Simon said, “It is a fact that poor and backward countries like Ethiopia can not pull themselves to democracy without properly utilizing the media. In this respect media assumed to play a very constructive developmental role” (2006:16) According to the Minister, the government of the Ethiopian People’s Revolutionary Democratic Forces (EPRDF) firmly believes that despite the low level of the wrongs that have been done in the past and especially the private press, the media remains to be an instrument for democracy. (Ibid)

There are several channels through which the Ethiopian governance communicates with citizens and other actors. The country Government Profile (CGP) (2006), explained that in Ethiopia the parliamentary system allows legislators to engage the Prime Minister and other Federal Government officials to conduct the performance of the executive. The Prime Minister presents overall annual plans of the government at the beginning of each parliamentary session and submits a report on the performance of different ministries two times to the Parliament. Each

ministry also produces regular reports on the performance of the Council of Ministers. This can help to develop the accountability of executives

Even if there are still restrictions on Ethiopian media, the document levels the country in a better position of good governance expansion. It presents the Worldwide Governance Indicators show that in 2006, Ethiopia's performance in government effectiveness was relatively better than the rest of Sub-Sahara Africa. Ethiopia's ranking on the control of corruption dimension was also higher than for Sub-Sahara Africa, and to some extent on the rule of law. Ethiopia's percentile ranking on voice and accountability and regulatory quality, however, was lower (The country Government Profile, 2009:12).

However, there are certain research findings that contest the arguments of this document producers. The research that was conducted by Oertel (2004) revealed that even if the country includes certain rights and freedoms in its constitution, the application is still in its infant stage. For example: The Constitution guarantees freedom of the press, and censorship is officially prohibited. However, the media is controlled by the state, and the private press is subject to tight surveillance by the government. The newly drafted press law providing, among other things, for the imprisonment of journalists who make reporting errors, has been widely viewed as stifling the free press.

The present Ethiopian Government shares the features of a democratic, federal state: adoption of a new constitution; introduction of a multi-party system; and the holding of periodic elections. However, these features by themselves can never be symbols for the presence of good form of governance in the country unless they come in to practice. They have never been practiced from various perspectives (Oertel, 2004).

Even though this research was conducted before five or six years, the stated results are still characterizing the country. For instance, even if the country has adopted decentralized or federal system of government, all the regions of Ethiopia are governed by the central government.

In addition to this, the government is accused of violating human rights and freedoms. This fact has been frequently reported by the Human Rights Watch, International Commissions and different foreign media organizations. In Oertel (2004) research too, over 80% of the Expert Panel members strongly doubted that human rights violations in general, and those committed by the police and prisons in particular, are reported or adequately monitored by the Government, whilst arrests are frequently carried out without charges and excessive force is frequently used by the law enforcement organs to silence public discontent. In addition, over 60% of the panel responded that the police is both poorly trained and equipped to discharge its duties efficiently resulting in an overall low confidence citizens have in the ability of law enforcement organs to protect them from crime.

On the other hand, the research concluded that by law different watchdog organizations are supposed to be independent of the executive in order to exercise effective oversight over the Government, ensure the protection of civil rights and uphold the rule of law. However, the relative weakness of the legislature in terms of access to information and lack of experience coupled with the dominance of the executive in Ethiopian politics has resulted in only limited control by these watchdog organizations.

The same result was observed on the report of Human Rights Watch on 2010. Therefore the condition revealed in the country showed that the important aspects of good governance (i.e accountability, transparency, efficiency and effectiveness, anti-corruption, rule of law, participation, consensus oriented and equity and inclusiveness) are not implemented effectively. This conclusion is based on the research findings not from conferences and presentations as the Country Governance Profile.

2.5. Theoretical Perspectives

The programs or the news that get coverage through various types of media are selected and presented in a certain tone, duration or space, etc. This working culture is, mainly, the result of two theories: Agenda Setting Theory and Gate Keeping Theory.

2.5.1. Agenda Setting Theory

The concept of agenda setting was developed by Maxwell McCombs and Donald Shaw in 1968. McCombs's original theory was just looking to prove that the media did select our topics. He has taken a step further in recent years to determine if the media control what we think about and how we think about it. The media keeps informed and gives topics of interest without realizing that they are giving topics.

According to Stone et.al (2003:238) s “agenda setting is the concept that the media may be unable to persuade people what to think, but are quite adept at telling people what to think about.” This means that the issues covered in media can become issues of public debate. In other words, the public are given their “agenda” of daily information for discussion based on what the media wants them to be talking about. This, say the scholars, is the powerful theory of media.

Agenda setting is all about the role of the media in grasping publics' attention on only covered issues and to bring their opinion accordingly. The agenda of a news organization is found in its pattern of coverage on public issues over some period of time, a week, a month, an entire year. Over this period of time, whatever it might be, a few issues are emphasized, some receive light coverage, and many are seldom or never mentioned.

According to Shaw (1979), media can offer numerous cues about the salience— the opening story on the newscast, length of time devoted to the story, etc. These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public's attention to that small group of issues around which public opinion forms.

All the issues covered in a particular electronic or print media may not satisfy all the sections of the society. In that end, the role of the media as an agenda setter could get in problem. Therefore, measuring public opinion as Maxwell (2003) argues yield significant evidence of the agenda setting role of the news media. These whole does not mean that publics did not have their own pre-deposited knowledge and opinion on different issues. But the point is that media can bring their focus on its covered issues. In this regard, Shaw asserts that:

Attitudes and behavior are usually governed by cognitions – what a person knows, thinks, and believes. Hence, the agenda-setting function of the mass media implies a potentially massive influence whose full dimensions and consequences have yet to be investigated and appreciated (1979:101).

These scholars underlined that influencing the focus of public's attention is a powerful role, but, arguably, influencing the agenda of attributes for an issue or political figure is the epitome of political power. Determining the way that an issue is framed for deliberation, – can significantly influence the ultimate outcome.

Generally the role of the media in setting agenda according to Maxwell (2003) has two steps. To borrow Walter Lippmann's (2003) phrase, "the pictures in our heads," the agenda of issues or other objects presented by the news media influence what the pictures in our heads are about.

Politics play too big of a role in what is presented to the public. It seems too often that politicians generally share the background, worldview and financial status as the owners and managers of the dominant media outlets (Official Agendas, 2002). This has to have a huge impact on what information the public is given.

2.5.2. Gate Keeping Theory

The other guiding theory for choosing stories to be included or covered in a certain media is gate keeping theory. Nahon defines gate keeping as:

The process of controlling information as it moves through a gate or filter (Barzilai-Nahon, in press) and is associated with exercising different types of power (e.g., selecting news, enforcing the status quo in parliamentary committees, mediating between professional and ethnic groups, brokering expert information) (2008:1).

Theories developed in studies of communication and journalism looked primarily at gatekeepers as selectors or human information filters (e.g., editors, gatherers). In this regard Shoemaker et.al (2001) believes that gate keeping is the process by which the billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a

given person on a given day. But after ten years the scholar admitted the broader concept of gate keeping as:

However, the gate keeping process is also thought of as consisting more than just selection. ... In fact, gate keeping in mass communication can be seen as the overall process through which social reality transmitted by the news media is constructed, and is not just a series of 'in' and 'out' decisions" (Shoemaker et.al 2001: 233).

In allowing and protecting issues to get coverage, there are factors, which affect the news organization at work. Accordingly, White (1950) suggested a simple model to explain the selection process in news paper and argued that news items were rejected for three reasons: personal feelings of gate keeper, insufficient space, and whether the story had appeared previously. Nahon (2008) argues that scholars who followed these theories emphasized personality characteristics or the influence of the gatekeeper's moral and normative values on the decision-making process.

In the process of protecting stories from getting converge; the scholar presents the works of many theorists on the models of gate keeping as:

As more theories and models of gate keeping appeared, scholars began to investigate gate keeping as an act of agenda setting and change in society. These investigations fostered the development of theories focusing on the institutional and social environment, which, among other things, discuss the impact of group consensus on gate keeping how market pressures affect gate keeping models of newsworthiness and cultural impact theories Finally, some scholars were interested in the characteristics of messages themselves and developed information characteristics theories that explore how visual factors and the size, number, and clarity of messages affect editors' decisions about whether and how to include messages in the media (Nahon, 2008: 5).

To summarize, most communication theories have viewed gate keeping as the process of controlling the entry of messages in to the gate keepers' space or gate.

2.6. Radio Talk/Discussion Table Program

In order to participate meaningfully in discussion of public issues, people need both knowledge and education on how to use the information at their disposal. The media have an enormous potential to provide such knowledge and education, but the media can also be a vehicle for uncritical assumptions, beliefs, stereotypes, ideologies and orthodoxies that blunt critical awareness (Nyamnjoh, 2005).

Public issues like good governance, therefore, can be covered in media through various styles and approaches. Among these possibilities, bringing issues in round table discussion program is one way to create public debate. Bringing these issues in radio discussion is comparatively important among other media forms. Accordingly Vivian stated:

Most news media influence is through opinion leaders. Newspapers and magazines are especially important to these opinion leaders. For the public, television and radio are the preferred sources of national political news. For political engaged people talk radio and online media are also significant sources (2005: 439).

In radio talk programs the style and approaches of the producers to grasp the attention and interest of the public need be attractive and influential in content and color of voice. Among other requirements, (Mc Leish, 2009) argues the blindness of radio imposes its own limitations and four or five speakers should be regarded as the maximum. Even then, it is preferable that there is a mix of male female voices.

Among the producers of the program, as the scholar, the one who has comparatively good radio personality and public figure will take the leading position by raising the topics of the discussion by naming the turns of the participants and by controlling the direction of the discussion.

The round table discussion takes place not in question and answers form. All participants are responsible and aware about the topic. Mc Leish further claims that:

Under The Heading of the discussion programmed should also Come what is often referred to as ‘the chat show; here a well known radio personality introduces one or more guests and talks with them. It may incorrectly be described as an interview but since ‘personalities’ have views of their own, which, they generally only too ready to express, the result is likely to be a discussion (2009:129).

Topics of the Discussion: In bringing issues to be discussed in a particular session or program, the producers or journalists must research and the essential background information should be gathered and checked. McQuial (1994) believes the content /subject must be important for getting the interests and involvement of the audiences in the program.

In a round table discussion, there can be lots of issues or topics to bring peoples together with their views and logics in analyzing and reaching at the solutions or recommendations accordingly. But these topics need be relevant to the public. Accordingly McLeish:

The topic for a broadcast debate should be a matter in which there is genuine public interest or concern. In discussing the public’s concern both the audience and the broadcaster can be benefited in many aspects. The aim of bringing the issues of the public under broadcast discussion is for the listener to hear arguments and counter arguments expressed in conversational form by people actually holding those views with conviction. The broadcaster can then remain independent (2005:128).

The issues in round table discussion can invite the mass or audience to participate in the topic. This participation needs the producer or the media’s degree of recognizing, expecting and respecting the public’s say on the subjects through direct or in-direct tools of public communication.

Since, according to Katz, et.al (1974), audiences are not passive seekers of any information of media, media should regard them as interpreters and participants of their program. Therefore, the scholar claimed that the topics need be carefully selected for influencing the public in the required angle. There are certain ways that publics reward can get to the media. These possibilities, as Mc Leish (2005) states are: audiences can be invited to take part ‘live’ and ‘now’, or in a low follow up program by letter, phone, fax, text or e-mailing the event of a public meeting on the subject, it may be that the broad can arrange to cover it with an outside broadcast.

The Chairperson/Moderator: It is possible, of course, to ‘weight’ a discussion so that it is favorable to a particular point of view but since the listener must be able to come to a conclusion by hearing different views adequately expressed, the producer should look for balance-of ability as well as opinion (McLeish 2000).

The scholar further explained that participants in a roundtable discussion are supposed to be, quickly think, quickly articulate and, convincing the required public. He further explains;

The ideal chairperson is knowledgeable, firm, sensitive, quick thinker, neutral but challenging, courteous, sense of humor, interested in every thing, a good radio voice, an acute sense of time the chairman must have the facts to hand and have a note of the views already expressed so as to have a complete understanding of the points of controversy. With one eye on the prepared’ plot’ and the other on the clock the chairman steers the subject through its essential areas (McLeish 2005:131).

2.7. Audiences and Media

Now a day different media organizations are competing each other to get the dominant publics attention. This competition is comparatively higher in private media organizations. The basic factor for this competition is the presence of various types of audiences around the media landscape. Therefore, a single and simple word can never bring uniform understanding between the listeners, readers and viewers of the media. Thus media need to appeal these audiences according to their interests, backgrounds and expectations (McQual, 1997).

Media has various groups of audiences. These audiences can be found from the society either by the attraction of media content or they exist before the media. Accordingly, McQuail (2000:370) says, “audiences can originate both in society and in media and their contents either people stimulate an appropriate supply of content or the media attract people to the content they offer.” This shows that the content of media can produce new audiences to the media. Therefore, the type and amount of media content is the basic factor for grasping audiences’ attention.

The relationship between the content of media and the audiences’ needs is more complex and controversial in the eyes of certain media scholars. However, Rosengren and Windahl (1972)

claim that now a day there is a growing consensus among media scholars that almost any type of content may serve practically any type of function to the public.

However, there is a general agreement that media contents should interest and participate the dominant audiences through covering the concerns of the publics'. Although there are various factors that affect media in overcoming this activity. McQuail (1997:76) mentions these factors as:

1. Social background and milieu: education, religions, cultural, political and family environment and region or locality of residences.
2. Personal attributes of age, gender, family position, study and work situation
3. Media related needs
4. Personal tests and preferences for certain genres, formats, or specific items of content
5. General habit of leisure-time media use and availability to be in the audiences at a particular time.
6. Awareness of the choices available and the amount and kind of information possessed
7. Specific context of use varies according to medium but generally refers to sociability and location of use.
8. Chance often plays a part in media exposure and its intervention reduces the ability to really explain choice or audience composition.

There are also hindering factors in the side of media that influence audience and media interaction. These are: the number, reach and type of media available to the given audience (the media system), the structure of media provision, available content options, media publicity and timing and presentations of media contents McQuail (1997).

To become strong competent through these factors, media need to do a research on its audiences and shape its approach accordingly. Nearly every study has also been an audience study, in which the audience is conceptualized as “exposed” to influence or impact (Klapper, 1960).

CHAPTER THREE: METHODOLOGY

This chapter focuses on the methods of the study, subject of the study, sampling techniques and sample size, method of data collection, coding categories, unit of analysis, inter-coder reliability and data analysis method

3.1 Methods of the Study

The study employed both qualitative and quantitative research methods. The research used content/document analysis as the main tool of data gathering. This method was applied as it aims, according to Deacon (1999), at studying the objective, systematic and quantitative description of the content of communication, which is also the aim of this study.

The other technique in this research method was questionnaire. This technique was used to gather information from members of the audiences. The questionnaire was read and re-checked by the two advisors and the research co-workers before it was distributed randomly for the respondents grouped through stratified sampling technique. The questionnaire was designed mainly to answer the following questions: in order to answer the question why a specific story was included in the program, the researcher has also employed qualitative research method. Semi-structured interview was designed and used to collect the necessary data from the moderator and three producers of the program.

3.2 Subject of the Study

It is impossible to consider every audience in this kind of study. Hence audiences of Addis Ababa were purposively selected among other towns which are approximately 100 km distance away from Addis Ababa. These audiences were divided according to their profession as Academicians, Artistic Communities, Business People, Media People, Taxi Drivers, Government Employees, Non-government Employees, Politicians, Administrators and others. From each of these groups, five respondents were selected randomly. This means that a total of 50 respondents were surveyed.

Since the content of good governance issues converge on Zami 90.7 FM radio was the subject of this study, the issues in the program ‘Ye Gazetegnoch Kib Terepeza’ discussion, the producers of the discussion and the moderator or chairperson of the discussion were the subject of this study.

3.3 Sampling Techniques and Sample Size

Zami FM 90.7 Radio was selected based on purposive sampling technique among the seven FM and two national and other community radios in the country.

Samples- the number of broadcast programs- was selected through purposive sampling technique and sample audiences for the purpose of measuring the efficacy of the program were selected randomly.

Four months program (spanning from August 07, 2010 to December 03, 2010), were chosen as samples of this study. The period was purposively selected because the country has experienced the second regional and federal election which was held on May 6, 2003 EC: and almost all Ethiopian broadcast media were covering the most important aspects of good governance around this time. The fairly lengthy duration (four months) selection as a sample could give the chance to compare and contrast the coverage of good governance issues at different times. Therefore a total of 14 programs will be used for the purpose of coding good governance issues.

In the process of measuring the efficacy of the program, the researcher has taken Addis Ababa audiences purposively because of its proximity to the researcher. 50 respondents were randomly selected after they have been grouped based on their profession by using stratified sampling technique. This means five people from each group of academicians, artistic communities, business people, media people, taxi drivers, government employees, non-government employees, politicians, administrators and others has got questionnaires randomly. The moderator or chairperson of the program and the producers of the program were selected directly.

3.4 Method of Data Collection

All the aired programs dealing with good governance issues in all the selected programs were collected and examined. A coding list was prepared to detect the types of topics in the discussion,

the theme of the discussion, the duration of each issue in the discussion, the sources of the issues, the aim of the discussion and the placement of the issues or topics in the discussion.

The procedure for coding did include: type, theme, aim, and source, duration of each topic and placement or order of topics in the discussion. The researcher and another coder, who is an MA student at the Faculty of Journalism and Communication did the coding.

All the responses of the selected audiences on the program were analyzed based on coding list prepared to explain good governance issues on this FM radio. Therefore, the audiences were categorized as academicians, artistic communities, business people, media people, taxi drivers, government employees, non-government employees, politicians, administrators and others.

3.4.1 Coding Categories

The following are brief descriptions of categories:

A. The categories under the program

Types of Issues: refers to the topics of the issues in the round table discussion. These topics were coded as good governance issues, democratic issues, political issues, journalistic issues, business issues and others.

Theme of the issues: refers to the central message or the dominant subject of the issue. The themes of good governance issues were coded as: corruption, accountability, transparency, responsiveness, consensus oriented, equity and inclusiveness, effectiveness and efficiency

Aim of Good Governance issues: refers to the central message or goal of the discussion. Good governance issues aims were coded as informing, entertaining, educating, all or two of the three.

Sources of the issues: refers to the dominant sources of the topics in the discussion. This were coded as, political journals, /media, government organizations, individuals, and others.

Duration of the issues: refers to the amount of time devoted to each good governance issues. The duration of the topics under discussion were measured by seconds and was coded as maximum and minimum.

Placement of the issues: refers to the order or placement of good governance issues in the discussion. Three categories were employed: beginning, middle and end.

Origin of the issues: refers to the poles where the issues of the program origin or gained. This refers to public pole, government pole or media pole.

B. The categories under audience analysis

Taxi drivers: refers to respondents who make their life by giving taxi service for Addis Ababa city publics only.

Artistic community: refers to respondents who are engaged in artistic activities like music, film acting and writing, painting and others in Addis Ababa.

Business people: refers to respondents who are involved in business oriented jobs such as shop keeping, merchandizing, and other related works in Addis Ababa.

Media people: refers to respondents who are engaged in working in print or electronic media outlets as reporters, journalists, editors, producers, and news room technicians.

Academicians: refers to respondents who are involved in academic jobs. These respondents include, teachers, students and researchers.

Government workers: refers to respondents who are employed in government offices and fields. Workers under this category are those who work in Banks, Insurance companies, Hospitals, and Health centers, and other civil services.

NGO's: this refers to respondents who are employed by an international or local non-government employers whose objective is not incurring profit for their service or goods they deliver.

Politicians: These respondents refer to those who involve themselves in political analysis, arguments and debates.

Administrators: refers to respondents whose job is to manage and organize the public in some way in Addis Ababa. These include kebele leaders, woreda leaders and the like.

Others: In this category, respondents who are not under the above profession will be analyzed in this category.

3.5 Unit of Analysis

Each weekly program of 'Ye Gazetegnoch Kib Terepeza' discussion which is mainly focused on dealing with good governance issues were used as a unit for studying the responses of the publics in this study.

3.6 Inter-Coder Reliability

The coding was done by two coders. Dominick and Wimmer assert that "two to six coders could be employed in a content analysis method" (2006:162). Therefore, the researcher and an MA student from the Facility of Journalism and Communication have done the coding. The researcher provided the necessary explanation to this student before the coding. Inter-coder reliability refers to levels of agreement made among in-dependent coders who code the same content using the same coding instrument (Wimmer and Dominick, 2006:166).

Reliability= $\frac{2M}{N1 + N2}$

$$N1 + N2$$

Where "M" is the number of coding decisions on which the two coders agree. "N1" and "N2" were the total number of coding decisions by the first and the second coder respectively. Therefore the coding reliability between the two coders was 0.92. this number is believed to be more than significant because most published content analysis typically report a minimum reliability of 0.7 (Ibid).

3.7 Data Analysis Method

After coding all the selected programs that dealt with good governance issues and the responses of the surveyed audiences by making use of the above mentioned categories, critical analysis was made by applying both quantitative and qualitative data analysis method. The Statistical Package for Social Sciences (SPSS) was employed to analyze the quantitative data. To show the coded data, descriptive statistics frequency table and bar graphs were used.

The data which was gathered through both qualitative and quantitative research method that is semi-structured interview and questionnaire and content analysis were integratively analyzed and discussed.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

This chapter focuses on the presentation of data analysis and discussion of study findings. The data obtained quantitatively through content analysis and questionnaire and qualitatively through semi-structured interview are analyzed and discussed. The data gained through content analysis are uploaded and changed in to percentages by using the Scientific Package for Social Science (SPSS). These data are presented using tables and graphs. The data collected through questionnaires are also analyzed in the same way. On the other hand the qualitative data obtained through semi-structured interview is presented together with the quantitative data.

4.1 Presentation of Findings

From August 07, 2010 to December 03, 2010, 14 programs called ‘yegazetegnoch kib terepeza’ were aired on every Sunday from 11:00 am to 12:00 on 51 major issues.

3.1.1. Frequency Type and Percentage of the Issues

Table 1: Frequency Distribution in Terms of Numbers of Issues in the Selected Months

| Type of Issues | Frequency | Percentage |
|------------------------|-----------|------------|
| Good Governance Issues | 12 | 23.5% |
| Democratic Issues | 6 | 11.7% |
| Political Issues | 16 | 31.4% |
| Business Issues | 2 | 3.9% |
| Journalistic Issues | 7 | 13.7% |
| Others | 8 | 15.7% |
| Total | 51 | 100% |

As indicated in Table 1, from the total of 51 issues, the majority (i.e 31.4%) is political and the next (collected using the content analysis method, the majority (23.5%) is good governance.

The third position from the list of frequent story in the discussion is the issue entitled “others” with 15.7%. These stories are different from political issues, governance issues, journalistic issues, democratic issues and business issues. Journalistic issues which possessed 7 issues are leveled in forth rank by sharing 13.7% of the entire coverage.

Another type of issues which was covered in the program is democratic issues. This issues take 6 11.7% of coverage from the whole discussion. Where as issues related to business amount only 3.9%.

Even if the dominant contents of the program in the selected sample weeks are political issues, the Moderator of the Program and the Owner of the Station, (interview, January, 21, 2011) makes clear that in the program any type of issues will be raised if it is timely and controversial in the public; but mostly the discussion revolves around the professional practices of journalists in the country. But the quantitative findings show that journalistic issues have got the fourth largest coverage during the sample period.

Regarding the coverage of good governance issues, one of the producer and participant of the discussion, (interview, January, 25, 2011) said that they didn’t propose this issue for discussion and include it in their agenda; but they raise it with other issues when necessary.

The moderator and the three producers and presenters of the program agreed that there are no any criteria or guidelines for bringing the issues in to the round table discussion. Any issue could be raised if it is the issue of the time and get covered in various media.

But the Moderator of the program and one of the producer and presenter, (interview, January, 25, 2011), argued, since the program is basically designed to aware the public about the profession of journalism especially private media journalism, the dominant coverage is given for journalistic issues. However, in the eyes of the audiences, which are sampled in this research, the contents of the program are seen in the following table.

Table 2: Audiences Response on the Types of Issues in the Discussion

| Respondents | Political | | Good Governance | | Journalistic | | Business | | Democratic | | Didn't Know | |
|--------------------|-----------|-----|-----------------|-----|--------------|----|----------|----|------------|----|-------------|-----|
| | Count | % | Count | % | Count | % | Count | % | Count | % | Count | % |
| Academicians | 1 | 2% | 1 | 2% | | | | | 1 | 2% | 2 | 4% |
| Taxi Drivers | 1 | 2% | | | | | | | | | 4 | 8% |
| Artistic Community | 1 | 2% | 1 | 2% | | | | | | | 3 | 6% |
| Media People | 2 | 4% | 1 | 2% | 1 | 2% | | | | | 1 | 2% |
| Administrators | 1 | 2% | 2 | 4% | | | 1 | 2% | | | 1 | 2% |
| Business People | 1 | 2% | 1 | 2% | | | 1 | 2% | | | 2 | 4% |
| Politicians | 1 | 2% | 1 | 2% | 1 | 2% | 1 | 2% | | | 1 | 2% |
| Gov. Workers | 2 | 4% | 1 | 2% | | | | | 1 | 2% | 1 | 2% |
| NGO Workers | 1 | 2% | 1 | 2% | 1 | 2% | | | | | 2 | 4% |
| Others | 1 | 2% | | | | | 1 | 2% | | | 3 | 6% |
| Total | 12 | 24% | 9 | 18% | 3 | 6% | 4 | 8% | 2 | 4% | 20 | 40% |

The majority of the audiences (40%), as it can be seen in Table 2, responded that they did not know or recognize the type issues in the discussion. The other audiences constitutes (24%) believed that the dominant issues discussed in this round table program are political issues. According to the audiences response, the third issues (18%) raised in the program are good governance issues. The fourth (8%) is business issues, the fifth (6%) is journalistic issues and the last (4%) is democratic issues.

4.1.2 Duration of the Issues

Under this section the findings of the data are classified in the duration that each issue has taken in the period between August 07, 2010 and November 15, 2010. Maximum and minimum, sum of

the whole issues in second, and the range are presented in different sections on the following table. The maximum column shows the maximum duration registered for one issues in each category. Likewise the minimum column shows the minimum duration recorded. The sum total of the duration of each issue is also included.

Table 3: Duration of the Issues Described as Maximum, Minimum and Summation.

| Type of Issues | Duration of issues | | | |
|------------------------|--------------------|--------------|--------------|----------------|
| | Sum in (second) | Max (second) | Min (second) | % of Total sum |
| Good Governance Issues | 8284.00 | 4075.00 | 415,00 | 17.9% |
| Democratic Issues | 5482.00 | 1159.00 | 120.00 | 11.8% |
| Political Issues | 21174.00 | 3600.00 | 485.00 | 45.7% |
| Business Issues | 2254.00 | 1592.00 | 662.00 | 4.9% |
| Journalistic Issues | 8210.00 | 2885.00 | 260 | 17.7% |
| Others | 1319.00 | 158.00 | 55.00 | 2.8% |
| Total | 46273.00 | 13469.00 | 1997.00 | 100% |

As it shown in the above Table 3 above, during the forty sample week programs, 51 issues were on air for 46, 273 seconds (13 hours and 25 minutes). Accordingly political stories were given the dominant place in the frequency distribution of the coverage. The same happened in relation to time allocation. Political issues have got 21174 seconds during the selected period. This means the station devoted 45.7% for political issues of the whole time of the weakly an hour duration program.

Direct relations are observed between the frequency of the issues and the duration given to each issue in the round table discussion. Political issues, 16 stories and 21174 seconds, had the lion share of the coverge during the period under study.

Governance issues and journalistic issues take the second and the third rank with 8,284 and 8, 210 seconds respectively. Democratic issues were recorded in the forth with 5,482 seconds and Business issues were the fifth with 2, 254 seconds. Issues other than these stories entitled as

“others” received the sixth rank with 1, 319 seconds share. This is given the list duration in the coverage.

The producers and presenters of the program were asked about their approach of the time allocation for each issue in the discussion. But they replied that there is no time limitation for issues to be discussed; they continue their discussion on a given story till they want and directed by the moderator. She also added that there is time duration for issues in the discussion. The discussion keeps going till they finish and reach at consensus. On the other hand, the audiences of this program have their own attitudes, which are presented in the next table.

Table 4: Audiences Response on the Duration of Each Issue in the Program

| Respondents | Fair | | To some Extent | | Not Fair | | Don't Know | |
|--------------------|-------|-----|----------------|-----|----------|-----|------------|-----|
| | Count | % | Count | % | Count | % | Count | % |
| Academicians | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Taxi Drivers | | | | | | | 5 | 10% |
| Artistic Community | | | 1 | 2% | 1 | 2% | 3 | 6% |
| Media People | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Administrators | 1 | 2% | | | | | 4 | 8% |
| Business People | 1 | 2% | 1 | 2% | | | 3 | 6% |
| Politicians | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Government Workers | 1 | 2% | 1 | 2% | 2 | 4% | 1 | 2% |
| NGO Workers | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Others | 1 | 2% | | | 1 | 2% | 3 | 6% |
| Total | 6 | 12% | 9 | 18% | 10 | 20% | 25 | 50% |

It is clear from the above table that 50% the audiences which are selected for this research could not realize the actual durations of each issue in the discussion. Where as 20% the respondents

replied that, the given time duration for the raised issues is not fairly distributed. The other (18%) of the respondents feels that the durations given for the issues in the discussion is to some extent fair. The rest 12% of the audiences believe that the allocation of the required time for each issues in the round table discussion is fair and satisfactory.

4.1.3 Placement of Issues

Table 5: Issues in Relation to Running Order in Number

| Order | Types of Issues | | | | | |
|-------|-----------------|------------|-----------|----------|--------------|--------|
| | Good Governance | Democratic | Political | Business | Journalistic | Others |
| 1 | 2 | 1 | 9 | 2 | 2 | 1 |
| 2 | 2 | 2 | 4 | | 2 | 1 |
| 3 | 2 | 2 | 1 | | 1 | 2 |
| 4 | 1 | | 1 | | 1 | 1 |
| 5 | 3 | 1 | | | 1 | 1 |
| 6 | 2 | | 1 | | | 2 |
| Total | 12 | 6 | 16 | 2 | 7 | 8 |

The information in Table 5 above clearly shows the running order of the issues in the program while broadcasting. In the fourteen weeks of the sample time, 51 issues were aired, of which, 9 political issues were aired at the very beginning of the program. This means that for 9 weeks political issues were given the priority of the round table program in the running order. 52.9% of the political stories were placed among the six issues raised in the program and 56.2 % of the totality of political stories was aired first during the sample time.

Good governance issues, business issues, and journalistic issues were placed as the first story only for two times in the selected programs of this study. In that they take the second rank next to political issues. 11.8% of the fourteen weeks programs of good governance issues, business

issues, and journalistic issues were aired at the very beginning of the programs' transmission. Only (5.9%) of democratic issues takes the first running order from the selected programs of this study. From the findings, the majority of the issues in the six running orders were political issues.

One of the producer and presenter of the program, Ato Wondwosen Mekonnen (interview, January, 25, 2011), said that the issues sequence for presentation is done randomly. He argued that any presenter's issue will get start with no criteria if the Moderator nominates him to do so. The Moderator of the program W/ro Mimi Sibhatu, also said that what matters in discussing issues in the program is its timeliness and relevance to the public; its presentation order is not their focus, they do not have any criteria.

On top of this, audiences attitude is measured as the placement of the issues are logical, semi-logical, illogical or not known by them. Accordingly, the response is presented in the following table.

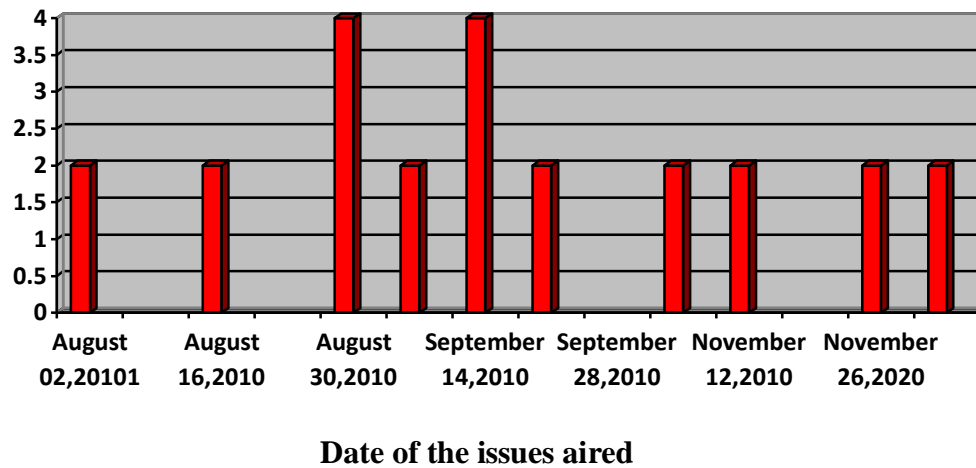
Table 6: Audiences Response on the Placement of the Program

| Respondents | Logical | | To some Extent Logical | | Illogical | | Don't Know | |
|--------------------|---------|-----|------------------------|-----|-----------|----|------------|-----|
| | Count | % | Count | % | Count | % | Count | % |
| Academicians | 1 | 2% | 1 | 2% | | | 3 | 6% |
| Taxi Drivers | | | | | | | 5 | 10% |
| Artistic Community | | | 1 | 2% | | | 4 | 8% |
| Media People | 2 | 4% | 1 | 2% | | | 2 | 4% |
| Administrators | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Business People | | | 1 | 2% | 1 | 2% | 3 | 6% |
| Politicians | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| Government Workers | 1 | 2% | 1 | 2% | | | 3 | 6% |
| NGO Workers | | | 1 | 2% | | | 4 | 8% |
| Others | 1 | 2% | | | 1 | 2% | 3 | 6% |
| Total | 7 | 14% | 9 | 18% | 4 | 8% | 30 | 60% |

As shown in table 6, the dominant number of audiences that amount 60% replied that they didn't know or realize whether the placement of the issues in the discussion are logical, illogical or semi-logical. But 18% of the respondents answered that the placement of the issues in the discussion are to some extent or partly logical where as 14% of respondents feel that the placement or order of issues presentation in the program are logical and keeps coherent flow in the discussion. However 8% of the people from the selected sample, the placement of the issues in this weekly program are illogical and fragmented.

4.1.4 Frequency of Good Governance Issues in Accordance with the Day Aired

Figure 1: Frequency of issues in accordance with the day aired



From the selected 51 issues, which were aired in 14 sample weeks, there were 12 stories about good governance. Among these 12 stories of the selected period (August 02, 2010 to December 03, 2010), the larger coverage were seen on August 30, 2010 and September 14, 2010. At these two weeks, two stories of good governance (accountability and transparency) were discussed in the round table discussion program.

In this weekly program called 'Ye Gazetegnoch Kib Terepeza', only one story, which dealt with good governance, was included on August 02, 2010, August 16, 2010, September 07, 2010, September 21, 2010, November 05, 2010, November 12, 2010, November 19, 2010, November 26, 2010 and December 03, 2010. On the programs, which were aired on August 09, 2010,

August 016, 2010 September 28, 2010, November 19, 2010, there were no stories about good governance.

Regarding good governance issues higher day of coverage, one of the producer, Ato Meseret Atalay, (during the interview) said that in the weeks of September, different government sectors particularly certain urban sub-sector municipalities were committing corruption when transferring people whose residence is needed for investment and beauty of the town. During this unaccountability, ‘ye gazetegnoch kib terepeza’ producers were covering the issue of accountability and good governance essence dominantly.

According to Ato Meseret and Ato Wondwosen, the responses of concerned bodies like Anti-corruption Commission and the Ombudsman Commission on this unaccountability of administrators who misuse their power were immediate and satisfactory. Many of these higher officials were legally asked and taken to jail accordingly. On the rest too the commissions are actively following up their activities.

This, as producers and also W/ro Mimi and Ato Tsegaluil, argue is the way that they measure the efficacy of their discussion in their program. They added that even if they did not conduct a formal research, the program is extremely effective and a model for other media stations. They said, especially Ato Wondwosen, consistently argue, they know this effectiveness through publics phone call after the proram.

4.1.5 Aim of Good Governance Issues

Table 7: Types of Good Governance Issues versus aim and Style of Presentation

| Types of Good Governance Issues | Aim of the issues | | | | Total | | Style of Approach | | Total | |
|---------------------------------|-------------------|-------|-----------|-------|-------|-------|-------------------|-------|-------|-------|
| | Informing | | Educating | | Count | % | Discussion | | Count | % h |
| | Count | % | Count | % | | | Count | % | | |
| Accountability | 3 | 25% | 2 | 16.7% | 5 | 41.7% | 5 | 41.7% | 5 | 41.7% |
| Responsiveness | 1 | 8.3% | | | 1 | 8.3% | 1 | 8.3% | 1 | 8.3% |
| Transparency | 1 | 8.3% | 1 | 8.3% | 2 | 16.7% | 2 | 16.7% | 2 | 16.7% |
| Consensus Oriented | 1 | 8.3% | | | 1 | 8.3% | 1 | 8.3% | 1 | 8.3% |
| Equity & Inclusiveness | | | 1 | 8.3% | 1 | 8.3% | 1 | 8.3% | 1 | 8.3% |
| Efficiency & Effectiveness | 1 | 8.3% | 1 | 8.3% | 2 | 16.7% | 2 | 16.7% | 2 | 16.7% |
| Total | 7 | 58.3% | 5 | 41.7% | | | | | | |

As many scholars in the field of journalism agreed the role of mass media is categorized in to three, namely, informing, educating and entertaining the listeners, viewers or readers. In this regard the role of good governance issues is discussed within these three categories as presented in Table 7, during the sample time, 12 issues about good governance were aired. Among these, (41.7%) issues were about accountability of different individuals and organizations.

Of the 5 issues, 25% of them are found to have the aim to inform the society and only 16.7% are targeted to educate the society. There is no any issue which aims to entertain the public. Both responsibility and consensus oriented issues reason to be included in the discussion is to inform the audience in 8.3%. There is no another aim for raising this issues in the discussion.

Transparency, efficiency and effectiveness aim to inform and educate the audiences in the same degree that is 8.3% from the total issues of good governance. From the issues discussed in the round table about good governance, stories of equality and inclusiveness did not target to inform the audience rather 8,3% are discussed to educate the audience.

The issue of good governance presentation style is discussion. The journalists in the round table collect different agendas together and raise them in discussion form. The sequence for running the discussion is lead by the moderator or the chair person of the program.

The Moderator of the program W/ro Mimi Sibhatu, makes clear that the major aim of the program is to inform the public about the professional practice of journalism through criticizing and/ or appreciating the activities of different media journalists. In relation to this Ato Wondwosen, claimed the public has the right to get information. There fore, ‘ye gazetegnoch kib terepeza’ program functions in light of feeding current information to the public. Ato Meseret added that since the discussion is never edited, any style of speech and emotions, which are away from the usual formal approach of journalists it can sometimes entertain the audiences.

Ato Tsegaluil, believes that the public can get lesson from the discussion especially when journalistic issues are discussed since the producers and presenters are journalists. In light of this, the audiences of this program were asked to express their attitude towards the messages of the discussion and their response is presented as follows.

Table 8: Audiences Response on the Aim of the Program

| Respondents | Entertaining | | Educating | | Informing | | All of the three | | Don't know | |
|--------------------|--------------|----|-----------|-----|-----------|-----|------------------|-----|------------|-----|
| | Count | % | Count | % | Count | % | Count | % | Count | % |
| Academicians | | | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| Taxi Drivers | | | | | | | 1 | 2% | 4 | 6% |
| Artistic Community | | | | | 1 | 2% | 1 | 2% | 3 | 6% |
| Media People | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| Administrators | 1 | 2% | 1 | 2% | 2 | 4% | 1 | 2% | | |
| Business People | | | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Politicians | | | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Government Workers | | | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| NGO Workers | | | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| Others | | | | | 1 | 2% | 1 | 2% | 3 | 6% |
| Total | 2 | 4% | 7 | 14% | 13 | 26% | 9 | 18% | 19 | 38% |

It can be seen from Table 8 above that (38%) of the audiences responded that they didn't know the messages of the issues which are discussed in the program. But 26% of the respondents agreed that the discussion helped them to get information on the issues that the producers raised. While 18% of the audiences responded that this round table discussion program aim is inclusive; that is it informs, educates, and entertains through raising different issues at a time of contact. 14% of the audiences, 'ye gazetegnoch kib terepeza' program teaches them various topics or issues. However, there are still audiences who feel that this program mainly aims for entertaining the audiences. These audiences measure (4%) from the total sample.

4.1.6 Sources of the Issues

Figure 2: Sources of Good Governance Issues

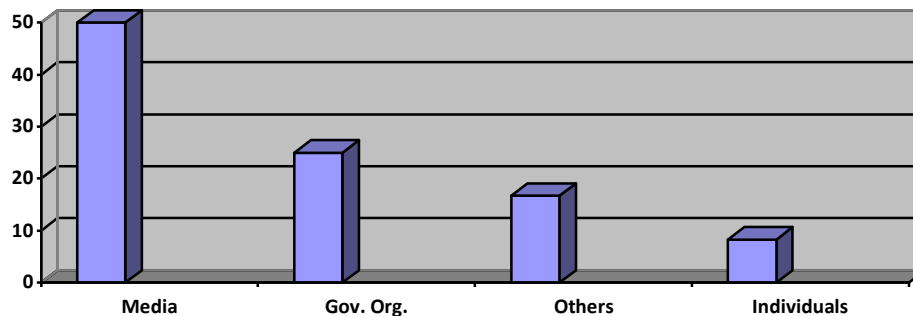
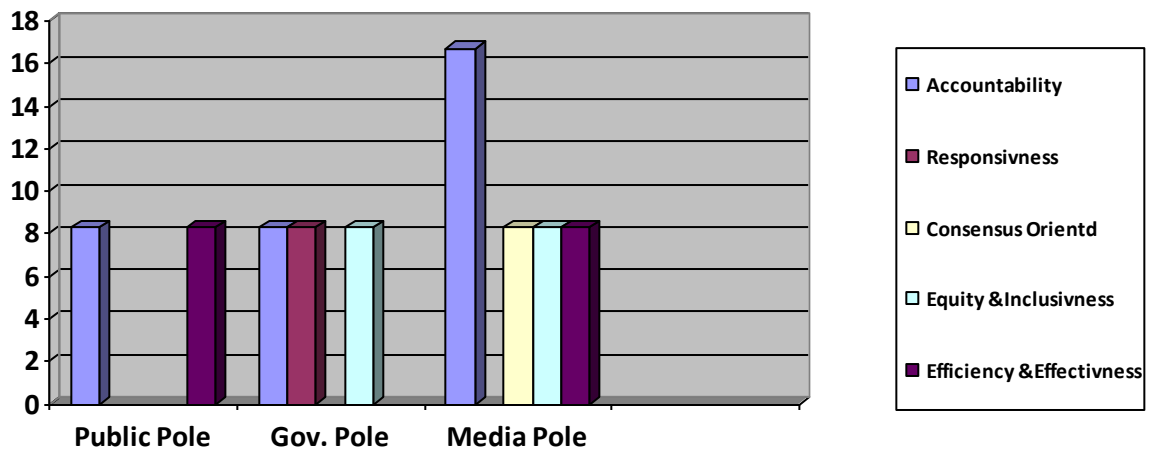


Figure 2 shows the sources of good governance issues covered by Zami FM 90.7 radio. According to the information in the above figure, the dominant amount of good governance issues in the round table discussion of 'Ye Gazetegnoch Kib Terepeza' program were accessed from different media outlets. 50% of their discussion is sourced from local or foreign media and different journals. 25% from government organizations, 16.7% from other sources, and 8.3% from individuals.

Regarding the sources of the issues in the discussion all the producers of the program said that the main source they use is media. They got the dominant issues from local and foreign media outlets. Ato Tsegaluil remembered that next to broadcast and print media, an online media are also their dominant sources and different government policy documents. He also stated since the producers are engaged in some other works, the tendency of visiting different sources is so limited.

4.1.7 Origin of the Story

Figure 3: Types Versus Origin of Stories in the Discussion



As it can be seen from the above graph, the majority of the stories about good governance issues was originated from government and from both private and government electronic and print media poles equally. These poles count 41.7% each from the total poles used to get agendas or topics in the round table discussion.

There are also stories which originated from the publics. These stories amount 16.7% of the total stories. Even if public agendas measure the least from the analysis, the moderator, the producers and presenters of the discussion claimed that the secondly larger agendas in the discussion are obtained from the public. The Moderator of the program argued that since she is part of the public, she had the opportunity to hear the rumors and controversial issues. Therefore, the second dominant stories are gained from publics next to media poles.

The three producers and the Moderator commonly agreed that the higher coverage is given for stories which originate from different media outlets. In light of this Ato Meseret commented that since different media organizations mostly cover timely and relevant issues of the public, these program participants have brought these issues in the discussion. W/ro Mimi added that this program is eager to see the extent and style of issues coverage in different media organizations. So the current and relevant issues will be selected and discussed in the program.

The other two participants (Ato Tsegluil and Ato Wondwosen) also replied that the greater amount of stories covered in the program are founded from different local or foreign media organizations. Next to this pole, various stories that they heard as rumors in the public, will get in to the discussion.

The researcher also found it necessary to assess views about the poles of the stories in the discussion. Their response to a question pertinent to this issue is presented in the following table

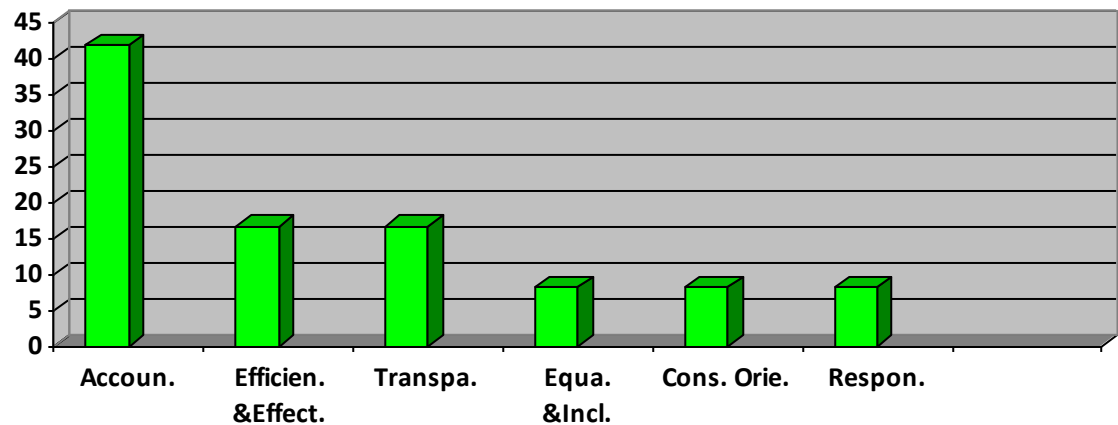
Table 9: Publics Views about the Origin of the Issues

| Respondents | Public Agendas | | Government Agendas | | Media's Agenda | | Don't know | |
|--------------------|----------------|-----|--------------------|-----|----------------|-----|------------|-----|
| | Count | % | Count | % | Count | % | Count | % |
| Academicians | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| Taxi Drivers | | | 3 | 6% | | | 2 | 4% |
| Artistic Community | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Media People | 2 | 4% | 1 | 2% | 1 | 2% | 1 | 2% |
| Administrators | 2 | 4% | 1 | 2% | 1 | 2% | 1 | 2% |
| Business People | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Politicians | 1 | 2% | 2 | 4% | 2 | 4% | | |
| Government Workers | | | 2 | 4% | 1 | 2% | 2 | 4% |
| NGO Workers | | | 2 | 4% | 1 | 2% | 2 | 4% |
| Others | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Total | 8 | 16% | 17 | 34% | 11 | 22% | 14 | 28% |

Proportion of the audiences under this research (i.e 34%) believed that the origins of the stories in the discussion are government sources. The secondly leveled audiences, (28%), are those who said they didn't know/not willing to answer for the question of the stories origin in the discussion. These audiences amount 14 from the selected sample respondents. (22%) of the respondents responded that the stories in the discussion are founded from different media; including Zami 90.7 FM radio itself. The other pole that is used to bring stories of issues in the discussion, according to the audiences' response, is public pole which constituents 16% of respondents.

4.1.8 Theme of the Issues

Figure 4: Theme of the Issues



With regard to the themes of good governance issues covered in the round table discussion program, messages about accountability are the dominantly entertained stories in the program, the se stories share 41.7% of the overall good governance issues covered in the program.

The second highly treated themes of good governance issues in the program are transparency, efficiency and effectiveness, each of them accounting for 16.7% of the messages on good governance issues. Themes of stories on responsiveness, consensus oriented and equity and inclusiveness 1/8.3% each take the third level in share when good governance issues discussed in the program. On top of this, the result of the interview, which was made with the Moderator and the producers of the program, shows that among the essence of good governance issues, they were mainly giving emphasis for accountability. Ato Meseret, one of the producers, said that the program was trying its best for the development of accountability in different governmental or non-

governmental institutions or other private organizations to the public. So the round table discussion was giving higher coverage for the development of accountability through exposing the activities of these administrators to the public. Ato Tsegaluil, the other participant, also said that in the months that the researcher select, the dominant issues discussed raising good governance accountability. In relation to this Ato Wondwosen added that next to accountability, the program was attempting to teach the audiences about the essence of democracy and democratic rights. He indicated that the discussion can also helped the public to develop the culture of transparency in certain activities.

As it is presented in the analysis of the program and in the interview, the dominant theme of the discussion is accountability. Therefore, audiences were asked to respond on the extent which the discussion contributes to bringing about accountability in various public sectors. Accordingly, their response is presented in the next table.

Table 10: Audiences Response on the Relevance of the Program for Accountability

| Respondents | Contribute a lot | | To some extent | | It didn't Contribute | | Don't Know | |
|--------------------|------------------|-----|----------------|-----|----------------------|-----|------------|-----|
| | Count | % | Count | % | Count | % | Count | % |
| Academicians | 1 | 2% | 2 | 4% | 2 | 4% | | |
| Taxi Drivers | | | | | 4 | 8% | 1 | 2% |
| Artistic Community | | | 1 | 2% | 3 | 6% | 1 | 2% |
| Media People | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Administrators | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Business People | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Politicians | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Government Workers | 1 | 2% | 1 | 2% | 2 | 4% | 1 | 2% |
| NGO Workers | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Others | 1 | 2% | | | 3 | 6% | 1 | 2% |
| Total | 6 | 12% | 12 | 24% | 21 | 42% | 11 | 22% |

As indicated in the above table, the majority (42%) of the respondents replied that the issues raised in the round table discussion program never contribute to the accountability of different sectors through exposing their activities to the public. 24% of the respondents believed that this program can contribute for the development of accountability to some extent where as . 22% of the respondents said that they didn't know whether this program has contribution for promoting accountability or not. The remaining audiences, (12%) from the total respondents believed that this discussion has contributed for the development of accountability in the culture of the public.

4.2 Discussion of Findings

Under this section, the findings of the study are discussed based on the categories type, duration, placement, origin, aim, source, and theme of the stories in the program.

4.2.1 Duration of the Issues

The quantitative data vividly shows that among the issues which were covered in the program of 'ye gazetegnoch kib terepeza', political issues had taken the higher amount of time duration. In that from the total of 46,273 seconds duration of the sampled periods, 21,174 seconds were given to political agendas. This meant the station has devoted 45.7% for political issues from the whole time of the program in the specified sample time. On the other hand, the higher frequency of the issue among others was political issue. Therefore, direct relations were observed between the frequency of the issue and the duration given to the issues.

The time duration that was allocated for good governance was 8,284 seconds. In this amount of time, issue of good governance has got the second rank in coverage. This duration makes the issue to share 17.9% of coverage from the total duration.

But regarding the amount of time duration that is given for issues under discussion, the producers of the program in this radio station did not have any guiding line that clearly shows the amount of duration for each issue in the discussion.

As Griffin (2006) and other agenda setting theorists consistently argued, if an issue receives a frequent and large coverage in the media, listeners will give due attention to it. McLeish (2005) also commented that people will discuss what they hear on the radio and be less likely to be concerned with topics not already given to the issues and the retention of the listeners to the issues.

On top of this, even if half of the audiences did not know the extent of issues duration, (24%) of respondents replied that the dominant issue covered in the program is political issue. This meant that political issues receive larger attention among the listeners. However, good governance issues receive lower consideration of only 18% audiences from the selected samples. This implies that

the radio station under this program has not been playing its role in facilitating good governance development, which is as the scholars in the field strongly believed is the grass root for the growth and transformation plan of the country.

According to McCombs and Shaw (1977) the length of the story can be taken as a criterion for being an important topic on the public agenda. They said if the media gave large coverage in terms of time, it is believed that it sets agenda purposely in order to promote some important issues of the country. In addition, Peters (2003) clearly indicates the need to give significant space as well as time to good governance issue in different media organizations in order to bring growth and development.

From the findings and the scholars' point of views it is possible to say that Zami FM Radio, that reaches the relatively modern and economically better region/Addis Ababa city/ when compared with the rest the regions of the country, gives limited time for good governance issues in the program of 'ye gazeregnoch kib terepeza'. In that only 12 issues (8,284 seconds) for good governance issues from 51 total issues (46,273 seconds) is minimal.

More over, since the extent of covering good governance and democratic issues in news papers , radio or television stations can facilitate transparency and accountability for human development according to Norris (2006), such issues are supposed to be covered at large. But this program mainly covered political issues than good governance issues.

4.2.2. Types of Story

With regard to the types of stories employed to communicate good governance issues, the finding of this study clearly indicates that political issues were dominantly entertained in the round table discussion program of Zami FM 90.7 radio. It takes 31.4% share from the total coverage.

However, the producers of the program said that any type of issue is discussed in the program if it is timely and controversial in its nature. They all agreed that they did not clearly realize or don't want to respond about the dominant issue they raise in the program. But the moderator feels that journalistic issues take the larger share in the discussion. On the other hand, the analysis of the program shows that the dominant issues entertained in the discussion is political issues. This

finding reveals that the transparency and effectiveness of the program and the producers themselves is in a big trouble.

In line with the finding of this study, Isikoff (1998) and other agenda setting theorists stated that politics play too big role in what is presented to the public. It seems too often that politicians generally share the background, worldview and financial status as the owners and managers of the dominant media outlets (Official Agendas, 2002). This has to have a huge impact on what information the public is given. The media moguls tend to give large donations to political campaigns and the politicians determine which networks they choose to run political advertisements.

However, the dominant sample audiences (i.e 40%) responded that they did not know or want to respond about the types of issues in the discussion. But the other 24% of the respondents replied that the dominant issue in the discussion is politics. In relation to this larger audiences 34% of them responded that (see Appendix Four), their reason for not following the program is the content of the issues in the discussion. This meant that the audiences did not want to listen to mainly political issues at this particular time. From this, it can be concluded that 'ye gazetegnoch kib terepeza' discussion program is mainly ignored by the dominant publics.

On the other hand, good governance issue was the second larger issue covered in the program. In that 23.5% of the stories in the discussion were about good governance. 18% of the audience also assented that good governance issue was the dominant issue in the discussion. Covering this issue, according to Lonita (2001:45), needs greater commitment to the profession. The scholar states:

Those especially independent-minded journalists put their lives or freedom at risk to promote transparent and accountable governance and corporate behavior. More than 50% of confirmed cases of murderers of journalists in 2001 were, as related to their investigative work on issues of corruption (2001:45).

The larger issue, which constitutes 15.7% according to the analysis, raised in the program was issues other than politics, good governance, business, journalistic and democratic.

Journalistic issues were the fourth issues in number of coverage 13.7% of the issues from the total 51 issues were about the profession of journalism. But this issue, as the interview of the moderator of the program shows, was the primary focus of their discussion as their reason to start the program was aware the public about the profession of journalism. On the other hand, only 6% respondents replied that the dominant issue was business issue. From this finding it is visible that the actual content of the program, the audience and the producers reconsider such communication barrier according to many communication theorists like McQuail D (2000) can influence the effectiveness of the media in many ways.

The fifth entertained issues in the program were democratic issues, whose coverage accounts for 11.7% of the total coverage. However, only two audiences agreed that democratic issues are covered in this level.

The last issue covered in the program was about business. Only 3.9% of coverage was business issues. But this issue got only 8 % of respondents. On top of this, one of the producer Ato Tsegaluil said that in the months of September, November and December, the country was facing higher inflation and therefore, this program was largely covering the issue for alerting certain concerned sectors to take measure.

4.2.3 Theme of Story

The leading theme of the story during the discussion of good governance in the program was accountability. Stories with such theme count 41.7% from a total of 51 stories. In light of this Ato Wondwosen said

that in a country like Ethiopia, where democracy is in a process of development, the intensity of corruption and unaccountability of different administrative sectors to the public is relatively higher. Therefore, he said, covering such issue in media can expose these sectors to the concerned body for improvement. In relation to this, Norris (2006:2) says:

“The channels of news media can function to promote government transparency, accountability and public scrutiny of decision makers in power by highlighting policy failures maladministration by public officials, corruption in the judiciary, and scandals in the corporate sector.”

This meant that media can bring a valuable change on publics through covering certain issues in their duration or space. On top of this Maxwell (1972:36) says: “The power of the news media to set a nations agenda, to focus public attention on a few key public issues, is an immense and well documented influence.”

Wilcox, et al, (2003) also added that the things that are seen in newspapers and the things that are heard on the radio are things that people all over the country are talking about.

The selected audiences were asked about the relevance of this discussion for accountability. But the dominant number 42% of them had replied that the discussion did not contribute for bringing about accountability on certain officials to the public. But the next larger audiences (24%) agree on the discussion’s relevance for promoting accountability to some extent.

From these responses it is clearly seen that a communication gap is observed between the audiences who said the discussion never help for bringing accountability and those who agreed on the relevance of the discussion for developing accountability. This is visible between the numbers 42%, 12%. The other 24% audiences didn’t know/answered for the question. That is totally 64% people were not favoring the program’s significance for accountability.

In the second level, according to the analysis, two themes (Transparency and Efficiency and Effectiveness) were entertained. In that each of the 16.7% of messages on good governance issues were dealing with transparency, and efficiency and effectiveness. These themes are far lower in amount than the theme of accountability.

Themes of stories on responsiveness, consensus oriented and equity and inclusiveness 8.3% each were also raised in the program. These themes were also reflected in the interview with the producers in different intensity.

4.2.4 Sources of Story

The sources of the large number of stories on good governance issues were different media outlets. Half of the stories about good governance were gained from different local or foreign media. In relation to this, the moderator of the program had said that since the program mainly covered timely issues, the main source that they had used is media. She said timely issues will be

covered by different print or broadcast media. So the producers bring them to the round table for better emphasis and critics' inline with their angle of presentation.

The second source of story that was used as the producers to talk about good governance in the program was government organizations. This totally counts 25%. As the analysis shows different government bodies were referred as a source in their discussion. But the producers, especially Ato Meseret and Ato Wondwosen, said that next to certain media outlets, different internet explorers are their sources. In the contrary, Ato Tsegaluil remembered that different governmental policy documents are their relevant sources.

The third leveled sources, as the program analysis shows, were sources that were entitled as 'others'. These sources were those that are different from media, government organizations and individuals. Different individuals (8.3%) were also used as a source for discussing good governance issues.

From this finding, it is clear that all possible sources are used in the discussion. On top of this the moderator of the program underlined that all information which is obtained from a given source mainly from media will be covered in the discussion. However, she remembered they have their own criteria for selecting stories for discussion. Therefore, this finding is highly related with the gate keeping theories which states that journalists, editors or other media people can control any information as it moves through the gate or filter and can exercise different types of power like selecting issues Barzilai (2008).

4.2.5 Origin of Story

As the analysis of this study shows, the origin of a large number of stories about good governance issues in the discussion were media and government with equal amount. From the total 51 stories, each of government and media poles takes 41.7% to originate good governance issues.

The majority of the audiences under this research argued that the dominant stories were agendas of the government. These audiences accounts for 34% from the total sample. But according to the questionnaire, agendas from media are leveled third next to responses that show the origin of stories is un-known or didn't get response. These responses measure 28% and 22% respectively.

On the other hand the result of the interview revealed that, according to the moderator and the producers of the program, the dominant stories originated from media. From this three findings the result of the questionnaire and the selected programs analysis, it is seen that government is the dominant pole to originate good governance issues in the round table. Since the analysis equally puts media as the dominant pole, this result is similar with the findings of interview. But the result of the questionnaire secondly placed audiences that did not know/answered to the origin of stories. Media as a pole, as the questionnaire shows, is the third dominant origin used for discussing issues in the program.

From the finding of the analysis, the second agenda in the discussion originated from the public. This pole shares 16.7% from the total coverage. But in the eyes of the selected audiences, this pole has got the least amount (16%).

The result of the interview in its part showed that next to media, publics were the second larger poles for causing agendas to be set in the discussion. The producers said that since they are part of the public, they believe they bring the rumors and controversial issues of the public.

From the findings, the result of the analysis and the interview are almost similar. But the responses of the audiences are still different. The presence of publics' agenda coverage is agreed only by 16% people. In addition to this 28% people didn't know or answer the question of stories origin.

This finding shows that the media, especially this program, is running away from the concerns and interests of the public. Regarding this media professionals, (Barzilai (2008), and Norris (2006) argued any of media's activities and focuses should give prior attention for the needs and expectations of the public so as to build participative and active society.

4.2.6 Placement of the Story

With regard to the placement of stories about good governance issues, the analysis of the program shows that among the issues that were aired during the selected 14 weeks, political issues were covered in the beginning of the discussion for 9 weeks. For four weeks again this story was aired by getting the second focus in the discussion.

Good governance issues story largely covered in the fifth place. This meant that three stories of good governance were raised after discussing four other stories. During this coverage there was no story about politics that was covered in the program. However, for two weeks, the stories of good governance were covered in the beginning of the program. For another two weeks, the story was discussed in the second and third position from other issues in the program.

Another business and journalistic issues were covered in the beginning of the discussion for two weeks. Democratic issues and issues other than the mentioned issues were entertained in the beginning of the program for only a week. The interview of the moderator and the producers indicated that the order of presentation in the program is done randomly. As the role taker, the moderator simply nominates presenters to raise the stories that she prepares on. This placement for more than half of the audiences is not known/ answered accordingly. In that 60% were respondents of this response. 18% of respondents answered that the placement of the issues in the discussion is to some extent logical. The third leveled audiences felt that the order of stories presentation is logical. These respondents accounts for 14%. The rest 4(8%) people argued on the illogicality of the placement.

From these findings, it is seen that the degree of emphasizing issues through placing them in different order is observed in the program called 'ye gazetegnoch kib terepeza'. This sort of placement, even if the producers said they do it randomly, has emphasized some issues from others.

These findings are again related with the theory of gate keeping. According to Barzilai (2008), journalists can change the public through bringing certain issues and emphasizing them in their order of presentation. According to the scholar, placing issues in the eye or ear catching order is one means for grasping the attention of the public. This practice makes easy for the influence of targeted public to certain goals of the media.

On top of this McCombs and Shaw (1977) suggested that media agenda establishes the position and the length of the story as the primary criteria of prominence. This meant that placing certain issues at the very beginning of the news or programs of broadcast media is the way to show the

prominence of the story in that news or program. As to the scholars, issues presented in the very start have greater influence than those coming later.

4.2.7 Aim of the Story

The style of presentation in the program of ‘ye gaztrgnoch kib terepeza’ is discussion. This discussion has been made by four common producers and some times invited gusts. These producers/journalists present their issue, as the moderator said, freely and lively. The sequence of presentation is lead by the moderator. This is, as (McLeish 2000) indicates, the job of the chairperson of the discussion.

According to the moderator, W/ro Mimi Sibhatu, the primary aim of this live discussion is to educate the public about the real practice of journalism. She said since the public has developed confusion and hate on the profession since 2003/2004, that was the period when the extent of private print media was relatively free in writing certain issues that were sensible and mobilizing the public, which is the misuse of journalism according to her believe, she, the owner of Zami, planned to schedule ‘ye gaztrgnoch kib terepeza’ program to aware the public about the right approach and practice of journalism.

However, according to the analysis of the program, the dominant aim of the issues coverage in the discussion was to inform the public about the raised types. This aim measures 58.3% from the total share. Among the types of issues, under this aim, accountability takes the higher share.

From the five stories of good governance three of them were designed to give information to the public. Other issues of good governance that are transparency, efficiency and effectiveness, responsiveness and consensus oriented issues aim of inclusion in the discussion takes only 8.3% for each of them. The remaining story of equity and inclusiveness did not get coverage for the sake of feeding information to the audience. This finding id directly related to Petters (2003:44) explanation that “media play greater role in disseminating information to create an informed debate in the society.”

The second aim, according to the analysis, was educating the public. This aim amounts 41.7%. Under this aim again the larger story was accountability. Two of the stories in the discussion of

accountability were targeted to teach the listeners about the essence of accountability. Each of 8.3% of transparency, efficiency and effectiveness, equity and inclusiveness were teaching the audience during the discussion of their turn. Stories about responsiveness and consensus oriented were not teaching the public under the selected fourteen programs.

On the other hand the result of the questionnaire revealed that the dominant number of the respondents didn't know or willing to respond to the benefit they got from the program. From the total of sample people, 38% didn't know what benefit the program gave. But 26% of respondents' responses show that the program is important to give information to the public on different issues.

18% of people have got both information and lesson from the program. It was only 14% number of peoples response was seen on the significance of the program for giving lesson on the discussion. The program's aim of entertainment has got only two peoples' agreement.

From these findings, the analysis and the interview of the producers are to some extent similar. But this, in the eyes of the publics, is not the one they gain. Most of them did not realize or heard the discussion or may be they did not want to give answer for the question. But the secondly larger audiences believed that the program is important to give information for them.

In this finding the audience and the producers are not communicating effectively. This meant that the media's goal/aim is not accepted and interpreted similarly by the public. This is very difficult for the media to succeed in its end over.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary

In facilitating issues like good governance, media can play a significant role by mediating the public and the government policies and applications. In a bid to assess the coverage of good governance issues in Zami 90.7 FM radio 'yegazetegnoch kib terepeza' program, the attention given to the issue by the program, the agenda setting role of the medium and the efficacy of the program, were taken as the major criteria for the assessment.

The overall study showed that this radio was giving dominant attention to political issues and the publics did not follow the discussion attentively. But it does not mean that good governance issues are totally ignored in the program. The study revealed that few number of good governance issues were entertained in the discussion. In this few number of coverage the discussion was not successful in catching the audiences' interest, as far as this study could discern.

In addition to this, the study revealed that the amount of time that was devoted for good governance issues discussion was too low when it is compared with the claims of the producers. The producers believed that any issue raised in the program was discussed in a fairly, but randomly scheduled time duration. From this it can be understood that the producers are not working reasonably and accountably.

Furthermore, many of the stories that are related to good governance (accountability, transparency, efficiency and effectiveness, equality and inclusiveness, consensus oriented, and responsibility) were not effectively explained to help the public get significant information that could help them to be aware of the issues. In addition to this, the stories of good governance were not gained from various sources. The producers mainly relay on different media outputs.

The result of the study showed that Zami's round table discussion also failed in entertaining the questions and comments of the public through their discussion. Rather the attitudes of the public

were recorded and given to the producers after the discussion. This suggested that the accountability and transparency of the producers and the program itself is in a big trouble. The discussion also failed to give prior attention to the issue of good governance in the program. Even if the producers said they do not have a guiding line for the placement of the issues in the discussion, the analysis shows that issues of politics were raised in the beginning of the discussion. It was very few issues of good governance that were placed in the beginning of the discussion; others were raised in the second and third order of the discussion.

From this placing it is seen that the media did little in the practice of their agenda setting role regarding good governance. On this order the selected audiences also believed most of the time political issues discussed in the very start of the program.

The study also revealed that more than half of the selected sample audiences heard FM radios in different frequency. But almost equal to this number, certain audiences never hear and know the programs of Zami FM 90, 7 radio, especially 'yegazetegnoch kib terepeza' program. Their reason was the content of the issues in the discussion. However, the producers argued that they are effectively attended by the dominant public in Addis Ababa. Nevertheless they agreed that they have never done any research on public. This can lead one to say that the station especially the round table discussion program is not functioning effectively.

To see the effectiveness of the program, sample audiences were selected in the research. The questionnaire showed that the dominant public did never know the program. This clearly revealed that the program is not effective in its over all structure and content under discussion.

5.2 Conclusion

From the findings of this study it can be concluded that Zami 90.7 FM radio 'Yegazetegnoch Kib Terepeza' program did not intensively entertain good governance issues in the discussion. The allocated time for good governance is too lower that the contribution of the program in facilitating good governance is in its infant stage.

The analysis also shows that the producers of the program did not have a guiding time table that can clearly states the amount of the discussion need be allocated for each issue in the program. They simply continue their talk on a single topic till they finish their idea and interrupted by the moderator.

In the program, during the selected time interval, the accountability of different institutions was discussed frequently. The producers said in their interview that during this period, certain administrators were committing corruption when shifting the public to another living area for those whose residence is needed for investment.

The dominant source that was sighted by the producers was different media outlets. All private and national media of the country were referred frequently. In addition to these sources, which are in print or broadcast form, certain foreign media were also used to get relevant information for the program. The new media (online media) was equally helping them to strengthen their talk. Next to this different government bodies, NGO's, individuals and others were accessed.

The moderator of the program is responsible to nominate presenters in the order of their consensus that is made before their entry to studio. She opens the program and facilitates the discussion by introducing the topics of the sessions focus to the audiences. The amount of time for discussing the given issues is also randomly controlled by the moderator.

The result of the questionnaire revealed that most of the selected audiences did not know the program in this radio. The next lager audiences also did not believe on the effectiveness of the program in developing the essence of good governance issues.

From all the findings, it is possible to conclude that Zami FM 90,7 radio is not effective in promoting good governance issues which are considered being the focal point of the country's

development plan. Moreover, the producers are not applying these issues in their program that their talk fails to be accepted by the public. In general Zami is not effective in setting agendas and getting the public's attention at large.

5.3 Recommendation

Based on the findings of this research, the researcher could recommend the following points.

1. The media need to know the policies and strategies of the government and should investigate their activities and cover them in their dominant air time or space.
2. A given media particularly, Zami FM 90.7 radio should conduct different researches at different levels in times. This can help the media to understand the picture and expectation of their station in the minds of the public and therefore to be effective in producing programs that can touch the sense of the public.
3. The producers particularly need to evaluate the contents and styles of the discussion and should run them in a sort of guiding principles and practice what they talk tangibly.
4. The producers should refer various sources in type and amount to gain concrete evidence to their discussion.
5. Since another media was not included and compared in this study, further research can be conducted on the comparison of this media with another media to find out the degree of the program's effectiveness in accordance with different media like programs.
6. In addition to this, the presentation of good governance issues in print media and a comparative study of the coverage of good governance issues between print and electronic media could also be potential research topics.

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Appendices

Appendix One: Questionnaire

The purpose of this questionnaire is to gather information for the study entitled” Analysis of Efficacy of Good Governance Issues Coverage on Zami 90.7 FM Radio ‘Ye Gazetegnoch Kib Terepeza’ Program.”

Instruction:

1. Don't write your name
2. Put “✓” mark in the box. For more information, use the provided space.
3. Write your profession or occupation on this space:_____

1. What is your habit of attending FM radio programs?
 Always Sometimes
 Not at all Don't know
2. Did you follow ‘Ye Gazetegnoch Kib Terpeza’ Program of Zami 90.7 FM radio?
 Yes No Don't know
3. If you didn't follow the program, what is your reason?
 Inappropriate transmission time The content of the program
 The approach of the Moderator The approach of the producers
 Others, please specify_____
4. If you follow this program, what messages did it give you?
 Information Education
 Entertainment All of the three
 Don't know

5. What types of issues did you dominantly heard in the program?

- Political Journalistic
- Good Governance Business
- Democratic Don't know

6. Do you believe the issues raised in the program are also issues of the public?

- Yes No
- Sometimes Don't know

7. If your response on question no. '4' is 'no' whose issues or agendas are mainly raised I the program?

- The government The politicians
- The media itself Others please specify _____

8. How do you see the relevance of this program in developing accountability in different working sectors?

- It contributes a lot It didn't bring any change
- To some extent Don't know

9. How do you see the time duration given to each issue in the discussion?

- Fair Un-fair
- To some extent fair Extremely un-fair
- Don't know

10. Is the placement or order of the issues in the discussion logical?

- Yes No
- Sometimes Don't know

Appendix Two: Interview questions for the moderator and the producers of the program

The purpose of this interview is to gather information for the study entitled” Analysis of Efficacy of Good Governance Issues Coverage on Zami 90.7 FM Radio ‘Ye Gazetegnoch Kib Terepeza’Program.”

1. How did you start this program? Did you have any other countries experience?
2. What types of issues did you mostly discuss in the program? What is your concern about good governance issue?
3. How do you allocate time durations for each issue in the discussion?
4. For what types of issues did you mostly interrupt the discussion?
5. What are your criteria in placing the issues for the discussion?
6. How do you select issues at each program session?
7. During the discussion, did you let the audiences to have their say on your discussion? How can you relate this with your program accountability?
8. Do you have special trainings on how to chair such programs?
9. How do you see the role of this program in developing good governance?
10. How do you measure the effectiveness of the program? What attitudes you get from the public and other concerned bodies whom you discuss about?
11. How do you get relevant information for your issues? What are your sources?
12. Do you think the issues you raise are relevant to publics? How you know that?
13. What challenges did you face when producing and discussing these issues in the program? How did you solve them?
14. Do you work together with governmental and non-governmental organizations that work on good governance?

Appendix Three: Coding Sheet for the Whole Story

A coding sheet for the study entitled “Analysis of Efficacy of Good Governance Issues Coverage on Zami 90.7 FM radio ‘yegazetegnoch kib terepeza’ program.

- 1. Date.....**
- 2. Number of each story.....**
- 3. Contents of each story.....**

| Running Order | Politics | Good Governance | Democratic | journalistic | Business | Others |
|---------------|----------|-----------------|------------|--------------|----------|--------|
| | | | | | | |
| | | | | | | |
| | | | | | | |

- 4. Total duration of the whole stories.....**
- 5. Total duration of good governance issues.....**

Appendix Four: Coding Sheet for Good Governance Issue Stories

1. Story.....
2. Date.....
3. Coder

| Issue Frequency | Type of Story | Duration of Story | Theme of Story | Source of Story | Origin of Story | Aim of Story | Placement of Story |
|-----------------|---------------|-------------------|----------------|-----------------|-----------------|--------------|--------------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

| Main Categories | Sub-categories to be coded |
|--------------------|--|
| Type of story | Good Governance issues, democratic issues, political issues, journalistic issues, business issues and others |
| Duration of Story | Measured by seconds |
| Theme of Story | Accountability, Transparency, Responsiveness, Consensus Oriented, Equity and Inclusiveness: Effectiveness and Efficiency |
| Source of Story | Political journals, /media, government organizations, individuals, and others |
| Origin of Story | Public pole, government pole and media pole |
| Aim of Story | Informing, entertaining, educating, all or two of the three |
| Placement of Story | Beginning, middle and end |

Appendix Five: Issue Stories in Relation to Running Order in Percentile

| Running Order | Type of Issues | | | | | |
|---------------|------------------------|-------------------|------------------|-----------------|---------------------|--------|
| | Good Governance Issues | Democratic Issues | Political Issues | Business Issues | Journalistic Issues | Others |
| 0 | | | | | | |
| 1 | 11.8% | 5.9% | 52.9% | 11.8% | 11.8% | 5.9% |
| 2 | 18.2% | 18.2% | 36.4% | | 18.2% | 9.1% |
| 3 | 25% | 25% | 12.5% | | 12.5% | 25% |
| 4 | 25% | | 25% | | 25% | 25% |
| 5 | 50% | 16.7% | | | 16.7% | 16.7% |
| 6 | 40% | | 20% | | | 40% |
| Total | 23.5% | 11.8% | 31.4% | 3.9% | 13.7% | 15.7% |

Appendix Six: Respondents Reasons for not Listening the Program

| Respondents | The Approach of the Moderator | | The Approach of the Producers | | The content of the issues | | Inappropriate transmission time | | Other Reasons | |
|--------------------|-------------------------------|------------|-------------------------------|------------|---------------------------|------------|---------------------------------|-----------|---------------|------------|
| | Count | % | Count | % | Count | % | Count | % | Count | % |
| Academicians | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| Taxi Drivers | | | | | 1 | 2% | 2 | 4% | 2 | 4% |
| Artistic Community | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| Media People | 2 | 4% | | | 3 | 6% | | | | |
| Administrators | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% | | |
| Business People | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| Politicians | 1 | 2% | 1 | 2% | 1 | 2% | | | 2 | 4% |
| Gov. Workers | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| NGO Workers | 1 | 2% | 1 | 2% | 2 | 4% | | | 1 | 2% |
| Others | | | | | 1 | 2% | 1 | 2% | 3 | 6% |
| Total | 9 | 18% | 8 | 16% | 17 | 34% | 4 | 8% | 12 | 24% |

Appendix Seven: Respondents Response on the Habit of Attending FM Radios

| Respondents | Always | | Sometimes | | Not at all | | Don't know | |
|--------------------|-----------|------------|-----------|------------|------------|------------|------------|------------|
| | Count | % | Count | % | Count | % | Count | % |
| Academicians | 2 | 4% | 2 | 4% | 1 | 2% | | |
| Taxi Drivers | 4 | 8% | 1 | 2% | | | | |
| Artistic Community | 3 | 6% | 1 | 2% | | | 1 | 2% |
| Media People | 3 | 6% | 2 | 4% | | | | |
| Administrators | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| Business People | 1 | 2% | 1 | 2% | 2 | 4% | 1 | 2% |
| Politicians | 2 | 4% | 1 | 2% | 1 | 2% | 1 | 2% |
| Government Workers | 1 | 2% | 2 | 4% | 1 | 2% | 1 | 2% |
| NGO Workers | 1 | 2% | 1 | 2% | 2 | 4% | 1 | 2% |
| Others | 1 | 2% | 1 | 2% | 1 | 2% | 2 | 4% |
| Total | 19 | 38% | 14 | 28% | 9 | 18% | 8 | 16% |

Appendix Eight: Respondents Response on Yegazetegnoch Kib Terepeza Program

| Respondents | Know the Program | | Didn't Know the Program | | Didn't Respond | |
|--------------------|------------------|------------|-------------------------|------------|----------------|------------|
| | Count | % | Count | % | Count | % |
| Academicians | 2 | 4% | 2 | 4% | 1 | 2% |
| Taxi Drivers | | | 4 | 8% | 1 | 2% |
| Artistic Community | 1 | 2% | 3 | 6% | 1 | 2% |
| Media People | 3 | 6% | 1 | 2% | 1 | 2% |
| Administrators | 3 | 6% | 1 | 2% | 1 | 2% |
| Business People | 1 | 2% | 2 | 4% | 2 | 4% |
| Politicians | 3 | 6% | 1 | 2% | 1 | 2% |
| Government Workers | 2 | 4% | 2 | 4% | 1 | 2% |
| NGO Workers | 1 | 2% | 2 | 4% | 2 | 4% |
| Others | 1 | 2% | 3 | 6% | 1 | 2% |
| Total | 17 | 34% | 21 | 42% | 12 | 24% |

